



A GUIDE FOR MEDICAL PRACTICES ON RESPONDING TO ONLINE REVIEWS

Don't Risk Your Practice With a Response!

What HIPAA, state law and the FTC say about replying to patient reviews, the enforcement cases behind the rules, and word-for-word replies your team can post without exposing your practice.

\$50,000

proposed penalty over ONE
Google reply (NC, 2020)

4

federal enforcement actions
tied to review replies

180 days

a patient has to file
a HIPAA complaint

Sources for every figure are linked inside. Figures current as of October 2026.

BEFORE YOU HIT REPLY

The reply is where practices get in trouble

A one-star review lands. It's unfair, it leaves out half the story, and it sits at the top of your profile where every new patient will see it. The natural move is to set the record straight. For a medical practice, that move is the one federal regulators have fined.

In 2016, ProPublica analyzed more than 1.7 million Yelp reviews and pulled over 3,500 one-star reviews in which patients raised privacy or HIPAA. Reporter Charles Ornstein found that “in dozens of instances, responses to complaints about medical care turned into disputes over patient privacy.” Two of the provider replies quoted in the story ([ProPublica, May 27, 2016](#)):

“Due to your clenching and grinding habit, this is not the first molar tooth you have lost due to a fractured root.”

“You brought your daughter in for the exam in early March 2014 ... The exam identified one or more of the signs I mentioned above for scoliosis.”

Each of those providers was defending himself. Each one also published a patient's diagnosis, history or treatment to anyone with a browser. Since then, the U.S. Department of Health and Human Services has brought at least four enforcement actions against practices over replies like these. You'll find each one in Section 2.

The one rule to remember: a patient who writes about her own care has not given you permission to discuss it. Her review is her disclosure. Your reply is yours. The American Medical Association puts it plainly: don't disclose any information about the patient, “don't even acknowledge the person is a patient in your office” ([AMA](#)).

What's inside

1	The rules in plain English	HIPAA, penalties, state law and the FTC review rule
2	The enforcement record	Four practices, four penalties, one common mistake
3	What counts as a disclosure	The 12 details that turn a reply into a violation
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5	Copy-and-paste reply templates	Nine situations, word for word
6	Report it instead of replying	When a review breaks platform policy, and what you must never do
7	Build your review response policy	A checklist, plus how to audit replies already posted
8	Quick reference card	Print it and tape it next to the front desk computer

Who this is for: physicians, dentists, surgeons, therapists, chiropractors, med spas and the office managers and marketing staff who reply to reviews for them. **What it isn't:** legal advice. Laws vary by state and change. Have a healthcare attorney review your policy before you adopt it.

SECTION 1

The rules in plain English

HIPAA: the federal floor

The HIPAA Privacy Rule says a covered entity may not use or disclose protected health information except as the rule permits or the patient authorizes in writing ([45 CFR 164.502\(a\)](#)). Replying to a review is not on the list of permitted disclosures.

Protected health information (PHI) is broader than most people assume. Under [45 CFR 160.103](#), health information covers a person's past, present or future health or condition, the care they received, and **payment for that care**. Once it identifies the person, it's PHI. A first name on a review platform, next to a description of a visit, identifies the person.

Confirming someone is a patient is itself a disclosure. The fact of the relationship tells the public that this person received care from you. That's why the AMA tells physicians not to acknowledge the reviewer is a patient at all ([AMA guidance](#)).

Who has to follow HIPAA

HHS lists doctors, clinics, psychologists, dentists, chiropractors, nursing homes and pharmacies as covered entities, “but only if they transmit any information in an electronic form in connection with a transaction for which HHS has adopted a standard” ([HHS](#)). In practice, that means billing insurance electronically. A cash-only cosmetic practice might fall outside HIPAA. Billing insurance for anything, including reconstructive work, generally brings the whole practice under it. CMS publishes a [covered entity decision tool](#) if you aren't sure.

