

Physician Ratings and Reviews

Overview of Benefits

Context

- Consumers are seeking this information already
 - ~70% of consumers looked online for health information in the past year¹
 - ~60% of consumers use physician ratings and reviews when selecting a physician²
- Third party sites offer ratings and reviews already (HealthGrades, Vitals, WebMD, Google, etc.).
 - These reviews may not be from verified patients
 - Often low sample size
 - Sampling bias – typically very satisfied or very dissatisfied consumers rate/review
 - Rating may not be directly reflective of provider themselves (e.g., could be reflective of scheduling issues, staff issues)

Consumer Insights from Beaumont Market Research

- Engaged health care consumers want to do their own research – often online. We want to empower them with information to help them make decisions.
- Consumers trust but verify – we want to be the provider of that information for verification
 - While physician referrals and word of mouth remains a primary factor, consumers, particularly those engaged in their health care do their own research
- Consumers seeking to replace fear with trust
 - When making decisions about their care, consumers face a number of emotions (fear, uncertainty, worry), and they are seeking trust, confidence and reassurance from their doctors and health systems. Ratings and reviews help provide this trust.
- To resonate with consumers, we need to show them that Beaumont cares about their overall experience

Benefits to Consumers

- Provides members with information to help manage their and their family's care
- Drives accountability and improved performance
- Provides a level of transparency, trust and reassurance
- Increases community trust and enhanced understanding of the quality of care providers deliver
 - 85%+ of consumers who viewed provider pages found star ratings and comments helpful³

Benefits to Physicians

- Builds market share
 - At UnityPoint Health (IA), 75% of online appointment requests were for providers with reviews⁴
- Increases web traffic and visibility of medical staff in the market
 - At Providence Health Service (WA), 25% increase in page views for PCPs with Star Ratings⁴
 - At Duke Health, 2/3 of provider profile views were from pages with star ratings and reviews⁴
- Improves Google search rankings⁴
- Develop expertise in measuring patient experience and use of these data to make improvements. Not only does this benefit patients and families, it can help physicians prepare for upcoming regulatory mandates under MACRA.

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Advantages Over Third Party Reviews

- Statistically valid sample
 - Minimum sample size of 30 responses over 12 month period. Third party sites (Google, WebMD, HealthGrades) have no minimum.
- Actual patients will be surveyed
 - With third party sites, anyone can leave a review regardless of whether they are a patient.
- Rating based on questions specific to the provider's interaction with the patient
 - Mitigates potential negative feedback about other factors such as appointment scheduling issues, office staff, etc.
- Ongoing comment review period and appeals process will be established
 - Provides additional level of security for BH's physicians' online reputation
 - Reviews will be scrubbed for PHI, libel, profanity and off-topic comments
 - Physicians will have opportunity to review comments prior to online posting
 - Physicians may appeal the publishing of certain comments
- Performance improvement resources offered via contract with Press Ganey

Sources:

1. Pew Research Center, Health Online 2013
2. Software Advice, How Patients Use Online Reviews 2016
3. Binary Fountain / Providence Health & Services (WA)
4. Binary Fountain