



## **Marketing, Website and Social Media Policy**

Our practice culture supports patient satisfaction. Clinical and administrative staff members must understand the importance of the following principals of patient satisfaction:

1. The patient wants to be treated as a person.
2. Retention of patients is less costly and generates greater revenue than recruiting new patients.
3. Services are experienced only when they are delivered.
4. Communication means focusing on the patient, interaction with the patient, and paying attention to patient statements and needs.
5. Advertising and promotional efforts will meet high professional standards.

Every effort will be made to develop and maintain patient satisfaction, delivery of quality care, and acknowledgement of sources of referral. Therefore, all referrals will be tracked and acknowledged.

Patients, employees, new patients, referring physicians, members of the community, and managed care plans will be surveyed and the workers will be informed of the feedback.

We will maintain patient privacy and confidentiality in all environments, including online, and will not post identifiable patient information online.

We will use the highest level of privacy settings when using the Internet for social networking. However, we realize that privacy settings are not absolute and that once on the Internet, content is likely there permanently. We will



routinely monitor our own online presence to ensure that the personal and professional information on our sites and, to the extent possible, content posted about us by others, is accurate and appropriate.

When interacting with patients online, we will maintain appropriate boundaries of the patient-physician relationship in accordance with professional ethical guidelines just as we would in any other context.

We recognize that actions online and content posted may negatively affect our reputation among patients and colleagues, may have consequences for our medical careers, and can undermine public trust in the medical profession.

Sincerely,

A handwritten signature in black ink, appearing to read "Eduardo Tolentino". The signature is fluid and cursive, with a large loop at the end.

**Eduardo Tolentino, CSPPM – ARM – ACHE**

Outpatient Surgery Center

Administrator

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