Yellowbrick is not a restaurant!
Why Yelp is damaging for reviewing psychiatric healthcare providers and treatment centers.

Consumers rely more and more upon social media sites to educate themselves about restaurants, electronics, movies, books and other products and services. For a careful consumer, Yelp reviews of these businesses can be useful. These types of businesses receive a large volume of customers each day and they often receive multiple reviews per day. Although they may have some angry consumers who leave negative reviews, satisfied customers feel good about leaving positive reviews as they enjoy “entering the conversation” and there is no threat to their private lives. The many positive reviews create a wider context and divert attention away from the bad reviews.

Which brings me to why Yelp is damaging when reviewing psychiatric treatment centers.

Yellowbrick’s Yelp experience has been an increasingly frustrating one. We work with many vulnerable, difficult and troubled clients and their families. The majority of our clients do very well and we have over 14 years of scientifically validated outcome research to demonstrate the integrity of our leadership, personnel, and treatment model.

If you look at the authentic testimonials on our own webpage

https://www.yellowbrickprogram.com

you will see multiple positive and often life-changing and life-saving experiences from our former patients and their families. While many who have been at Yellowbrick have offered to speak to our prospective clients and families about their experiences, many have expressed to us that they are reluctant to post anything on a public forum, as they value their anonymity. In other words, the vast majority of our clients do not want to post publicly on social media that they were in a treatment program, no matter how good their outcome.
We have the unfortunate experience where a few former patients from over 8 years ago whose time at Yellowbrick was regrettably not helpful, at times using multiple aliases, have falsified horrific experiences on Yelp and other social media review sites. This has included accusations of multiple murders of patients by Dr. Viner; the only posting Yelp has ever agreed to take down. Yellowbrick has no wish to be in conflict or harm anyone, and is precluded from responding directly to their posts due to our wish and legal obligation to protect individuals’ privacy.

If you look at the reviews for the finest treatment centers around the country, Yellowbrick included, you will find vitriolic, hyperbolic comments from troubled individuals who regrettably did not get what they needed when seeking help. This is a painful and at times tragic outcome and reality in the mental health field. Their reviews however, harm those vulnerable and troubled individuals already struggling with the necessity to trust others and invest in themselves through establishing truly caring and capable relationships with professionals and programs.

Yellowbrick encourages all prospective patients and families to educate themselves and make informed decisions about treatment. Rather than seek guidance from Yelp or Google, Yellowbrick requests you come visit, experience our setting and the relationships on offer as a foundation for health and healing. Sit down for an extended visit with our website which attempts to demonstrate the transparency, collaboration and clinical scholarship within our relationships with patients and families. If the online allegations about me personally trouble you, feel free to call me!

Blessings
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