Don't stop reading if you're cash-only. State confidentiality laws and medical board rules apply to licensed providers whether or not HIPAA does. Several are covered below.

What a violation costs

HIPAA civil penalties are tiered by how culpable the practice was and adjusted for inflation every year. These are the amounts effective January 28, 2026 ([Federal Register](#)), with the annual caps HHS applies under its notice of enforcement discretion, as summarized by [The HIPAA Journal](#):

Culpability tier	Per violation	Annual cap per provision
Did not know	\$145 to \$36,505.50	\$36,505.50
Reasonable cause	\$1,461 to \$73,011	\$146,053
Willful neglect, corrected within 30 days	\$14,602 to \$73,011	\$365,052
Willful neglect, not corrected	\$73,011 to \$2,190,294	\$2,190,294

Why the last row matters: a reply you posted and never took down is the kind of violation that keeps going. In the North Carolina case in Section 2, HHS classified one Google reply as willful neglect, not corrected.

How long the risk lasts

A patient generally has 180 days from when they knew, or should have known, about a violation to file a complaint with HHS, and HHS can extend that window for good cause ([45 CFR 160.306](#)). An old reply still sitting on your profile is still discoverable. The safest move is to fix it now.

State law: the second layer

States add their own rules, and some reach further than HIPAA. Three examples:

State	Law	What it says
New York	Education Law §6530(23)	Professional misconduct for a physician includes “revealing of personally identifiable facts, data, or information obtained in a professional capacity without the prior consent of the patient, except as authorized or required by law.” This applies to licensed physicians whether or not HIPAA does.
California	Civil Code §56.10 (CMIA)	“A provider of health care ... shall not disclose medical information regarding a patient of the provider ... without first obtaining an authorization,” except as the statute allows.
Texas	Health & Safety Code ch. 181	Defines “covered entity” far more broadly than HIPAA, including health care providers and anyone who comes into possession of protected health information. Civil penalties under §181.201 reach \$5,000 per negligent violation, \$25,000 per knowing or intentional violation, and \$250,000 when PHI is used for financial gain.

Other states have their own versions. Ask your attorney or state medical board which apply to you.

The FTC review rule: what you can't do to fight back

The FTC's Rule on the Use of Consumer Reviews and Testimonials took effect October 21, 2024 ([Federal Register](#) | [16 CFR Part 465](#)). It applies to every business, medical practices included. Three sections matter most when a bad review shows up:

- **§465.7 Review suppression.** Bars using “an unfounded or groundless legal threat, a physical threat, intimidation, or a public false accusation” to keep a review from being written or to get one removed. A reply accusing a real patient of lying, or a threatening letter, puts you here.
- **§465.4 Buying reviews.** Bars offering incentives conditioned on a review's sentiment. Offering a refund or a free touch-up in exchange for deleting or changing a review falls in this territory.
- **§465.5 Insider reviews.** Bars reviews from owners, staff and their relatives presented as patient reviews. Burying a bad review with friendly ones from staff is a violation.

Separately, the Consumer Review Fairness Act of 2016 makes it illegal to put a clause in a form contract (patient intake forms and online terms count) that bars or restricts reviews or charges a fee for them ([FTC guidance](#)).

SECTION 2

The enforcement record

These are the actions HHS has published involving replies to online reviews. Notice the size of the practices. None of them were hospital systems. Most were small dental or behavioral health offices.

Practice	Year	Amount	What happened
Elite Dental Associates Dallas, TX	2019	\$10,000 settlement + corrective action plan	Settled potential Privacy Rule violations over disclosures of patients' PHI in replies on social media review sites. HHS announcement
U. Phillip Igbinador, D.M.D. & Associates Charlotte and Monroe, NC	2020	\$50,000 proposed civil money penalty	One reply on the practice's Google page to one negative review disclosed the patient's name, medical history and the nature of his treatment. HHS found willful neglect, not corrected. HHS Notice of Proposed Determination
New Vision Dental (B. Brandon Au, DDS, Inc.), CA	2022	\$23,000 settlement + corrective action plan	HHS cited "the provider's inappropriate use of social media to respond to patient reviews, disclosing protected health information. This practice is illegal under HIPAA." HHS announcement
Manasa Health Center New Jersey (psychiatric services)	2023	\$30,000 settlement + corrective action plan	Disclosed PHI in response to negative online reviews. HHS also cited a "failure to implement policies and procedures with respect to protected health information." HHS announcement

