

# Ethical Review Generation SOP

FOR MEDICAL PRACTICES

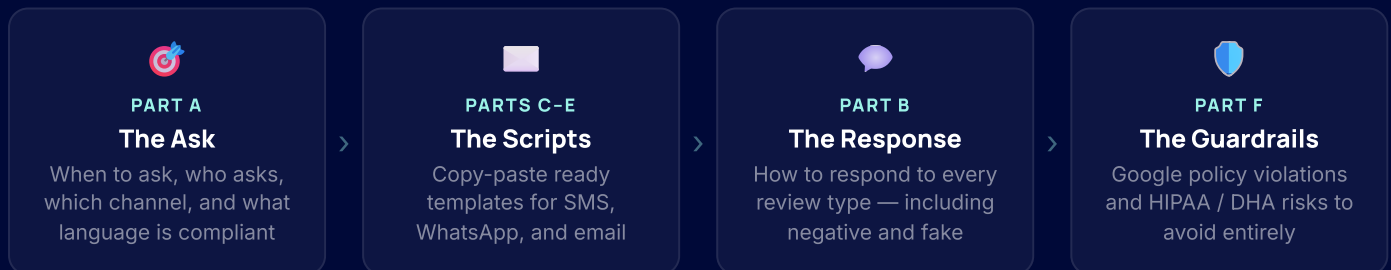
A step-by-step operating procedure for generating Google reviews ethically and consistently — with ready-to-use message scripts for SMS, WhatsApp, and email.



## Built on a system that generated 650+ five-star reviews

No agency. No incentives. No Google policy violations. No legal complaints. No public escalations. The same framework — documented here for you to use.

### HOW THIS SOP WORKS



### WHAT'S INSIDE — 8 PAGES

<b>A</b> When & How to Ask — 5-step SOP	<b>B</b> How to Respond — 4-step framework
<b>C</b> SMS Scripts — primary ask & follow-up	<b>D</b> WhatsApp Scripts — primary ask & follow-up
<b>E</b> Email Scripts — 2 variants, copy-paste ready	<b>F</b> What to Avoid — policy & legal risks

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★★★★★

**650+ Reviews · #1 Maps**

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💡 Timing and framing determine whether a patient feels **invited** or **pressured**. This framework keeps every ask ethical, Google-compliant, and natural. Follow all 5 steps in order.

01

### Wait for the right moment — day 3 to 5 post-visit

Ask too early and the patient is still processing. Ask too late and the emotional peak has passed. **The 3-to-5 day window after a consultation or procedure is the optimal ask window.** For surgical patients, wait until post-operative recovery has begun positively — typically day 5 to 7.

**RULE** Never ask on the day of the visit or while the patient is in the clinic.

02

### Ask every patient — no exceptions, no filtering

**Selective asking is a Google policy violation.** If your system only contacts patients you believe had a positive experience, you are gating reviews. Ask all eligible patients using the same message, the same channel, and the same timing. Your only filter should be: did this patient have a completed visit?

03

### Choose the right channel for your geography

Match the channel to where your patients actually read messages. **USA and Canada: SMS. UAE, GCC, South Asia, UK: WhatsApp.** Email works as a secondary channel for all regions, particularly for post-procedure patients who expect a follow-up communication.

04

### Make it one tap — link directly to your review page

Friction kills response rate. Your message must include a **direct link to your Google review form** — not your website homepage, not a search result. Use your Google review shortlink (format: `g.page/[your-business]` ). Every extra step loses approximately 30% of patients who would otherwise have reviewed.

**PLACEHOLDER** [Your Google Review Link] — replace in all scripts below

05

### Send one follow-up — then stop

If the patient does not respond to the initial message, send **one** follow-up after 5 days. If there is no response to that either, do not contact them again about a review. Repeated requests feel like pressure and damage your patient relationship.

#### ⊖ NEVER SAY ANY OF THESE

"Please leave us a 5-star review"

"Leave a review and receive a discount"

"Only if you're happy, please review us"

"We'd love a positive review"

"Your review helps our ranking"

Every response you write is **public** and permanent. Respond within 48 hours to all reviews — positive and negative. Your response is read by future patients, not just the reviewer.



#### SCENARIO 1 — POSITIVE REVIEW

##### Acknowledge warmly, add one clinical detail, close with availability

Thank the patient by first name only. Reference the general area of care without mentioning specific conditions, procedures, or diagnoses. **Never confirm that the person is your patient, and never reference any clinical detail they did not first mention publicly themselves.** Close by noting you look forward to supporting their continued health.

#### RESPONSE FORMULA

- 1 Thank them by first name: "Thank you, [Name]."
- 2 Reflect what they shared — do not add clinical information they did not mention.
- 3 Close: "We look forward to supporting your care whenever you need us."



