

Patient reviews after the NMC rules

You can no longer ask for reviews. You can still manage them well.

Reply to everyone

Swipe →

Since 6 October 2026

- × Requesting reviews for promotion
- × Sharing or reposting reviews in marketing
- × Incentives of any kind
- × Buying reviews, ratings or followers

Google's policies already banned incentives, gating and staff quotas.

What still counts

VOLUME

Total reviews per profile

VELOCITY

New reviews each month

RECENCY

How fresh the latest are

RESPONSE

The one you fully control

Set the clock

NEGATIVE

Reply the same working day

POSITIVE

Reply within a few days

CLINICAL

Escalate first, then reply briefly

FAKE

Reply politely and report it

Calm, brief, private

WAITING TIME

"We're sorry the wait was longer than it should have been..."

CLINICAL CONCERN

"We take concerns like this seriously and would like to speak with you directly..."

POSITIVE

"Thank you for taking the time to write..."

Never confirm someone was a patient or repeat health details.

Run it like operations

- 1 Daily: read and reply
- 2 Weekly: report policy-violating reviews
- 3 Monthly: track the four numbers per profile
- 4 Quarterly: audit against NMC and Google rules
- 5 Fix what reviews reveal

Full guide and sources:

gauravphogat.com/patient-reviews-strategy-volume-velocity-response

A marketer's summary, not legal advice. Check the official rules for exact wording.