

Review response + escalation sheet

A practical operating protocol for medical practices. Adapt it with your privacy, compliance, and legal teams.

1. Privacy pause

- Do not confirm the reviewer is a patient.
- Do not mention visits, symptoms, care, billing, family, or records.
- Do not copy details from the chart.
- Do not reply while angry.

2. Capture the case

Platform / profile

Date, time, and public URL

Owner

Screenshot saved at

3. Choose the level

Level 1 — ordinary: Praise or mild criticism. Use an approved response pattern with no patient-specific facts.

Level 2 — service failure: An emotional complaint or credible operational failure. Practice manager reviews; consider private recovery.

Level 3 — high risk: Harm, discrimination, misconduct, threats, litigation, media, or regulatory concern. Preserve records and escalate before replying.

Level 4 — policy violation: Spam, impersonation, harassment, personal information, conflict of interest, or unrelated content. Document and report under the platform's policy.

4. Route it

Practice manager

Privacy / compliance

Legal / insurer

Private recovery owner

Response deadline

Operational follow-up

Write the public response

The response is for the silent future patient as much as the reviewer.

Framework

We take concerns about **[general issue]** seriously and want every person who contacts our office to **[general standard]**. To protect privacy, we cannot discuss individual situations here. Please contact **[authorized person]** at **[approved phone or email]** so the matter can be reviewed privately.

Response check

- Acknowledges concern without confirming a relationship
- States a general standard
- Contains no patient-specific details
- Does not argue clinical facts

- Gives one approved private route
- Sounds human, not legalistic
- Correct escalation level was followed
- Authorized reviewer approved publication

Fix the experience behind it

Theme: access / scheduling / waiting / communication / bedside manner / billing / follow-up / other

What happened in the process—not just in the review?

Smallest useful correction

Owner

Deadline

How we will know it improved

Close the loop

- Public response published or intentionally withheld
- Private recovery completed where appropriate
- Review reported only if it violates a real platform policy
- Pattern added to the monthly reputation review
- Operational correction assigned and verified

Never: buy reviews, reward praise, ask only happy patients, dictate wording, threaten first, disclose protected information, or promise criticism can always be removed.