#### SCENARIO 2 — NEGATIVE REVIEW (GENUINE)

##### Acknowledge, do not defend, take it offline immediately

Never argue with the reviewer publicly. Do not explain what happened — this can expose clinical details. Acknowledge the concern, apologise that their experience fell short of your standard, and provide a direct contact to resolve it privately. **One response only — do not engage in back-and-forth.**

#### RESPONSE FORMULA

- 1 "Thank you for your feedback — this is not the experience we aim to provide."
- 2 "We would like to understand what happened and make it right."
- 3 "Please contact us directly at [systems@drjarshimitra.com] so we can speak with you personally."



#### SCENARIO 3 — THE HIPAA / DHA RISK IN RESPONSES

##### The one mistake that creates a legal exposure

**Confirming that someone is your patient — even to defend yourself — is a potential HIPAA (USA) or DHA (UAE) violation.** Even writing "We treated this patient and did everything correctly" discloses a protected health relationship. If a reviewer mentions a condition or procedure, do not confirm, deny, or expand on it. Respond only to what you can confirm without disclosing protected information: that you take all feedback seriously and invite direct contact.



#### SCENARIO 4 — FAKE, MISTAKEN IDENTITY, OR COMPETITOR-GENERATED REVIEWS

##### Report, respond briefly, do not retaliate

**Step 1:** Flag the review for removal via Google Business Profile Manager immediately. **Step 2:** Respond briefly and professionally: "We have no record of this visit and have reported this review to Google for investigation." **Step 3:** Do not attempt to retaliate with fake positive reviews — this is a policy violation that can result in profile suspension. Document the report for your records.



**Primary channel: USA, Canada, Australia.** Send on day 3–5 post-visit. Keep messages short — SMS is read in seconds. Replace **[Your Google Review Link]** with your direct Google review shortlink before use.

### Script 1 – Primary Ask (Send day 3–5)

COPY-PASTE READY

Hi [Patient First Name], this is [Your Name] from [Practice Name].

I hope your recovery is going well. If you found your visit helpful, I'd be grateful if you could share a quick review — it takes less than a minute and helps other patients find the right care.

→ [\[Your Google Review Link\]](#)

No pressure at all — thank you for trusting us with your care.

• 160 characters max per SMS segment — this fits in 2 segments

• No star rating mentioned — patient decides freely

• "No pressure" closes the ask ethically

### Script 2 – Follow-Up (Send day 8–10 if no response)

ONE FOLLOW-UP ONLY

Hi [Patient First Name], I wanted to follow up on my earlier message.

If you have a moment, a short review would mean a lot to us and to patients who are searching for the right surgeon.

→ [\[Your Google Review Link\]](#)

Thank you — and I hope you're feeling well.

• Send once only — no third message

• Softer tone — acknowledges the previous message

• Ends with a care statement, not a request



**Front desk implementation:** These scripts can be sent manually or via a practice management system with SMS capability. If automating, ensure your system sends from a recognised practice number — not a generic shortcode — to maintain the personal quality of the message.

**Primary channel: UAE, GCC, South Asia, UK.** WhatsApp is conversational — a slightly warmer tone is appropriate and expected. Send on day 3–5 post-visit. Replace **[Your Google Review Link]** with your direct Google review shortlink before use.

## Script 1 – Primary Ask (Send day 3–5)

COPY-PASTE READY

Hello [Patient First Name] 🙌

This is Dr. [Name] / [Practice Name]. I hope you're recovering well and feeling better.

If your experience with us was positive, I would be truly grateful if you could take a moment to share a Google review. It helps other patients who are looking for the right doctor find us.

→ [\[Your Google Review Link\]](#)

It only takes a minute. Thank you so much — your trust means a great deal. 🙏

- Single emoji is appropriate for WhatsApp register
- Warmer opening — "Hello" not "Hi [name], this is..."
- No star rating mentioned — patient decides freely

## Script 2 – Follow-Up (Send day 8–10 if no response)

ONE FOLLOW-UP ONLY

Hello [Patient First Name],

I hope you are continuing to do well. I just wanted to gently follow up on my earlier message — if you have a free moment, a short review on Google would be very much appreciated.

→ [\[Your Google Review Link\]](#)

Wishing you continued good health. Thank you 🙏

- Send once only — no third message
- "Gently follow up" — acknowledges previous message without pressure
- Closes on wellbeing, not the review ask

**WhatsApp Business implementation:** Use WhatsApp Business App (free) or WhatsApp Business API for larger volumes. Do not use personal WhatsApp for practice communications. Save your review link as a **Quick Reply** shortcut in WhatsApp Business for faster front-desk sending.



**Best for: elective and planned procedures** where a follow-up email is already expected. Works across all geographies as a secondary channel. Replace **[Your Google Review Link]** and all bracketed fields before use.

### Template 1 – Post-Consultation

SEND DAY 3-5

**TO** [Patient First Name] [Patient Last Name]  
**SUBJECT** Following up after your visit — [Practice Name]

Dear [Patient First Name],

I hope you are feeling well after your recent consultation. It was a pleasure to see you, and I wanted to follow up to ensure everything is going smoothly.

