



## **Build Reputation. Measure Satisfaction.**

RepuGen is a patent-pending software solution that allows healthcare businesses and physicians to systematically monitor patient satisfaction and control their online reputation – all through one convenient program. Developed by a digital marketing connoisseur and serial entrepreneur, RepuGen employs a proprietary platform to improve online reputation that has proven to be **effective** and **efficient**. The platform took what was previously a manual – but effective – process to develop a group of urgent care centers' online reputation and automated it. This manual process improved the reputation of the urgent care centers dramatically, but a major hurdle was automating it so that it could more easily be incorporated into their workflow.

With RepuGen, this is no longer an issue as it not only gives medical & dental businesses an automated control over their online reviews, but also puts critical data into the hands of practice managers to monitor and improve overall patient satisfaction. Through this, managers have the tools required to seamlessly **build their online reputation** and **measure patient satisfaction** like never before. Clients using RepuGen have seen 80% service recovery of unhappy patients through utilizing the tool.

### **Suggested Interview Topics for our Founder:**

- How difficult is it to improve reputation?
- What inspired you to develop a reputation management tool for healthcare?
- What mistakes do you see businesses make with their reputation?
- What are the benefits to improving online reputation in the healthcare industry?
- What is your background as a small business advocate?
- How has positive reputation improved your clients' revenue?
- Why are online reviews so important to patients?

### **Our Founder's Bio:**

Ajay Prasad is a serial entrepreneur, successful business strategist and an adept marketing expert who built RepuGen from scratch by automating a successful reputation development process. This process has been utilized effectively by clients of his digital marketing agency, GMR Web Team. See Ajay's LinkedIn account [here](#) for more details about him.

