To establish stable physician–patient relationships, improving patient trust in doctors is essential.On an online medical platform, if doctors use their voices to communicate with patients, they can provide more clues to patients, which is conducive to positive patient impressions of doctors' professionalism, improving patient trust in doctors, helping patients establish stable and harmonious relationships with doctors, and improving willingness to consult doctor teams again when patients have further needsPrevious studies have shown that improving media richness helps enhance the quality of bilateral relations and strengthen feelings of trust (Vickery et al., 2004).Rich media can promote social perception and improve the ability to identify fraud and reduce deceptive behavior on both sides (Kahai & Cooper, 2003; Logsdon & Patterson, 2009).