



## **NW Face and Body**

### **SCRIPT FOR RESPONDING TO ONLINE PATIENT REVIEWS**

#### **Objective:**

The goal of the Script for Responding to Patient Reviews is to ensure that all employees and team members understand and follow certain guidelines when responding to patient reviews in accordance with the Patient Reviews Policy. NW Face and Body (the “Practice” or “NW Face”) should not respond to each and every online review about the Practice. Employees should not respond to patient reviews without prior permission from CEO and/or in-house counsel for the Practice.

As you will see from the below, and consistent with our social media policy, we cannot confirm for any review of the practice whether the person who posted it is a patient of our practice.

#### **Script:**

##### *Responding to Negative Reviews Posted Online*

- Thank you for your feedback. While we cannot confirm if this review was authored by a patient of our practice, NW Face and Body is committed to providing high quality patient care in every instance. Please feel free to contact us at [insert phone/email applicable to practice] if you’d like to discuss any concerns or questions.

##### *Responding to Positive Reviews Posted Online*

- Thank you for your feedback. While federal privacy laws prevent us from confirming if this review was authored by a patient of our practice, NW Face and Body prides ourselves in [insert content of review, e.g., our friendly staff, our knowledgeable practitioners, etc.] and are committed to providing high quality patient care each time. We hope you have a great day.

#### **Disclaimers:**

This Script may not be appropriate for all circumstances or communications. If you have a question regarding the appropriate use of the Script, please contact CEO and/or in-house counsel for the Practice.

This Script is for internal use only, is proprietary and confidential, and may not be disseminated outside of the Practice.