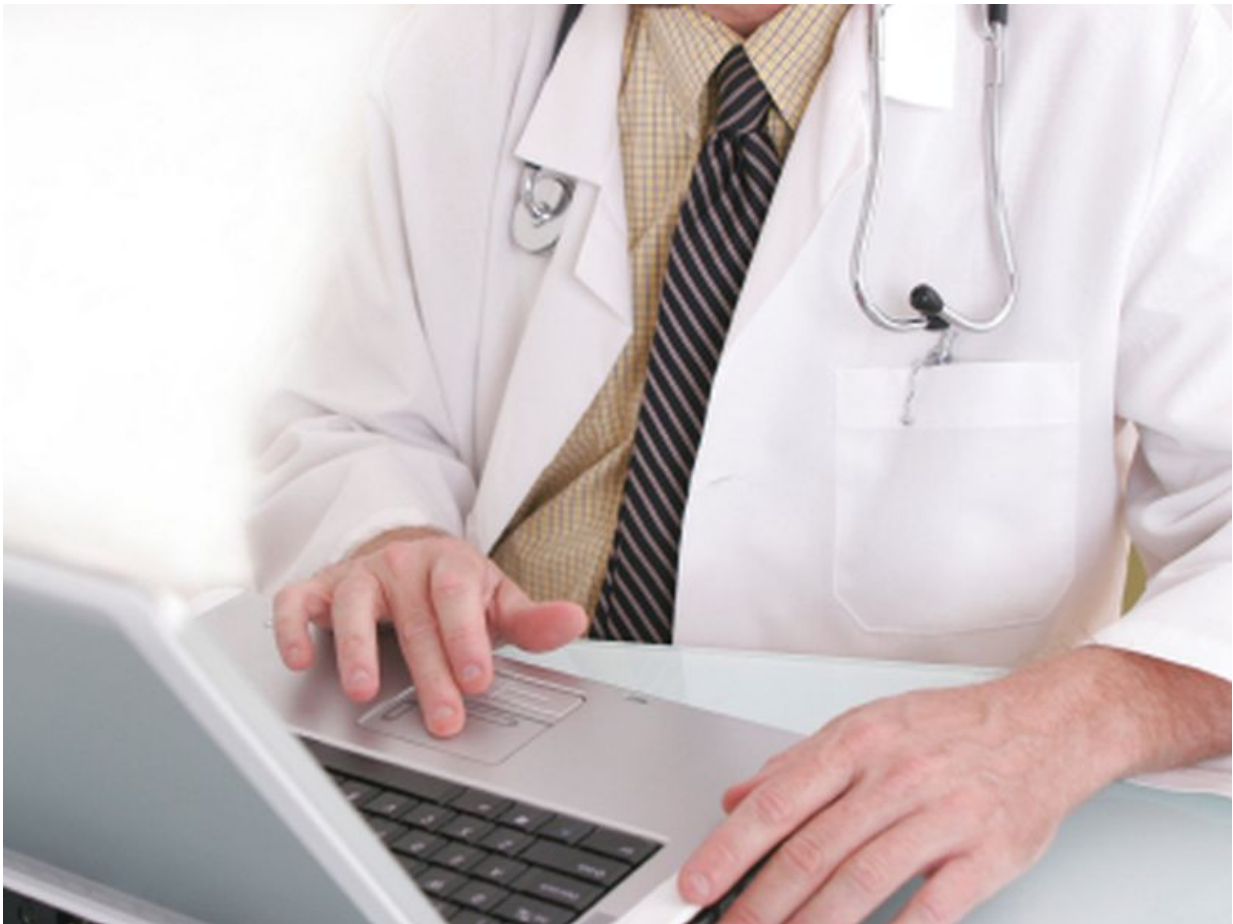


AMA: doctors should make sure their online info is accurate

July 6 2017



(HealthDay)—In a technologically advanced society, physicians need to

take advantage of the internet to reach patients and exercise caution in their online presence, according to a report published by the American Medical Association.

At a recent education session, two physicians discussed the need for physicians to be visible online. They emphasized that physicians need to improve [information](#) available online, including on HealthGrades, Yelp, and ProPublica, as well as other sites. Information should be accurate and up-to-date. When physicians update their profiles, they should remember that [inaccurate information](#) reflects on the [physician](#); that physicians don't have control over comments; and that a professional profile that looks great does not provide control over what patients write.

Physicians must exercise caution with sharing online and responding to patient comments. The best policy can be found from the Mayo Clinic, which includes not misrepresenting yourself, being transparent about who you are, not violating patient privacy, not revealing too much personal information, and remembering that once information is out there, it is out there.

To protect their online reputation while increasing visibility, physicians should choose one professional photo for use across all websites; update profiles with clear, consistent, and factual information; provide educational resources; never engage online with a patient who leaves a negative review; and use strategic networking to stay relevant in practice and profession. Patients are looking for ratings and content, so physicians should update and claim profiles.

More information: [More Information](#)

Copyright © 2017 [HealthDay](#). All rights reserved.

Citation: AMA: doctors should make sure their online info is accurate (2017, July 6) retrieved 19 April 2024 from <https://medicalxpress.com/news/2017-07-ama-doctors-online-info-accurate.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.