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UNIVERSIDADE FEDERAL DE CIÊNCIAS DA SAÚDE DE PORTO ALEGRE  
PRÓ-REITORIA DE PESQUISA E PÓS-GRADUAÇÃO  
PROGRAMA DE PÓS-GRADUAÇÃO EM TECNOLOGIAS DA INFORMAÇÃO E  
GESTÃO EM SAÚDE**

**Bárbara Foiato Hein Machado**

**A INFLUÊNCIA DO BOCA-A-BOCA POR AVALIAÇÕES ONLINE NA  
CONSTRUÇÃO DA CONFIANÇA DO PACIENTE NO MÉDICO**

**Porto Alegre**

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Dissertação de Mestrado apresentada ao Programa de Pós-Graduação em Tecnologias da Informação e Gestão em Saúde, da Universidade Federal de Ciências da Saúde de Porto Alegre, como requisito parcial para a obtenção do título de Mestre em Gestão em Saúde.

Orientador: Profa. Dra. Mellina da Silva Terres

Co-orientador: Prof. Dr. Kenny Basso

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Área de Concentração: Gestão em Saúde

Linha de Pesquisa: Gestão da Informação e do Conhecimento em Saúde.

Orientadora: Profa. Dra. Mellina da Silva Terres

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**Aprovada em \_\_\_\_\_ de \_\_\_\_\_ de \_\_\_\_\_**

**BANCA EXAMINADORA**

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