What have we learned about
the effects of including
patient comments in public reports?

Research on Reporting Comments: SelectMD 1.0

- How does adding patient comments to online reports affect:

    - **consumer engagement** with the information?

    - **understanding and use** of CAHPS and clinical measures of performance?

    - **quality of consumer decision-making**?

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Agency for Healthcare Research and Quality
Advancing Excellence in Health Care • www.ahrq.gov

SelectMD 1.0 Experiment

- SelectMD – a fictitious public reporting website designed for the experiment with content, format, and functionality typical of "real world" sites

- Participants were from a representative sample of U.S. households with internet access

- Assigned randomly to 1 of 6 experimental arms with different combinations of measures

- Hidden tracking system monitored click patterns and time spent on each page

- Pre- and post-survey questions

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Select MD

from The Better Health Coalition

⭐⭐⭐⭐⭐ **Well above average** for doctors in this area
⭐⭐⭐⭐ **Above average** for doctors in this area
⭐⭐⭐ **About the same as the average** for doctors in this area
⭐⭐ **Below average** for doctors in this area
⭐ **Well below average** for doctors in this area

Once you've decided on a doctor, click on one of the "Choose this doctor" buttons below.

Choose this doctor

A summary of ratings for each doctor
Performance Overview

compare details of
Service Quality

compare details of
Treatment Quality

read
Patient Reviews

View only:
Male and female doctors ▲▼

View only doctors with:
Any amount of experience ▲▼

Now Viewing: **Male and Female Doctors** with **any amount of experience.**

Show: All doctors | Only highlighted doctors

Sort by: Doctor's last name ▲▼

Orson Alban
Male, 12 years of experience

Highlight for Consideration ⬆

SERVICE QUALITY
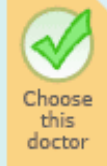⭐⭐⭐⭐☆
↘ View details

TREATMENT QUALITY
⭐⭐⭐☆☆
↘ View details

PATIENT REVIEWS
There are 4 comments
↘ Read more

Choose this doctor

Dorinda Bekki
Female, 16 years of experience

Highlight for Consideration ⬆
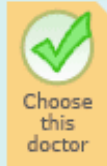
SERVICE QUALITY
⭐⭐⭐⭐⭐
↘ View details

TREATMENT QUALITY
⭐⭐☆☆☆
↘ View details

PATIENT REVIEWS
There are 6 comments
↘ Read more

Choose this doctor

Candice Cindy
Female, 22 years of experience

Highlight for Consideration ⬆

SERVICE QUALITY
⭐⭐☆☆☆
↘ View details

TREATMENT QUALITY
⭐⭐⭐☆☆
↘ View details

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There are 6 comments
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Choose this doctor

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from The Better Health Coalition

★★★★★ **Well above average** for doctors in this area
★★★★ **Above average** for doctors in this area
★★★ **About the same as the average** for doctors in this area
★★ **Below average** for doctors in this area
★ **Well below average** for doctors in this area

A summary of ratings for each doctor **Performance Overview**	compare details of **Service Quality**	compare details of **Treatment Quality**	read **Patient Reviews**

View only:
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Sort by: Doctor's last name

Patient Reviews:
Comments about this doctor volunteered by individual patients.

Comments about Dr. Orson Alban

✓ Choose this doctor

Orson Alban
Male, 12 years experience
↘ View comments

Highlight for Consideration ⬆

Dorinda Bekki
Female, 16 years experience
↘ View comments

Highlight for Consideration ⬆

Candice Cindy
Female, 22 years experience
↘ View comments

Very capable and cares about his patients. Refers patients to specialist, when necessary.

- O.B -- JUNE 03, 2008 ☺

Dr. Alban's people are wonderful. They got me in right away. Doc Alban just exudes warmth. You can tell he's devoted to patients.

- V.V -- JANUARY 05, 2009 ☺

Dr. Alban is often delayed, but probably because he has to spend more time then planned with the paitent before you. He takes time to explain everything.

- M.J -- AUGUST 30, 2009 ☺

Key Finding: Comments Lead to Increased Engagement

User Perceptions and Behavior	CAHPS + Clinical Measures	CAHPS + Clinical Measures + Comments	*P*
Satisfaction with choice of doctors available	24% very	31% very	.16
Likelihood to use a site like this	32% definitely	39% definitely	.22
Likelihood to recommend a site like this	28% definitely	36% definitely	.11
Time spent on site	346 seconds	490 seconds	<.05
Number of actions on site	5.2 actions	10.7 actions	<.05

Key Finding: Comments Drew Attention Away from Other Measures

User Behavior	Comments absent	Comments present	*P*
Probed to examine detail on CAHPS measures	43%	33%	.06
Probed to examine detail on clinical measures	43%	30%	.01

www.cahps.ahrq.gov

Key Finding: Comments Undermined Decision Quality

User Behavior	Comments absent	Comments present	*P*
Selected doctor with best CAHPS score: no clinical measures	61%	49%	.05
Selected doctor with best overall score: With clinical measures	62%	43%	.01
Selected doctor whose scores were dominated by others'	18%	37%	.01

Issues to Address in the Next Phase of Research

- How to obtain comments that are representative, balanced, and better aligned with valued aspects of patient experience

- How to report patient comments in a way that promotes integration with standardized measures and minimizes report complexity