Part One

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?
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
A summary of ratings for each doctor

Performance Overview

compare details of Service Quality

compare details of Treatment Quality

read Patient Reviews

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

SERVICE QUALITY: ★★☆☆☆☆☆☆

TREATMENT QUALITY: ★★☆☆☆☆☆☆

PATIENT REVIEWS: There are 4 comments

Dorinda Bekki
Female, 16 years of experience

SERVICE QUALITY: ★★★★★☆☆☆☆

TREATMENT QUALITY: ★★★★★☆☆☆☆

PATIENT REVIEWS: There are 6 comments

Candice Cindy
Female, 22 years of experience

SERVICE QUALITY: ★★★★★☆☆☆☆

TREATMENT QUALITY: ★★★★★☆☆☆☆

PATIENT REVIEWS: There are 6 comments
Comments about Dr. Orson Alban

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 patient before you. He takes time to explain everything.

- M.L. -- AUGUST 20, 2009
## Key Finding: Comments Lead to Increased Engagement

<table>
<thead>
<tr>
<th>User Perceptions and Behavior</th>
<th>CAHPS + Clinical Measures</th>
<th>CAHPS + Clinical Measures + Comments</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction with choice of doctors available</td>
<td>24% very</td>
<td>31% very</td>
<td>.16</td>
</tr>
<tr>
<td>Likelihood to use a site like this</td>
<td>32% definitely</td>
<td>39% definitely</td>
<td>.22</td>
</tr>
<tr>
<td>Likelihood to recommend a site like this</td>
<td>28% definitely</td>
<td>36% definitely</td>
<td>.11</td>
</tr>
<tr>
<td>Time spent on site</td>
<td>346 seconds</td>
<td>490 seconds</td>
<td>&lt;.05</td>
</tr>
<tr>
<td>Number of actions on site</td>
<td>5.2 actions</td>
<td>10.7 actions</td>
<td>&lt;.05</td>
</tr>
</tbody>
</table>
Key Finding: Comments Drew Attention Away from Other Measures

<table>
<thead>
<tr>
<th>User Behavior</th>
<th>Comments absent</th>
<th>Comments present</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Probed to examine detail on CAHPS measures</td>
<td>43%</td>
<td>33%</td>
<td>.06</td>
</tr>
<tr>
<td>Probed to examine detail on clinical measures</td>
<td>43%</td>
<td>30%</td>
<td>.01</td>
</tr>
</tbody>
</table>
## Key Finding: Comments Undermined Decision Quality

<table>
<thead>
<tr>
<th>User Behavior</th>
<th>Comments absent</th>
<th>Comments present</th>
<th>( P )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected doctor with best CAHPS score: no clinical measures</td>
<td>61%</td>
<td>49%</td>
<td>.05</td>
</tr>
<tr>
<td>Selected doctor with best overall score: With clinical measures</td>
<td>62%</td>
<td>43%</td>
<td>.01</td>
</tr>
<tr>
<td>Selected doctor whose scores were dominated by others’</td>
<td>18%</td>
<td>37%</td>
<td>.01</td>
</tr>
</tbody>
</table>
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