

OpineMind

Hospital Brand Manager

AI review operations for healthcare teams

What it is: A combined RMS + SMS platform that analyzes patient feedback, detects risk signals, and supports faster, safer response workflows.

Why Teams Need This

Hospitals are judged publicly by review quality, response speed, and trust language. Most teams still work with fragmented channels and reactive response playbooks.

- Reviews are spread across Naver, Google, Kakao, and social sources.
- Delayed replies increase reputational and legal exposure.
- Competitive changes are noticed too late for strategy updates.
- Manual response drafting creates tone inconsistency.

Two Systems, One Workflow

RMS (Review Management System)

Single-review mode for high-confidence reply generation and risk-aware messaging.

- Sentiment and topic extraction from each review
- Risk triage: legal, medical, reputational
- Best-reply and alternatives with strategic framing

SMS (Social Management System)

Bulk analysis mode for benchmarking and executive decisions.

- Multi-platform review ingestion
- 10-axis scoring with confidence ranges
- Competitor comparison, trend charts, and strategic recommendations
- Alerting on negative spikes and potential viral risk

Expected Impact

Metric	Before	After
Reply preparation time	20–40 minutes	under 2 minutes
Channel visibility	isolated views	unified dashboard
Risk handling	reactive	early warning + playbooks
Competitive insight	occasional checks	continuous benchmarking

Live Demos

- English RMS Demo: <https://opinemind.com/demo/en/rms>
- English SMS Demo: <https://opinemind.com/demo/en/sms>
- Korean SMS Demo (real Axiocortex data): <https://opinemind.com/demo/ko/sms>

Contact

Website: <https://opinemind.com>

Email: contact@opinemind.com