A review of over 1000 Interventional Radiologists’ online patient reviews

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Introduction

Physician review websites such as Healthgrades, WebMD, Yelp, and Google have increased the speed and transparency in which patients can evaluate their physicians. However, little is known about what factors contribute to these ratings or their correlation with quality of care received. Furthermore, with many physicians having online profiles and 90% have at least one rating, the importance of these websites is evident.¹⁻⁵
Purpose

• The purpose of this study was to analyze all patient evaluations of Interventional Radiologist on Healthgrades.com and understand what factors contribute to their average rating. The aim is to improve the perceived quality of care delivered in Interventional Radiology by learning which factors impact patient perception.
Methods

• We designed a program to review data on a total of 1163 “Vascular and Interventional Radiology” and 133 “Interventional Radiology” physicians with reviews on Healthgrades. Healthgrades makes up the largest website focused on physician reviews.

• Factors Measured
  • Wait Time
  • Number of Insurances Accepted
  • Type of Insurances Accepted
  • Personal Information Posted
  • Gender
  • Average Income of Area of Practice*
  • Ethnicity of Physician*

• Comparison Variable
  • Rating Scores
  • Number of Reviews

*Using 2010 census data, we analyzed differences based on the average income of each physician’s zip code and compared the ethnic association of their last name in America.
Results

• Lower Profile Ratings
  • Increased Wait Times
    • One-way ANOVA showed significant difference between groups p<.001
No Difference

- Location of Practice: Metro vs Rural
- Gender
- Medical Degree (DO vs MD)
- Type of procedures preformed
- Physician’s Ethnicity

<table>
<thead>
<tr>
<th>Gender</th>
<th>Freq.</th>
<th>Percent</th>
<th>Cum.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>105</td>
<td>7.08</td>
<td>7.08</td>
</tr>
<tr>
<td>Male</td>
<td>1,379</td>
<td>92.92</td>
<td>100.00</td>
</tr>
<tr>
<td>Total</td>
<td>1,484</td>
<td>100.00</td>
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</tr>
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Average Review by Gender

- Female: 4.22
- Male: 4.29

Gender p = 0.8256

Average Review by Medical Degree

- MD (1247): 4.28
- DO (34): 4.41

Medical Degree p = 0.7822
Higher Profile Ratings

- Same Day Appointments
- Increased number of accepted insurance
- Accepting Medicare or Medicaid
- Performing a few specialized procedures
- Practicing in more economic affluent areas

Average Review

- Neither: 4.27
- Medicare/Medicaid: 4.5

Insurance
p = 0.0127
Conclusion

• As more people begin to make decision about physicians base on online evaluations, it will become increasingly more important to understand the factors that influence these evaluations. This project provides some evidence that Interventional Radiologist can improve their patient satisfaction by investing time into creating a comprehensive profile on website such as Healthgrades, and by decreasing wait times in their clinics.
References


