

Review of: "Patient Positivity through Photos- What NHS Patients Really Think of Digital Healthcare"

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Potential competing interests: The author(s) declared that no potential competing interests exist.

This article explores an area of immediate and global clinical relevance. It's major strengths are its innovative presentation combining different types of media with text. The images used do convey a qualitative aspect that words alone cannot do justice to.

The title implies that what NHS patients 'really' think of digital healthcare is adequately represented in images demonstrating 'patient positivity'. It is unclear if the article only quotes positive reviews, or if all reviews were indeed positive; an unlikely occurrence.

Details of the methodology with regards to sampling, details of instructions given to participants, analytic frameworks used, and criteria for selection and interpretation of images are missing. Adding these details enables readers to assess objectivity of the survey reported in the article.

The question of conflict of interest must arise in an article that provides only quotes of positive reviews and images representing positive experiences, published by a company that has an inherent interest in promoting digital healthcare.