



How can the MDU Advisory team help when a journalist asks for an off-the- record chat?

Read our scenario to find out more.



The scenario

A journalist calls your client one evening to ask about an unhappy patient's posts on social media. Can the doctor give the practice's side of the story 'off the record'?



How the MDU helped

The MDU's media team advise the doctor that nothing is ever 'off the record' when talking to a journalist, and they risk making matters worse by responding publicly.



What happened?

The doctor explains to the journalist that they can't comment due to an ethical duty of confidentiality, leading the paper to decide not to run with the story.



We offer round-the-clock media advice on how to deal with unwanted media attention.



Insurance with real-world guidance

MDUConnect – we include, as standard, MDU corporate membership, giving your clients direct access to advice and guidance from doctors and lawyers with real-world experience, providing market-leading guidance to help reduce the chances of a clinical negligence claim.

[**mduinsurance.com/contact**](https://mduinsurance.com/contact)

This dilemma is an example of the types of call we receive to our advice line.

This information was correct at publication on 2 January 2026. Any guidance is intended as general guidance for members only. If you are a MDU member and need specific advice relating to your own circumstances, please contact one of our advisers.