

Online Reputation Management

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That post you made on Facebook might be taken another way. Your intent was “to do no harm,” but maybe a reader thought you were talking about her mother, your patient. On another site you found some disparaging remarks about the care you give.

With the easy access to social media sites and your every move tracked both on- and offline, physicians especially, must guard their online reputation or possibly risk having to defend it in court.

Online reputation management businesses have sprung up due to the increasing need to know what someone is posting about you. Hiring one to manage your online PR may be the easy solution, or you can manage it yourself. Searching on your name, practice group and location can bring up blogs, discussion boards and comments that patients and family member have written. Be prepared to read some bad press, no matter how good you are. Everyone has an opinion. Setting up [Google Alerts](#) can send a link to your email whenever your name and other demographics shows up on the Internet. When you find incorrect information, you’ll want to be careful in correcting it.



About Duran and Pandos, P.C.

Experienced medical malpractice attorney Debbie Pandos understands challenges to your practice and is ready to assist you in protecting your business. Contact her today at contact@durandpandos.com or 908-344-3446.