Four lessons from these cases

- **One reply is enough.** The North Carolina penalty involved a single patient and a single Google reply.
- **Small practices get investigated.** OCR acts on patient complaints. The patient who left the review is the person most likely to file one.
- **The fine is the start.** Three of the four practices also agreed to corrective action plans, which typically mean written policies, staff training and HHS monitoring.
- **Missing policies make it worse.** Manasa was cited for the replies and for not having privacy policies in place. A written response policy (Section 7) is part of your defense.

What these cases don't say: HHS has not published a penalty for a reply that only thanked a reviewer or invited them to call. The cases involve replies that described the patient's condition, history, treatment or visit. That's the line this guide keeps you well clear of.

SECTION 3

What counts as a disclosure

Most risky replies don't look risky to the person writing them. They read like good customer service. Here are the details that turn a reply into a disclosure, with examples of the kind of sentences practices post every day. The examples are illustrations written for this guide, not quotes from real replies.

Detail	Example of a risky sentence
Confirming the visit	"We're sorry your consultation last Tuesday didn't meet your expectations."
Using the patient's name	"Hi Jen, we're sorry to hear this." (Replying by name ties the visit to a person.)
The procedure or service	"Results from liposuction take several months to settle."
Clinical judgment	"The doctor determined you were not a good candidate."
Advice given or refused	"You chose not to follow the aftercare instructions we provided."
Outcome or complication	"Swelling like yours is a normal part of recovery."
Payment, refunds, balances	"Your fee was refunded in full." "Your account went to collections."
Insurance details	"Your plan doesn't cover this procedure, which we explained."
Attendance and history	"You missed three appointments." "You've been our patient since 2019."
Records or photos	"Our chart notes show ..." or posting a before-and-after photo to prove a point.
Family members	"We treated your son with the same care we give every child."
Ongoing relationship	"We're still here for you whenever you're ready for your follow-up."

Positive reviews carry the same rule

"It was a pleasure taking care of you, and your results look amazing!" is friendly. It also confirms the reviewer was a patient and comments on her outcome. The Privacy Rule has no exception for happy patients. The risk is lower because a happy patient is unlikely to complain, but these replies show regulators and plaintiffs' attorneys that your practice has no response policy. Use the positive template in Section 5 instead.

"But the patient already said it"

This is the most common defense, and it doesn't work. HHS's enforcement actions all involve replies to reviews where the patient had already made the complaint public. The patient's choice to share her information doesn't transfer to you. Repeating, confirming or adding to it is your disclosure.

"What if the reviewer was never our patient?"

Don't say so in public. Announcing "we have no record of you" tells readers you checked your patient records and invites the question of who else you'd check. Post the neutral template and report the review to the platform as fake (Section 6). Keep the proof in your files, not on your profile.

SECTION 4

The safe reply framework

Every reply your practice posts should pass these four rules. If a draft breaks any one of them, rewrite it or don't post it.

1

Acknowledge the feeling, never the visit.

Thank the reviewer for the feedback and say you take concerns seriously. Don't confirm a visit, procedure, date, staff member or outcome.

2

State your policy, not the facts.

Readers want to see a calm, professional practice. You can describe how your practice handles concerns in general ("every patient is welcome to request a follow-up with the doctor"). You can't describe this person's case.

3

Move it offline with a direct line.

Give a phone number and the title of a person ("our practice manager") so the reviewer can reach someone. The real conversation, where you can discuss care, happens privately.

4

Keep it short and cool.

