



## **NW Face and Body**

### **PATIENT REVIEWS POLICY**

#### **Objective:**

The goal of the Patient Reviews Policy is to ensure that all employees and team members understand and follow certain guidelines when posting or responding to reviews and when asking patients to provide feedback for services received at NW Face and Body (the “Practice”).

#### **Policy:**

Practice employees are prohibited from contacting patients to discuss patient reviews of the Practice for any reason without prior permission from Management. If a patient reaches out to a Practice employee in person or by phone to discuss their experience at the Practice or to discuss a review they left for the Practice online, the patient should be referred to Sabrina Damani, Administrator.

The Practice is permitted to post signs or incorporate statements to patients in discharge paperwork that ask patients to directly communicate with the Practice about any concerns they have. Additionally, the Practice may post signs or incorporate statements in discharge paperwork asking patients to tell the Practice “how we are doing” or to give “feedback.”

The Practice may post in-office signs and QR codes linking to its social media pages. The Practice may not, however, specifically ask patients to give reviews or otherwise solicit reviews.

If a patient publishes a review of the Practice online, including on any social media website or other ratings site (such as Yelp, Facebook, or Google), any responses or other interactions with the patient must remain within the appropriate, ethical boundaries of the practitioner-patient relationship and also be compliant with the restrictions of the HIPAA Privacy Rule. As well, any such response must comply with the Social Media policy.

The Practice may not publish patient reviews on its website, social media, or any other marketing materials if:

- Reviewers are posing as patients when they have not received services from the Practice;
- The reviewer has been compensated or has received any services of value from the Practice in exchange for the review;
- The reviewer is a current employee of the Practice, regardless of whether the employee is also receiving services as a patient of the Practice; or
- The reviewer is an immediate family member of an employee of the Practice without clearly and conspicuously disclosing the identity of the reviewer.



As a reminder, the Practice takes patient privacy rights very seriously. Although our patients and the public have the right to post information (including reviews) online, we are restricted by state and federal privacy laws from confirming that a patient received care at our Practice, unless there has been an appropriate authorization by the patient. Additionally, we are restricted from commenting on any specific patient's outcome without an authorization, and even if posted in a review.

## **NW Face and Body PATIENT REVIEWS POLICY**

### **Provider Acknowledgement:**

I have reviewed the Patient Reviews Policy and agree to comply with that policy.

I acknowledge and understand that failure to comply with this policy may lead to discipline up to and including termination.

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Employee Name

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Signature

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Date