

Doctify Trust Report 2025

Our belief in **trust and transparency** in healthcare

At Doctify, we believe that **trust is the heartbeat of healthcare**.

That's why transparency is at the centre of everything we do. From the way reviews are collected and verified to how they're displayed online, our systems are built to make honesty, fairness and accountability the standard.

Every verified review is a real patient story – a voice that helps someone else make a confident, informed decision.

This report shares how we protect that trust and set new standards for transparency in healthcare, leading a movement where patients can choose with confidence and providers can demonstrate genuine excellence.



Why verification matters

In healthcare, **trust is everything**.

People turn to reviews not for convenience, but for reassurance – to know they're putting their health, their body, or someone they love in safe hands.

That's why **every review on Doctify is verified**.

Because a patient's story should never be fabricated, exaggerated or bought. Verification ensures that what people read reflects real experiences, from real patients who have been there.

It protects patients from misinformation, gives clinicians fair and honest feedback, and upholds the integrity of every choice made on our platform.

STEPHANIE ELTZ CO-FOUNDER & CEO

Patients make some of the most important decisions of their lives when choosing a doctor, and **verified reviews help them do so with confidence**. No matter where you are in the world, the need to find someone you can trust with your health is universal.

That's the heart of what Doctify stands for: connecting patients and clinicians through truth and transparency.



At a glance: Doctify reviews

50 million

Patients have viewed verified Doctify reviews online.

100%

Of reviews are verified by mobile number and screened using advanced fraud detection.

99.3%

Of verified reviews are published online at Doctify.com.

*All numbers and analysis in this report are based on review data collected between September 2024 and September 2025 across the United Kingdom, the United Arab Emirates, Australia, Germany, Austria and Ireland.

Our principles of trust

AUTHENTIC

Reviews must be accurate and reflect genuinely held opinions. Any content that is misleading, deceptive, fake or fraudulent will not be published on our platform.

ANONYMOUS

Reviews must not include personally identifiable information, such as a patient's full name, phone number or email address.

RESPECTFUL

We do not publish defamatory reviews or content intended to harass, upset, embarrass or annoy another person. Hateful, threatening or inflammatory language will not be tolerated.

SAFE

Reviews containing unsolicited medical advice or information that could compromise safety cannot be published.

ACCURATE

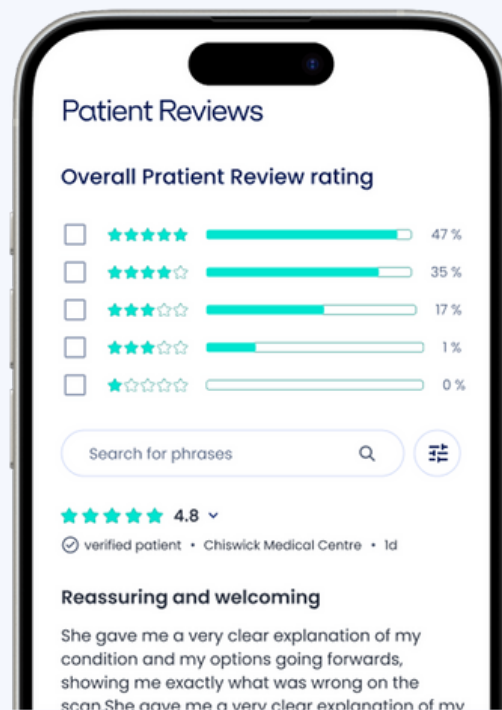
We are unable to publish claims that cannot be validated without independent medical expertise.

