

## Information for the 2020 RJOs Annual Meeting, Part 2 The Orthopaedic Surgeon Amidst a Social Media World

**Program Chairs: Selina Poon, MD and Stephanie Pearce MD**

### Peer reviewed studies

1. Yu U, Samuel LT, Yalcin S, et al. Patient-recorded physician ratings: What can we learn from 11,527 online reviews of orthopaedic surgeons? *J Arthroplasty* online 21Nov2019; doi.org/10.1016/j.arth.2019.11.021  
  
7 sites: RateMDs, HealthGrades, Vitals, WebMD, CareDash, Wellness, ZocDoc.  
Scale 0-100 of 11,527 reviews of orthopaedic surgeons in one metro area in Apr 2019  
Average overall 83.66  
Higher ratings with staff friendliness, punctuality, knowledge & expertise  
Resolution with patient complaints associated with high scores
2. Ricciardi BF, Waddell BS, Nodzo SR, et al. Provider-initiated patient satisfaction reporting yields improved physician ratings relative to online rating websites. *Orthopedics* 2017 40(5)304-310; doi: 10.3928/01477447-20170810-03  
Comparison of ratings for orthopaedic surgeons from provider based 3<sup>rd</sup> party surveys versus commercial physician websites  
FRIEDA online database from AMA find the 172 orthopaedic surgery and fellowship programs  
As of Aug 2016, only 12 had public data with 415 orthopaedic surgeons, 74 did not meet inclusion criteria  
Websites: Healthgrades, Vitals, UCompareHealthCare, RateMDs  
Results: provider initiated internal patient satisfaction ratings were more in number, higher overall patient satisfaction, lower number of negative comments  
More years in practice weakly associated with lower internal ratings  
Academic practice in Northeast associated with less negative ratings (“protective”)
3. Ramkumar P, Navarro S, Chughtai M, et al. The patient experience: A review of orthopaedic and arthroplasty surgeon quality on physician-rating sites. *J Arthroplasty* 2017 32(4), April; doi 10.1016/j.arth.2017.03.053  
Evaluation of the 5 busiest physician rating sites for the differences between these and the Consensus Core of Orthopedic Measures for top 5 academic and non-academic sites (by US News & World Report 2016)  
506 surgeons, 10 total hospitals, 27,792 patient initiated reviews  
Results:  
Composite score-4.1/5  
No difference between academic and non-academic hospitals  
“Reliability of physician rating sites is questionable.”

4. Hong AY, Chen L, Radcliff TA, et al. What do patients say about doctors online? A systematic review of studies on patient online reviews *J Med Internet Res* 2019 Apr 21(4)e12521; doi 10.2196/12521:10.2196/12521

Database review in Jan 2019 of patient online reviews (POR) that were analyzed and peer reviewed.

Results: 63 studies in 69 articles of which 48 were from the US

Range of POR 200-700,000

90% focused on clinicians and surgeons

Majority of PORs were positive

60.3% of studies compared PORs with traditional survey of patient experience#, provider characteristics\*, clinical outcomes^, and traditional gold standards

\*higher ratings associated with:

Female and young age

more online presence

board certification with extensive training experience &

graduation from highly rated med school

active status and years in practice

specialties

location

#high to moderate correlation between PORs and HCAHPS, Press Ganey

^weak or no relationship between PORs and outcome measures

### **Patient Surveys**

**Press Ganey**, <https://www.pressganey.com>, 800.232.8032

A health care company that develops and distributes patient satisfaction surveys

Center for Medicare and Medicaid Services used Press Ganey Surveys until 2012 when they replaced it with the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS)

Significant dates

Founded in 1985

Jan 2017: Most commonly used outpatient satisfaction survey in the US

Mar 2020: at > 26,000 medical facilities

Founders: Irwin Press (medical anthropologist) and Rod Ganey (sociologist-statistician) from University of Notre Dame

From their webpage--

**MISSION:** “Everything we do is driven by our unwavering focus on helping our clients transform the patient experience.”

**APPROACH:** “Press Ganey’s proprietary Listen-Learn-Lead approach – data-driven, patient-focused – is proven to deliver exceptional care and patient experiences.”

