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## **HOW ONLINE REVIEWS AND SOCIAL MEDIA POSTS ARE SHAPING PERSONAL INJURY – THE STORY OF THE PI PRACTICE AND THE IMMENSELY-DAMAGING ONLINE REVIEW**

By Keith Pendleton JD

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A copy of this article is available at [www.pibackoffice.com](http://www.pibackoffice.com)

Chiropractors and Injury Providers:

The purpose of this article is to share a brief story with you. It's a story about a multi-disciplinary practice which, at some point, decided at a certain point to take on more personal injury cases.

The practice spent time, money, and energy towards this purpose – creating a great website, doing Adwords and SEO optimization, the whole nine yards.

The practice most likely also spent time, energy and resources in networking with attorneys, taking them out to lunch, etc.

### **ONE IMMENSELY-DAMAGING ONLINE REVIEW. THAT'S BASICALLY ALL IT TOOK.**

I'll share with you more about what happened below, but my point in sharing the story with you is simple.

If you're going to do personal injury in your practice, do it right.

There is a WAY to do it. Just do it right.

Build your practice on a set of STANDARDS.

Build your house, as they say, on a rock.

Make it clear what you're really about.

**FOR THOSE INTERESTED, I WILL BE HOLDING A SEMINAR ON THE TOPIC OF "STANDARDS-BASED PI MARKETING" ON APRIL 26 IN DALLAS AND APRIL 28 IN HOUSTON. Click [here](#) or visit [www.pibackoffice.com](http://www.pibackoffice.com)**

In this day and age, if you're even THINKING about taking on more personal injury cases, or you're currently accepting personal injury cases, I encourage you to come.

Also, starting on Monday, April 15<sup>th</sup>, I will be offering, an integrated PI COMPLIANCE-REIMBURSEMENT-MARKETING program – i.e., all 3 major topics under one roof.

The program is for any doctor who wants to start/continue to build out his/her practice based on standards.

Like I said, the program covers – all under one roof – PI compliance, reimbursement, AND marketing.

Now – on to the story mentioned above.

### **THE STORY OF THE MULTI-DISCIPLINARY PI PRACTICE AND THE IMMENSELY-DAMAGING ONLINE REVIEW**

So since July of 2017, I've been working very closely with a handful of practitioners who have been looking to develop/articulate [multi-faceted personal injury standards](#) ... a set of standards on which they can keep growing and expanding their practices with greater confidence and peace of mind.

So here I am, working with one particular practice, and we happen to notice that a nearby competitor – an 800 lb. marketing gorilla – has tons of reviews.

All of them – i.e., literally one hundred percent (100%) of them – were 5-star reviews.

Think about that for a moment. Think about it from the consumer's perspective.

Hundreds of reviews ... all 5-star reviews.

My first reaction? *"Uh oh."*

Then all of a sudden, overnight, in comes the IMMENSELY-NEGATIVE review. No joke. One day, I'm looking at all of the positive reviews. And the next day, in comes one of the most negative reviews I've seen.

The review is so bad... and arguably damaging ... that I can't even post it here.

Take note – the review doesn't just bad-mouth the clinic.

It goes into explicit detail.

Explicit – and perhaps for some, believable – detail.

The review makes it clear to everyone reading the post – DON'T BE SCAMMED. DO A LITTLE HOMEWORK. DON'T JUST RUSH YOUR DECISION OF WHO YOU CHOOSE FOR YOUR INJURY PROVIDER.

Immediately, the clinic – a major Adwords purchaser – appears to abruptly halt its Adwords campaign.

Immediately thereafter, the clinic plummets to the bottom of the organic Google search results ... and for simple basic searches, too.

Now think about it.

I've seen cases where PI payers, at a certain point, will start dropping word with attorneys that such-and-such clinic is "under investigation."

It doesn't have to be due to a damaging review.

It could be due to a certain marketing video you did ... or a Facebook post ... or an advertisement.

It could be due to the payer's belief that you're using *"pre-determined treatment plans."*

*It could be due to the fact that you're getting a lot of cases from the attorney ... and the payer simply ASSUMES that you're giving pre-arranged reductions to the attorney.*

It could be due to anything.

Add a damaging review to that picture – one that suggests you may be *knowingly* cutting corners in the clinic – and maybe the handwriting on the wall begins to appear.

For some attorneys, they may start to see you as a liability.

They may start to envision the prospects of more and more depositions where you will be grilled ... maybe even about your relationship with the attorney!

*“But we have to give reductions to attorneys!” you say. “How else are we to get PI cases?”*

There's usually more than one way.

**Which brings me to my main point.**

If you want to start/continue building out your personal injury, do it right.

Learn how to build out this area of your practice in a safe and steady fashion.

In a way that is rewarding. In a way that's fun. In a way that can arise to the level of a community service.

Today, perhaps more than ever, it is critical to build your house on a rock.

If you haven't signed up for my very inexpensive seminar in Dallas (April 26<sup>th</sup>) and Houston (April 28<sup>th</sup>), make sure to do so.

Let's talk about doing personal injury right.

**Keith Pendleton JD**

[Chiropractic Law Seminar – Dallas April 26 – Houston April 28](#)

PI Compliance-Reimbursement-Marketing Program – 855-224-3295