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How to ask patients for reviews and reply to them

Reviews influence both patients and search engines. This guide explains how to collect them honestly and respond to them safely.

Ask everyone, at the right moment

Invite every patient to leave feedback, not only those you expect to be pleased. The best moment is shortly after a positive appointment or a completed course of treatment. A short message with a direct link works well.

Keep it honest

Do not offer rewards for positive reviews, and never write or buy reviews. Fake reviews are banned under UK consumer law.

Reply without confirming attendance

A reply must not confirm that the reviewer was your patient or reveal anything about their care. Thank them for their feedback in general terms. For a complaint, invite them to contact the practice directly.

Handle negative reviews calmly

- Do not reply while you are upset
- Keep the reply brief and courteous
- Do not argue the clinical details in public
- Report reviews that are fake, abusive or about another business
- Look for anything you can learn from

Related pages

- Reviews and reputation
- Marketing for private clinics

Common questions

Can doctors ask patients for reviews?

Yes. Inviting honest feedback is acceptable. The invitation should go to all patients and should not be tied to an incentive.

Can I delete a bad Google review?

No. You can report a review that breaks the platform's rules, and the platform decides whether to remove it.

Checklist

- ☐ We invite every patient to give feedback
- ☐ We never offer rewards for reviews
- ☐ Our replies never confirm that someone attended
- ☐ We report fake or abusive reviews
- ☐ We look for lessons in negative feedback

Published by Mosebury Media on 27 November 2026 at https://moseburymedia.co.uk/insights/how-to-ask-patients-for-reviews.html. This guide is general information and is not legal or regulatory advice. Copyright © 2023 Mosebury Media. Contact: hello@moseburymedia.co.uk