NON-PROMOTIONAL

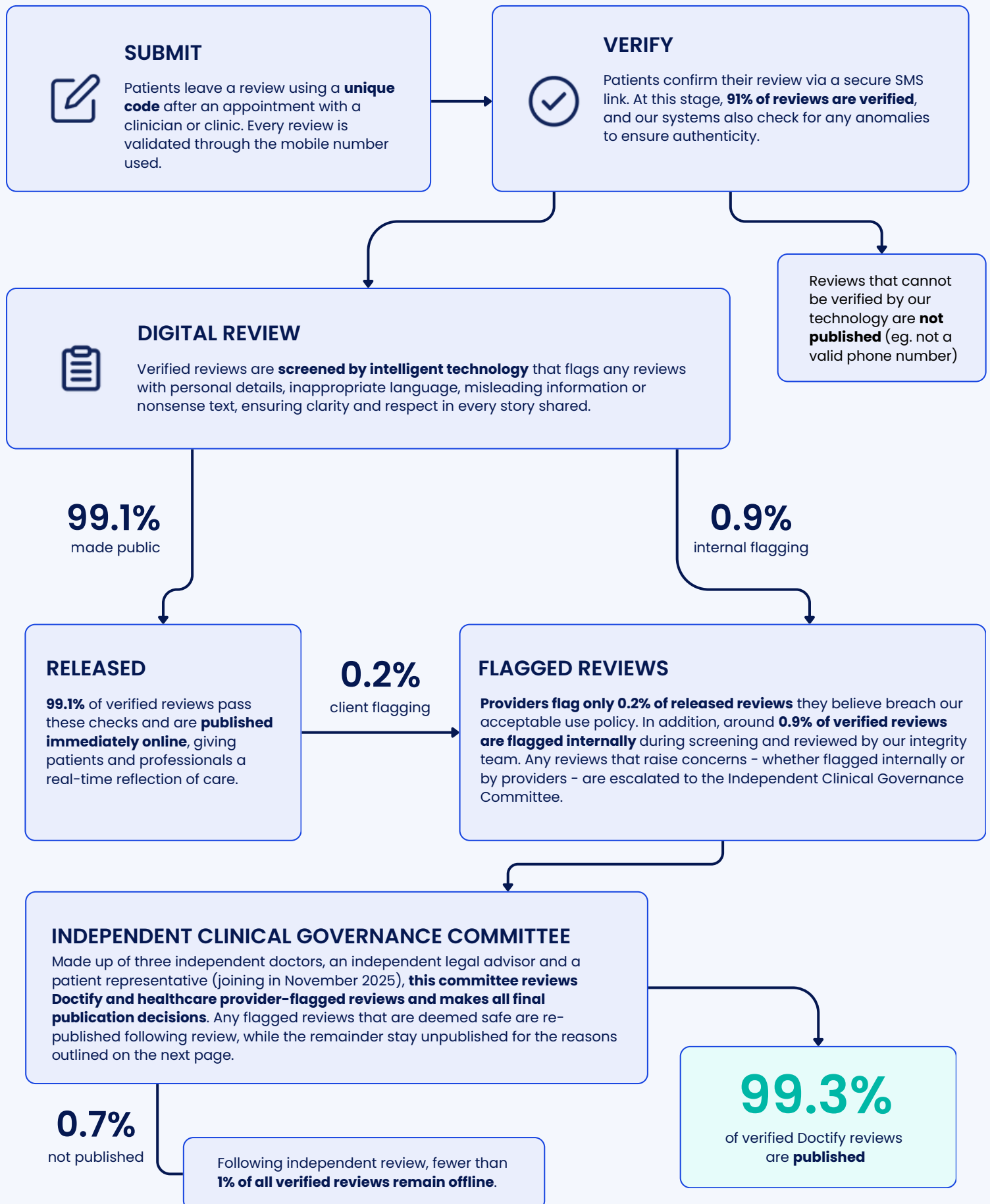
Reviews must focus on the patient experience and should not promote external websites, products, services or unrelated topics.

FAIR AND EQUAL

Discrimination based on race, sex, religion, nationality, disability, sexual orientation or age will not be accepted.



The journey of a review



Why some reviews are not published

99.3% of verified Doctify reviews are published.

The few reviews that aren't published, breach our [Acceptable Use Policy](#), which exists to protect both patients and healthcare professionals. Any decision to not publish can only be taken by the clinical governance committee.

Reviews are not published when they...

CONTAIN GIBBERISH

Random letters or symbols that add no value.

E.g. "asdfghjkl!!! saljjjaljjjjl???"

POSTED IN ERROR

Contain mismatched ratings, or feedback from patients indicating they have not seen the doctor in question or not attended the appointment.

E.g. "I'm sorry I couldn't make the appointment."

Gibberish and errors account for >80% of rejected reviews.

INCLUDE PROFANITY OR ABUSE

Contain language that's offensive, discriminatory or harmful.

E.g. "Avoid this [offensive language] clinic."

REVIEW DOCTIFY, NOT A PROVIDER

Refer to Doctify instead of a care experience.

E.g. "The Doctify site is easy to use."

CONTAINS CLINICAL RISK

Flagged by clinicians, these reviews contain claims requiring independent medical expertise.

E.g. "The treatment x is very dangerous."



EVERY REVIEW COUNTS

Where possible, and in line with our [platform terms](#) of use, we edit reviews containing personal data. For example, replacing names with initials, so the experience can still be shared.

Ensuring fairness and independence

Integrity in healthcare relies on **independent oversight**.

At Doctify, this responsibility is upheld by our Clinical Governance Committee, a group that makes decisions on flagged patient reviews and other clinical governance matters.

Our committee includes:

- **Three independent doctors**
- **One independent legal advisor**
- **A patient representative (joining in November 2025)**

They meet monthly to review flagged or complex cases. Their decisions are final and guided by medical ethics, legal requirements, and fairness.

Where possible, our team works with reviewers to adjust wording. For example, replacing names with initials, so valuable experiences can still be shared.



