

Revenge or Reward?

Patients will write lovely reviews to **REWARD** us for looking after them – provided we make it **simple** and **quick** for them.



**WHEN WE
ARE LOUSY THEY WILL
SEEK REVENGE**



**WHEN WE
ARE LOVELY THEY WILL
OFFER TO REWARD**



**ASK HAPPY PATIENTS
FOR REVIEWS**



**MAKE SURE WE GET THE
RIGHT KIND**