Two to four sentences. No sarcasm, no corrections, no "as you know." Wait at least a few hours before replying to an angry review, and have a second person read it before it posts.

Before and after

A reply in the style that draws enforcement, then the same reply rewritten. Both are illustrations.

BEFORE: risky	AFTER: safe
"Hi Dana, we're sorry you're unhappy, but Dr. Lee explained before your rhinoplasty that swelling lasts up to a year. You also skipped your two-week follow-up. We refunded your consultation fee as a courtesy and we're happy to see you again."	"Thank you for sharing your feedback. We take every concern seriously. Privacy rules keep us from discussing any patient's care online, but we want to hear from you directly. Please call our practice manager at (555) 555-0100."
Discloses: name, procedure, surgeon, clinical advice, missed appointment, payment, ongoing relationship.	Discloses: nothing. Readers see a calm practice with a direct phone number.

Should you reply at all?

Replying is optional. A short, calm reply usually helps because prospective patients read it, but some reviews are better left alone: reviews that threaten legal action (call your attorney first), reviews that are already under a removal report, and reviewers who are baiting a public argument. A good reply never makes things worse. A bad reply always does.

SECTION 5

Copy-and-paste reply templates

Swap in your phone number and the job title of the person who handles concerns. Don't add the reviewer's name, a date, a procedure or a staff member's name. Rotate between templates so your profile doesn't look automated.

1. General negative review

Use when: Any complaint about care, results, staff or the experience.

"Thank you for taking the time to share this. We take every concern seriously. Privacy rules prevent us from discussing any patient's care online, but we'd welcome the chance to talk with you directly. Please call our practice manager at [phone]."

Why it works: It names the privacy rule, which tells readers why you aren't explaining, and it gives a path to resolution.

2. Complaint about results or a complication

Use when: Outcome, recovery, scarring or a revision dispute.

"We're sorry to read this. Concerns about results deserve a real conversation with the surgical team, not a public exchange. Privacy law keeps us from discussing care here. Please call [phone] and ask for our patient care coordinator."

Why it works: It treats the concern as serious without conceding or disputing anything clinical.

3. Billing, pricing or refund complaint

Use when: Fees, insurance, deposits, collections.

"Thank you for the feedback. Billing questions are personal, so we handle them privately. Please reach our billing office at [phone] and we'll review your concern."

Why it works: Payment for care is PHI. This keeps every number and every insurance detail off the page.

4. Wait times, scheduling or front desk

Use when: Operational complaints.

"Thank you for letting us know. We review feedback about scheduling and wait times with our team, and we'd like to hear more. Please call our office manager at [phone]."

Why it works: Even operational complaints describe a visit. Don't confirm the date or name the staff member.

5. Rude-doctor or bedside-manner complaint

Use when: Complaints about the provider's attitude or time spent.

"We're sorry this was your impression. Every patient should leave feeling heard. We'd value the chance to talk with you directly. Please call [phone] and ask for our practice manager."

Why it works: It shows accountability without arguing about what was said in the room.

6. Possible fake or never-a-patient review

Use when: You suspect the reviewer was never seen. Post this, then report it.

"We take all feedback seriously and want to understand this concern. Privacy rules prevent us from discussing any individual online. Please call our office at [phone] so we can look into it."

Why it works: It neither confirms nor denies a relationship. Your evidence goes to the platform, not the public.

7. Review written by a family member

Use when: A parent, spouse or adult child writes about a patient's care.

"Thank you for reaching out. Privacy law keeps us from discussing any patient's care online, including with family members. Please call [phone] and our team will explain how we can help."

Why it works: A family member's review doesn't authorize you to discuss the patient.

8. Review that threatens legal action

Use when: Mentions a lawyer, a lawsuit or a board complaint.

"We take every concern seriously. Please contact our office directly at [phone]."

Why it works: Shorter is safer. Talk to your attorney and malpractice carrier before posting anything longer, or don't reply.

9. Positive review

Use when: Any 4 or 5 star review.