If you found your visit helpful, I would be genuinely grateful if you could take a moment to share your experience via a Google review. It helps other patients find the right care at the right time — and it means a great deal to our team.

→ [\[Your Google Review Link\]](#)

It takes less than a minute, and there is absolutely no obligation.

With warm regards,

**[Your Name]**

[Practice Name] · [Contact Number]

✦ Keep the subject line factual — avoid "Please leave a review" as a subject line. It reads as a bulk marketing email and reduces open rates.

### Template 2 – Post-Procedure

SEND DAY 5-7

**TO** [Patient First Name] [Patient Last Name]  
**SUBJECT** Checking in on your recovery — [Practice Name]

Dear [Patient First Name],

I hope your recovery is progressing well. Please do not hesitate to reach out if you have any questions or concerns — we are here to support you.

When you feel ready, if you would like to share your experience with our team via a Google review, we would very much appreciate it. Your feedback helps us continue improving, and helps other patients make confident decisions about their care.

→ [\[Your Google Review Link\]](#)

Wishing you a smooth and swift recovery,

**[Your Name]**

[Practice Name] · [Contact Number]

✦ The review ask is secondary to the recovery check-in here — this framing feels natural and considerate, not transactional.



These are not theoretical risks. **Google enforces review policy violations with profile suspension.** HIPAA and DHA violations carry regulatory and legal consequences. Know these before you build any review system.

### 🚫 GOOGLE POLICY VIOLATIONS

#### What Google prohibits

Any of these can result in review removal, listing suspension, or permanent profile penalty.



#### Incentivised Reviews

Offering any reward — discounts, gifts, free services, entry into a draw — in exchange for a review.

**CONSEQUENCE** Reviews removed. Profile penalised. Repeated violations → suspension.



#### Review Gating

Only asking patients you believe are happy — filtering who receives a review request based on assumed sentiment or a pre-screening question.

**CONSEQUENCE** Violates Google policy. Reviews acquired this way are subject to removal.



#### In-Clinic Review Stations

Devices in your waiting room or front desk for patients to leave reviews on the spot, on your hardware, on your network.

**CONSEQUENCE** Google detects same-device, same-IP review patterns and removes them in bulk.



#### Requesting Specific Star Ratings

Asking for "5-star reviews," "positive reviews," or using language that directs the patient toward a specific rating.

**CONSEQUENCE** Policy violation. Undermines review authenticity — the foundation of the entire system.



### CLINICAL & LEGAL RISKS

#### What creates legal exposure

These apply specifically in medical practice contexts — USA (HIPAA) and UAE (DHA regulations).



#### Disclosing Patient Status in Responses

Confirming someone is your patient — even to defend a negative review — constitutes disclosure of a protected health relationship.

**LEGAL RISK** HIPAA (USA) / DHA (UAE) violation. Regulatory action. Possible fine.



#### Using Reputation Management Agencies

Third-party services that generate, suppress, or "manage" reviews on your behalf — especially those that guarantee star ratings or volume.

**CONSEQUENCE** You are liable for policy violations they create. Mass review removal risk.



#### Fake Review Retaliation

Attempting to flood your profile with artificial positive reviews to offset a negative review campaign or competitor attack.

**CONSEQUENCE** Google detects velocity spikes. Bulk removal of recent reviews. Possible suspension.



#### Sharing Clinical Details in Any Review Communication

Including diagnosis, procedure names, test results, or clinical observations in any message requesting or responding to reviews.

**LEGAL RISK** Unsolicited disclosure of PHI. Regulatory and legal exposure regardless of intent.

# The system works. Consistency is the only variable.

650+

FIVE-STAR REVIEWS

6 yrs

SYSTEM IN ACTIVE USE

0

POLICY VIOLATIONS

#1

MAPS RANKING · ABU DHABI



## This week – implement the ask system

Choose your primary channel (SMS for USA, WhatsApp for GCC), customise the scripts on pages 4–6, insert your Google Review Link, and brief your front desk. Your first completed patient contact is more valuable than a perfect system that hasn't launched.



## This month – build velocity, not just volume

Review velocity — new reviews per month — is a stronger ranking signal than total count. A consistent 4–6 reviews per month sustained over 12 months outperforms a one-time burst of 50 reviews that then stops completely. Consistency is the strategy.



## Ongoing – respond to every review within 48 hours

Response rate is visible to every future patient reading your profile. Use the framework on Page 3 for all reviews — positive and negative. This is the step most practices skip entirely. It shows. And it costs them patients who were almost ready to book.



## Always – stay inside the ethical guardrails

Never ask selectively. Never offer an incentive. Never confirm a patient relationship in a public response. The rules on Page 7 are not suggestions — they are the boundary between a sustainable review system and one that gets your profile suspended.

Want a full read of your Google profile — by a doctor who built his own?

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Doctor-to-doctor