⏱️ 20 MIN SETUP

Clinic Appointment to Google Review Request

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

Clinics rely on reviews, but staff rarely have time to ask. An automatic request after each completed appointment builds your rating steadily.

What you need

- Cliniko (or your practice software)
- Zapier
- Your Google review link

Setup with Zapier

1. Create a Zap with Cliniko's trigger for a new or updated appointment, filtered to attended appointments. [Screenshot]
2. Add a delay of 2 to 24 hours.
3. Send an SMS or email with your review link.
4. Exclude sensitive services with a filter if needed.
5. Test it with a test patient, then turn it on.

Setup with Make

1. Use Cliniko’s API or watch module for appointments.
2. Filter to attended appointments, add a Sleep step, then send.
3. Turn it on.

Message template

> Hi [First name], thanks for visiting [Clinic]. If you have a moment, we’d love a Google review: [link]. Reply STOP to opt out.

Sending it by email instead? Swap “Reply STOP to opt out” for an unsubscribe link.

Consent and local rules

Never include health details in the message. Follow your health-privacy rules (such as the Australian Privacy Principles or HIPAA in the US) and your profession’s advertising rules, since some regulators restrict testimonials. This isn’t legal advice.

FAQ

Are health practitioners allowed to ask for reviews?

Rules vary by profession and country, and some regulators restrict testimonials. Check your regulator’s guidance before you switch this on. Keep the message simple and never mention health details.

Can I leave some patients out?

Yes, for privacy reasons you can filter by appointment type or a tag, for example to skip sensitive services. Don’t filter by whether a patient

seemed happy. Google calls that review gating and doesn't allow it.

Does this work with practice software other than Cliniko?

Yes, if your software has a Zapier or Make trigger for completed or attended appointments. If it doesn't, a daily export into Google Sheets can act as the trigger instead.

How long after the appointment should the request go out?

Somewhere between 2 and 24 hours works for most clinics. Send it during business hours so it doesn't arrive at night. One request, plus at most one reminder, is enough.

Related

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Affiliate disclosure: some links earn us a commission at no extra cost to you.

One-page checklist: Clinic appointment to Google review (Cliniko)

- ☐ Create a Zap with Cliniko's trigger for a new or updated appointment, filtered to attended appointments.
- ☐ Add a delay of 2 to 24 hours.
- ☐ Send an SMS or email with your review link.
- ☐ Exclude sensitive services with a filter if needed.
- ☐ Test it with a test patient, then turn it on.

Consent note: only message people who have contacted you or agreed to hear from you, and include a way to opt out. This isn't legal advice.

Full guide: https://www.automatequick.com/guides/clinic-appointment-review-request