

Online Reputation Management (Part 2 of a Series)

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<http://njhealthcareattorney.com/>

The second in a series to help physicians manage their online reputations so they do not have to defend them later in court.

This week: How to correct inaccuracies.

The first place, and no-stress place, to start is with your contact information. Do a Google search and correct phone numbers, addresses and practice group information. You may find you're being confusing with another physician with a similar name; if this is true, you've probably already dealt with some of the wrong mail. If you find a bio-type site, watch out for inaccuracies of the type of practice you have and errors in education information.

If in your searches you find false information that is inflammatory and attacking in nature, do not immediately post retorts or engage the poster in an open forum. Depending on the nature of the post, you may request a private exchange with the person to discuss the matter, or refer the content to your attorney. Also take care in your response that you do not violate the HIPAA law.

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.