



Doctify note on transparency in healthcare.

Doctify is committed to enhancing transparency in healthcare. We work diligently to ensure full compliance with the Health Practitioner Regulation National Law (National Law) and the Australian Health Practitioner Regulation Authority's (AHPRA) guidelines and are providing regular updates to AHPRA on our approach and ongoing developments.

Below we establish who we are and how we operate as a company, as well as some frequently asked questions.

What is Doctify?

Doctify is a *review* site. Below we set out the key elements of how our product works and what sets it apart as a review site. These 4 pillars of our platform ensure that you can maximise the benefits for both your patients and as a provider, whilst remaining compliant.

1. Patients are able to leave both positive, neutral and negative feedback.

Trust and transparency are core pillars of the Doctify platform. We believe in giving every patient a voice, whether positive or negative, and supporting healthcare providers in delivering patient-centred care.

2. Healthcare providers don't control which patient leaves a review.

- a) Healthcare providers agree that they make the Doctify review code available to all patients through one or several of the following ways:
- Displaying the review code in the practice's waiting area where it is visible to all patients.
 - Integrating the review email into their booking flow. Where possible, providers integrate the review link in the booking journey through their practice management software system, so every patient receives a link after the appointment.



- Regularly sending emails or text messages to all patients, and ensure patients are not selected based solely on positive outcomes.
- Embedding the review link into the footer of patient letters or invoices, making it part of the standardised communication.

b) Patients also have the option to request a review link directly from Doctify via our customer service team. The patient will be verified by a customer service team member (typically through a bill or appointment email) and a review link is then shared.

3. Healthcare providers are not able to control which reviews appear on Doctify.

As a healthcare provider, you are not able to control which reviews appear on Doctify, further ensuring the integrity and fairness of the reviews displayed on our platform. You are able to “flag” a review for consideration by our clinical governance committee if you believe it has breached our [acceptable use policy](#). Reviews that are flagged will be temporarily taken down before being discussed with the independent clinical governance committee. Only the committee has the ability to permanently remove a review if they decide the review doesn’t comply. If the committee agrees that the review is not in breach, the review will be placed back online.

4. Doctify doesn’t edit reviews.

Subject to any other obligations which we may have at law, Doctify does not change or edit reviews in any way. This reduces the opportunity for reviews to be manipulated.

We are committed to upholding the highest standards of compliance and transparency in order to provide accurate and trustworthy information to the public. If you have any further questions or concerns, please do not hesitate to contact us at hello@doctify.com.



FAQs

- **How is Doctify compliant with the National Law?**

Doctify is in communication with AHPRA and has taken steps to ensure we are compliant today, and into the future. Doctify's position is that as an independent third party review platform, it is fully compliant with the National Law. We have provided further detail above, but in essence, Doctify provides a platform for practitioners to collect and patients to view fair and transparent feedback from all patients.

- **How does Doctify ensure that reviews published on my profile comply with the National Law and AHPRA's regulations?**

As mentioned above, by ensuring that:

1. All patients are able to leave a review, and
2. Reviews cannot be modified or removed without approval from our independent clinical governance committee.

Doctify ensures that it operates as a *review site*. As a result, our position is that reviews left on the site are compliant with the National Law. Healthcare providers must also ensure they comply with the National Law, by taking reasonable steps as outlined above.

- **Can I ask patients for reviews?**

Yes, it is essential that all patients are offered the opportunity to leave a review. We recommend that this request is automated, ideally through your PMS, booking or billing software. As well as automated requests, healthcare providers can send patients a review link directly, and QR codes can be left in a clinic's reception. Patients are also able to contact Doctify directly to request a review link.



- **Can I use widgets on my website?**

Yes – from mid 2025, the Doctify.au widgets will be available which display your rating stars. The widget will not hyperlink directly to your review page to assist with compliance with the National Law.

- **Can I share the reviews on my social media?**

It is not recommended that you share reviews on your social media, as this could constitute advertising which may be in breach of the National Law.

- **Can healthcare providers ask patients to leave reviews on a review site in general?**

Yes – AHPRA [states](#) that the prohibition on the use of testimonials does not affect patients expressing their views online or posting reviews on review platforms and practitioners are free to seek such reviews from their patients. Doctify's position is that it falls within the scope of the example of a third-party site that does not advertise a regulated health service (referred to in AHPRA's guidance and extracted below for ease of reference):

Example – Third-party sites that do not advertise a regulated health service

Review appearing on a third-party site that does not advertise a regulated health service (including service directories, review platforms, social media platforms and/or discussion forums).

Advertisers are not responsible for removing (or trying to have removed) testimonials published on platforms they do not control or on sites that are not advertising a regulated health service.