

DentalAce Report 2026: Verified Patient Reviews Matter More Than the Number of Reviews

Analysis of 20 dental practices shows verified, recent patient reviews build trust more effectively than review volume alone.

VIENNA, VIENNA, AUSTRIA, August 4, 2026 /EINPresswire.com/ -- Patient reviews have become one of the most influential factors when choosing a dental practice. But how many verified reviews does a practice actually need to gain the trust of prospective patients?

The [DentalAce Reputation Report 2026](#) addresses this question through an anonymized analysis of data from 20 dental practices that were members of the DentalAce platform between January 2021 and August 2026.

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There is no magic number of patient reviews. Trust is built through continuous, verified reviews and a strong digital presence.”

Emil Nedev, Founder of DentalAce

The report examined the development of verified patient reviews, their recency, and several aspects of each practice's digital presence, including profile completeness and online appointment options.

The central finding is clear: There is no universal number of patient reviews that automatically creates trust or guarantees practice success. Instead, credibility is built through the continuous development of an authentic, up-to-date and transparent online reputation.

"Many dentists ask us how many patient reviews they need. Our analysis shows that there is no magic number. What truly matters is consistently building a credible digital presence through



verified and recent patient feedback," says Emil Nedev, Founder of DentalAce.

Reviews Are Most Effective as Part of a Complete Digital Presence

Today's patients evaluate much more than an average star rating. Before choosing a dental practice, they typically compare reviews, treatment information, practice photos, appointment availability and the overall quality of the practice's online presence.



Emil Nedev, Founder of DentalAce and author of the DentalAce Reputation Report 2026, presenting new insights into verified patient reviews and digital trust in dentistry.

The report shows that verified patient reviews create the greatest impact when they are combined with:

- complete and up-to-date practice information,
- clearly presented treatment areas,
- professional practice photographs,
- transparent contact details,
- simple online appointment booking,
- and a consistent digital presence.

Rather than evaluating reviews in isolation, patients increasingly assess the overall professionalism and credibility of a practice online.

Key Findings

The DentalAce Reputation Report 2026 identifies several recurring patterns among the practices included in the analysis:

- Verified patient reviews strengthen trust by confirming authentic patient experiences.
- A steady flow of recent reviews is more valuable than relying only on older feedback.
- Review quality, authenticity and recency are more important than achieving the highest possible review count.
- Complete practice profiles improve transparency and support patient decision-making.
- Online appointment booking helps convert patient trust into actual appointments.

The analysis indicates that digital reputation is created by the interaction of multiple factors rather than by review numbers alone.

Building Trust Requires a Long-Term Strategy

The report recommends that dental practices view online reputation management as a continuous process rather than a short-term marketing campaign.

To strengthen their digital reputation, practices should:

- collect verified patient reviews on an ongoing basis,
- make the review process easy and accessible,
- encourage authentic patient feedback,
- regularly monitor and evaluate reviews,
- respond professionally and respectfully to patient feedback,
- keep practice information current,
- and integrate patient reviews into their overall digital marketing strategy.

According to the report, sustainable trust develops over time through consistent patient communication and continuous improvement rather than occasional review campaigns.

Scope and Limitations

The DentalAce Reputation Report 2026 is based exclusively on anonymized data from 20 DentalAce member practices. The findings are therefore not intended to represent all dental practices in Austria.

The report also recognizes that many additional factors can influence patient acquisition and digital visibility, including practice location, local competition, treatment focus, appointment availability, website quality and broader marketing activities.

As a result, the report should not be interpreted as proving a direct causal relationship between a higher number of reviews and increased patient appointments. Instead, it provides practical insights into observable patterns within the analyzed dataset.

Conclusion

The DentalAce Reputation Report 2026 reaches one clear conclusion:

There is no fixed number of verified patient reviews that automatically creates patient trust.

Instead, successful dental practices build their digital reputation through continuously growing numbers of verified and recent patient reviews, supported by complete practice information, transparent communication and convenient online appointment options.

Patient reviews should therefore not be viewed as an isolated marketing tool but as an essential part of the entire digital patient journey—from the first online search to appointment booking.

About the DentalAce Reputation Report 2026

The DentalAce Reputation Report 2026 is based on an anonymized analysis of data from 20 dental practices that were members of the DentalAce platform between January 2021 and August 2026. The report examines trends in verified patient reviews and digital reputation to provide practical guidance for dental practices seeking to strengthen patient trust and online visibility.

About DentalAce

DentalAce is a digital platform that helps dental practices improve their online visibility, patient communication and digital reputation. The platform provides verified patient reviews, digital practice profiles, online appointment booking, patient inquiries and additional tools that support sustainable patient acquisition and long-term practice growth.

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