The Clinical Governance Committee safeguards the values Doctify was founded on. By reviewing flagged feedback with independence and care, it ensures **patient voices can be heard safely and clinicians are treated fairly** creating an environment where transparency strengthens, rather than undermines, trust in healthcare.

SUMAN SAHA

CO-FOUNDER & MEDICAL DIRECTOR



Preventing fraud and protecting integrity

Trust only works when **everyone plays by the same rules.**

That's why Doctify employs a multi-layered fraud prevention system combining technology, human insight, and independent oversight.

How we **protect** every review



Healthcare providers integrate **review links** into their patient journeys. If a patient hasn't received one, Doctify can share a link once proof of appointment is verified.



100% of published reviews are **verified by mobile number**, which must pass external phone number validation checks.



A suite of **AI and technical tools** actively monitors content to detect and block duplication, manipulation, and inappropriate material.



Review frequency is limited per patient number to avoid manipulation.



Independent **oversight from our Governance Committee** ensures fairness and transparency.

Fewer than 1% of verified reviews are ultimately not published, meaning **99.3% of genuine feedback remains visible.**

Together, these measures ensure that every patient story on Doctify is both genuine and responsibly shared, verified through technology and upheld through clinical integrity.



Our fraud prevention system functions like a living network, combining technology, human expertise and independent oversight. We monitor data such as IP addresses, traffic volume and digital signatures around the clock, with dedicated security specialists reviewing every anomaly. By blending advanced analytics, natural language processing and human insight, **we can detect irregularities quickly and act decisively.** Regular audits and independent testing ensure the process remains secure, fair and transparent.

IGOR STELMASHENKO
CHIEF TECHNOLOGY OFFICER

Trust through volume and **recency**

Transparency is most powerful when it's **current**.

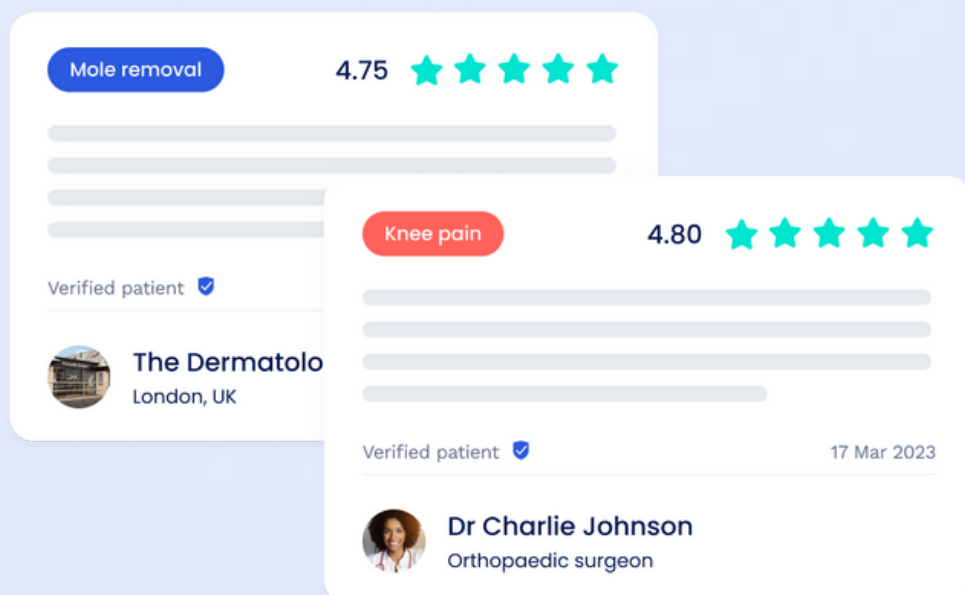
We encourage healthcare providers to collect reviews continuously, ensuring that what patients see reflects the quality of care today, not years ago.

Through:

- ☒ Automated **follow-up links**
- ☒ **QR codes** in clinics
- ☒ Seamless **integrations** with booking systems



...providers can collect high volumes of verified, timely feedback.
Recent reviews give patients the clearest view of what to expect, and help professionals track progress over time.



Beyond reviews: the Doctify ecosystem

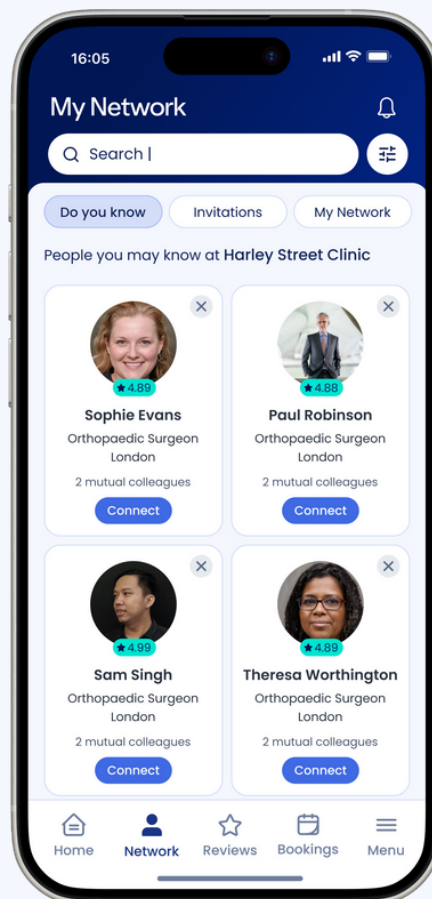
Doctify is where **trust in healthcare comes to life**.

