

《莆田系再登百度搜索榜首，向求美者提供整形分期付款》

导读:今年5月受“魏则西事件”影响，从百度排行榜上销声匿迹的莆田系医院如今又以贷款美容广告的形式打入百度搜索首页



China's search engine giant Baidu has once again invited public concern about the credibility of its medical advertisements after a medical facility that was previously a scandal was promoted in Baidu's search results.

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A search for “orthopedic hospital” on Baidu.com yields more than 8 million results, with Beijing Mylike Aesthetic Plastic hospital appearing in the top position. The hospital is run by entrepreneurs from Putian County in eastern China's Fujian province. Putianese-owned hospitals now shoulder a notorious reputation for selling folk remedies and providing false medical information.

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According to the report, Baidu and the hospital have jointly launched a loan project, allowing patients to pay for plastic surgery using Baidu's financial services.

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The advertisements for the hospital had been removed from Baidu's top position, but both the advertisement and

other information about the hospital could still be found on Baidu.com.

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The expansion of Putianese-owned medical facilities has led to booming ad revenue at Baidu. In 2013, Liang Jianyong, the Communist Party chief of Putian, said that Putianese-owned private hospitals contributed 12 billion RMB to Baidu's 26 billion RMB of online ad revenue in 2013, media reported.

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The newest advertising gaffe has received a mixed reaction from netizens, with many condemning Baidu for promoting such blatantly profit-driven medical facilities. At the same time, others argue that there is nothing wrong with promoting Putianese-owned hospitals, as long as the quality of their medical services meets national standards.

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