**Title**

Protecting your online reputation: the good, the bad and the untrue of patient reviews

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**Background**

There are professional and ethical responsibilities when engaging in social media, patient testimonials and reviews. Patient reviews, in particular, cause GP’s significant personal distress if they are negative or unfounded.

**Aims**

To give an overview of the regulatory obligations and outline best practice with patient reviews.

**Method**

15 minute oral presentation exploring research into patient use of social media, patient review sites and Avant claims experience.

**Results**

GP’s will have a greater insight into the process and value of patient reviews. We will explore how to manage a poor review and the lessons that can be learnt from it.

**Conclusion**

Online reviews are a modern form of patient feedback. GP’s need to review these forums objectively and seek ways to improve practice as a result