We go beyond reviews to show the full story of how expertise, collaboration, and compassion shape great care, offering a **360° view** that captures not just what happens in the consultation room, but the professionalism, empathy, and teamwork behind it.

VERIFIED SKILL ENDORSEMENTS

Great care deserves recognition.

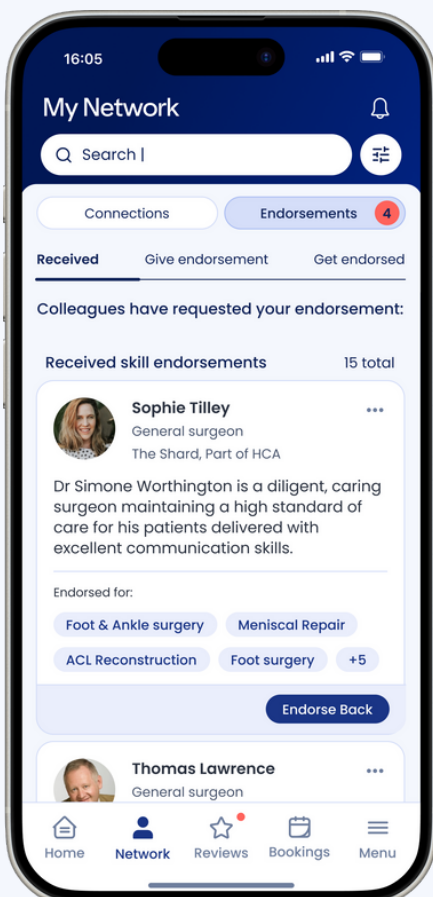
Endorsements from peers and patients shine a light on expertise that might otherwise stay hidden, helping doctors be seen for the quality and compassion they deliver every day.



EDUCATIONAL CONTENT

Verified clinicians share what they know through articles and videos that make healthcare clearer and more personal.

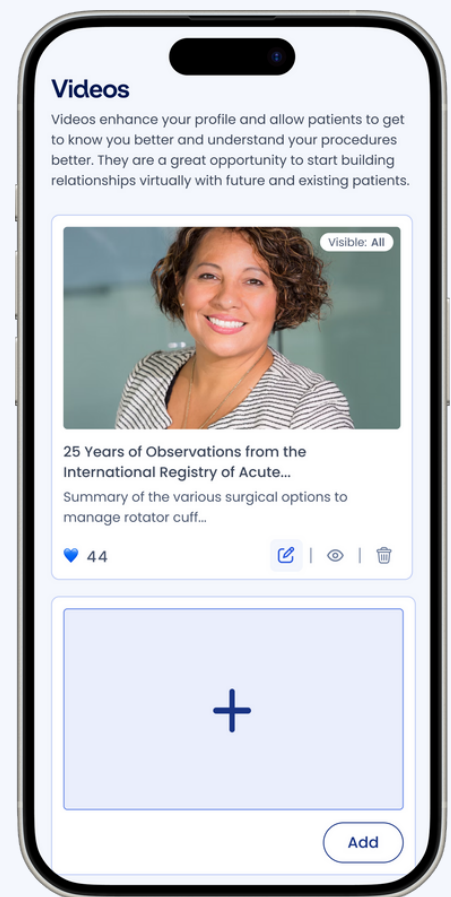
It's knowledge straight from the experts, designed to help patients feel informed and in control.



CONNECTIONS THAT BUILD CONFIDENCE

Healthcare is a team effort.

On Doctify, patients can see how clinicians collaborate, refer and support one another, turning a system that once felt fragmented into something connected and transparent.



Our pledge

We believe **trust has the power to change healthcare.**

It connects patients with the right specialists, gives voice to real experiences, and helps great clinicians be seen for the care they deliver every day.

At Doctify, our mission is to keep that trust alive, building a world where healthcare is open, connected and grounded in truth.

We'll never compromise on what matters most:



Publishing **only verified, authentic reviews** from real patients.



Protecting **personal data** and upholding **professional integrity**.



Operating with complete **independence** and **transparency**.

Because behind every review is more than a rating. It's a story, a moment of care, and a reminder of why trust will always be the most powerful force in healthcare.

Verification is how we protect patients and the clinicians who care for them.