"Thank you for taking the time to share this. Our whole team appreciates kind words like these."

Why it works: It thanks the reviewer without confirming care or commenting on results. Skip "It was a pleasure treating you."

SECTION 6

Report it instead of replying

A reply can't remove a review. A report to the platform can, if the review breaks the platform's own rules. Google's own help documentation says any review can be reported, but only content that violates its policies is eligible for removal ([Google Business Profile Help](#)).

Google's policy grounds

Google's [prohibited and restricted content policy](#) lists the categories a report has to cite. These come up most often for medical practices:

Policy	What it looks like on a medical profile
Fake engagement	A reviewer who was never a patient, a burst of one-star reviews from new accounts, a competitor's review.
Conflict of interest	A former employee reviewing the practice, or a reviewer offering to change the review for a refund or free revision.
Personal information	A review that names or describes another patient, or posts a staff member's personal details.
Harassment	Personal attacks or threats aimed at a named provider or staff member.
Off-topic	Political rants, complaints about a different business, or content unrelated to an experience with the practice.

Yelp evaluates reported content through its own moderators ([Yelp for Business](#)). Healthgrades, RealSelf, Vitals and Zocdoc each have their own processes.

How to file without creating a new problem

- Describe the policy violation, not the patient. "This reviewer has never been a patient of this practice" goes to the platform in a private report, never in a public reply.
- Don't attach chart notes, appointment records or photos of a patient to a report.
- Keep screenshots of the review, the date you found it and every report you file in an internal log.
- If a report is declined, an appeal citing a different policy ground or better evidence sometimes succeeds.

What you must never do

Don't	Why
Offer a refund, discount or free service to delete or change a review	Incentives conditioned on a review's sentiment are banned under 16 CFR 465.4 .
Threaten to sue, or accuse a reviewer of lying in public, without solid grounds	Groundless legal threats and knowingly false public accusations aimed at removing reviews are review suppression under 16 CFR 465.7 .
Ask staff, family or friends to post reviews to bury a bad one	Undisclosed insider reviews are banned under 16 CFR 465.5 .
Add a no-negative-reviews clause to intake forms or patient agreements	Illegal in form contracts under the Consumer Review Fairness Act (ETC).
Hire anyone who promises to remove legitimate reviews or post fake ones	Legitimate removal services file policy-based reports. Anyone promising more is putting your practice at risk.

SECTION 7

Build your review response policy

HHS cited Manasa Health Center for the replies and for lacking privacy policies. A written review response policy protects patients, gives your team a script, and shows regulators you took the risk seriously. It should answer each of these questions:

- ☐ **Who can reply?** Name one or two people. Nobody else posts, including providers on their phones at night.
- ☐ **Who approves?** A second person reads every reply to a negative review before it goes live.
- ☐ **What can a reply say?** Adopt the four rules in Section 4 and the templates in Section 5 as your approved language.
- ☐ **What can a reply never say?** Attach the list of 12 details from Section 3.
- ☐ **How fast?** Set a target, such as within two business days, so nobody replies in the heat of the moment.
- ☐ **Who handles the follow-up call?** Name the role that calls patients back, and document those conversations in the chart, not online.
- ☐ **When do we report instead?** Route possible fake, extortion or harassment reviews to the person who files platform reports.
- ☐ **When do we call counsel?** Any review that mentions a lawsuit, a board complaint, a media contact or a data breach.
- ☐ **Who are our vendors?** If an agency writes or posts replies for you, confirm it follows this policy in writing. Ask your attorney whether you need a business associate agreement.
- ☐ **How do we train?** Cover the policy during onboarding and once a year, and keep a sign-off sheet.

Audit the replies you've already posted

Old replies stay public until someone removes them. Set aside an hour this week:

1. Open every review platform where your practice has a profile: Google, Yelp, Healthgrades, RealSelf, Vitals, Zocdoc and Facebook.

