



Press Release

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Reputation Software Celebrating 1 Year and 2,000 Doctors Later

Online reputation management software, RepuGen, is celebrating success 1 year after its launch.

TUSTIN, CA (May 23, 2017): It started as a simple tool to help a small group of 13 physicians manage and improve their online reviews. Since then, RepuGen has developed into a full-scale reputation management and patient sentiment analysis software used by over 2,000 physicians. On May 23, RepuGen celebrates a successful first year in a much needed and highly overlooked industry.

“RepuGen is an elegant, closely monitored system that has worked well for our medical group to improve our online reputation and reviews,” says Dr. Peter Kim, a current RepuGen user. “We went from very few reviews from years ago, to regular 5-star reviews in excess of the entire volume of prior reviews, within a few months.”

Where RepuGen has seen success has been in its ability to gather immediate patient feedback on an experience, converting it into detailed reports for management to view, while at the same time improving public review scores and intercepting unhappy patients before they can post negative reviews. Through a seamless patient outreach process, RepuGen clients have even seen up to **80% patient service recovery**.

“When we launched this product, it was only meant to be a useful tool to help my marketing clients improve their reviews,” says Founder of RepuGen Ajay Prasad. “We never expected how much of a need there was, or how popular it would become.”

About RepuGen: [RepuGen](http://RepuGen.com), founded in 2016, is an online reputation management software tailored towards the healthcare industry. With RepuGen, physicians and medical groups can monitor patient sentiment, get positive reviews from happy patients, and intercept potential negative reviews. Clients using RepuGen love the simplicity of the software, and the ability to improve the patient experience seamlessly, while improving their online reviews in the process.