2. Read every reply your practice has posted, positive and negative. Sort by oldest first. The worst replies tend to be the oldest.
3. Flag any reply containing a detail from the Section 3 list.
4. Edit flagged replies down to an approved template, or delete them. Most platforms let the owner edit or remove a reply at any time.
5. Log what you changed and the date, and keep that record with your privacy policies.
6. If you find a reply with detailed clinical information, talk to your attorney about whether any further steps are needed.

SECTION 8

Quick reference card

DO	DON'T
✓ Thank the reviewer for the feedback	✗ Use the reviewer's name
✓ Say you take concerns seriously	✗ Confirm a visit, date or procedure
✓ Mention that privacy rules limit what you say online	✗ Discuss results, advice or complications
✓ Give a phone number and a job title	✗ Mention payments, refunds or insurance
✓ Keep it to two to four sentences	✗ Say the reviewer was never a patient
✓ Wait a few hours on angry reviews	✗ Argue, correct or accuse the reviewer of lying
✓ Have a second person approve	✗ Offer anything to change or remove a review
✓ Report reviews that break platform policy	✗ Threaten legal action in a reply
✓ Earn new reviews from real patients, with no strings attached	✗ Post reviews from staff or family
✓ Audit old replies at least once a year	✗ Say "it was a pleasure treating you" on positive reviews

The 10-second test

Before you post, ask: **could a stranger learn anything about this person's health, care or payments from my reply that they didn't already know from the review?** If the answer is yes, or even maybe, don't post it.

REFERENCES

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Federal law and regulations

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<https://www.ecfr.gov/current/title-45/subtitle-A/subchapter-C/part-160/subpart-A/section-160.103>

45 CFR 164.502, Uses and disclosures of PHI: general rules

<https://www.ecfr.gov/current/title-45/subtitle-A/subchapter-C/part-164/subpart-E/section-164.502>

45 CFR 160.306, Complaints to the Secretary (180-day filing window)

<https://www.ecfr.gov/current/title-45/subtitle-A/subchapter-C/part-160/subpart-C/section-160.306>

HHS, Covered Entities and Business Associates

<https://www.hhs.gov/hipaa/for-professionals/covered-entities/index.html>

CMS, Are You a Covered Entity? decision tool

<https://www.cms.gov/Regulations-and-Guidance/Administrative-Simplification/HIPAA-ACA/AreYouaCoveredEntity.html>

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FTC, Consumer Review Fairness Act: What Businesses Need to Know

<https://www.ftc.gov/business-guidance/resources/consumer-review-fairness-act-what-businesses-need-know>

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Manasa Health Center, \$30,000 settlement (2023)

<https://www.hhs.gov/hipaa/for-professionals/compliance-enforcement/agreements/manasa/index.html>

State law examples

New York Education Law §6530, Definitions of professional misconduct

<https://www.nysenate.gov/legislation/laws/EDN/6530>

California Civil Code §56.10, Confidentiality of Medical Information Act

https://leginfo.ca.gov/faces/codes_displaySection.xhtml?lawCode=CIV§ionNum:=56.10

Texas Health and Safety Code Chapter 181, Medical Records Privacy

<https://statutes.capitol.texas.gov/Docs/HS/htm/HS.181.htm>

Platform policies

Google, Prohibited and restricted content (Maps user contributions)

<https://support.google.com/contributionpolicy/answer/7400114>

Google Business Profile Help, Report inappropriate reviews

<https://support.google.com/business/answer/4596773>

Yelp for Business, How do I report a review?

https://biz.yelp.com/support-center/Reviews/Review_Policies/How-do-I-report-a-review/en-US

Professional guidance and reporting**American Medical Association, How to respond to bad online reviews**

<https://www.ama-assn.org/practice-management/hipaa/how-respond-bad-online-reviews>

ProPublica, Stung by Yelp Reviews, Health Providers Spill Patient Secrets (May 27, 2016)

<https://www.propublica.org/article/stung-by-yelp-reviews-health-providers-spill-patient-secrets>

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