**CORE VALUES:** “Our core values of partnership, innovation and service guide our work toward fulfilling our mission day in and day out

Care Credit, [www.carecredit.com](http://www.carecredit.com) and [www.carecredit.com/providercenter](http://www.carecredit.com/providercenter)

Information below is from their website and Doximity’s “Reputation Management Toolkit: A Guide to Improve Your Social Media Presence”

Some numbers

- Where US adults get news: FB 43%, Twitter 12%
- 91% of executives rate LinkedIn as first choice for professionally relevant followed by Twitter 29% then FB 27%
- 243.6 social media users in the US (2019)
- Average user spends 2 hours and 5 minutes a day on social media sites

Recommendations:

1. Post on purpose: define your goals, purpose, message. Identify your objectives. What do you want to communicate?

2. Know the different “audiences” between social media platforms.

	<u>Patients</u>	<u>Community</u>	<u>Peers</u>	<u>HC Professionals</u>	<u>General Public</u>
Twitter	X	X	X	X	X
FB	X	X	X		X
LinkedIn			X	X	

3. How often and best times to post

	<u>Frequency</u>	<u>When</u>
Twitter	10 or more/day	Wednesday at 09:00 and 11:00
FB	once a day or less	Wednesday 09:00 to 10:00
LinkedIn	3 x a week	Wednesday 09:00 to 10:00 & at noon

4. Know your organizations policies on posting.
  - a. “When in doubt, leave it out.”
  - b. Add disclaimers “Opinions are my own.”
  - c. Be certain of your security and privacy settings.
5. Avoid “commenting on posts that are inappropriate, offensive or maybe even controversial.”
6. Protect patient privacy
  - a. Keep personal conversations offline.
  - b. Don’t identify or confirm someone is a patient.
  - c. Keep PHI offline or hide, delete it.
  - d. Be general or use enough generalities to avoid identification of a patient.
  - e. Before disclosing personal patient information and /or photos, get a release from the patient and keep it on file.
7. Make your contact information easy to see and include a contact us form or link.

## **Negative Reviews**

### **Approach to a Fake Negative Review**

From Family Practice Jobs Online, [www.healthcareers.com](http://www.healthcareers.com)

“*How to Rise Above A Culture of Negative Reviews*” by Stephanie Stephens, Aug 20, 2019

<https://www.healthcareers.com/fpjo/article/recruiting/how-to-rise-above-a-culture-of-negative-reviews>

Steps recommended [verbatim from webpage] by Jeremy Lessaris, founder of the reputation management company [irevu](http://irevu.com) in Miami Beach, FL:

1. “Respond to the review following best practices.
2. Identify the reviewer and all associated documentation.
3. Check to make sure the review follows the review site Terms of Service (TOS) and Terms of Use (TOU).
4. Consult with an attorney about legal aspects.
5. Send letters from your attorney to the:
  - o Patient
  - o Review site, review site hosting provider, website owner/legal, and ISP
6. File a suit (where applicable).
7. Get a subpoena.
8. Request a court order.”

More hospitals are suing patients for false or highly unfair postings.

### ***“Why do we pay more attention to negative news than positive news?”***

By Stuart Soroka, London School of Economics Blog; May 25, 2015

<https://blogs.lse.ac.uk/politicsandpolicy/why-is-there-no-good-news/>

“Tendency to prioritize negative over positive;” humans predisposed to focus on the negative, evolutionary-biological make up

Newstand sales increase about 30% when the cover is negative.

Newspaper readership decreased 66% when there was a good news day.

Negativity biases vary according to the culture and media.

### **Managing negative reviews**

James E. Sabin in *AMA Journal of Ethics* website, Case and Commentary

Virtual Mentor. 2013 15(11):932-936. Doi:10.1001/virtualmentor.2013.15.11.ecas2-1311

1. Acknowledge and address psychological impact of poor ratings on yourself.
2. Learn from the patient’s feedback.
3. Strategize constructive responses with colleagues after you thoughtfully analyze the ratings and comments.

Site	Free ?	Need	Rating	Cate- gories	Comments	Photo
Yelp	Yes	Yelp.com	1 to 5 ★			Yes
FB	Yes	FB personal page				Yes
ZocDoc	Yes		Awards for "service"	3	-Easy for patients who can book appts online <b>-All reviews are verified</b>	
Google My Business	Yes	Google account	1 to 5 ★		You describe the business	Yes
Healthgrades		You update your profile	1 to 5 ★	8	>30M visits / month User friendly	
WebMD	Yes	Claim your profile on their site	1 to 5 ★	8	You enhance your profile that they write	
RateMDs	Yes	Claim your profile on their site	1 to 5 ★	4	>2.6M ratings -Easy for patients	
Vitals	YES	Claim your profile on their site	1 to 5 ★	7	You enhance your profile that they write	
CareDash			1 to 5 ★		-You enhance your profile that they write -Patient has to explain the rating	
Angie's List	YES or \$25-100 per year	Sign up: email, p'word	A to F	9		
Physician Compare (CMS)	Yes	Must meet 6 criteria	Compares individuals and groups  ★ ratings	At least 4	-General info updated twice a month -Database is on data.medicare.gov	

**Compiled from**

Kaitlyn Houseman, Revele, June, 1, 2017: 10 Most popular Physician Rating Review Sites

<https://www.revelemd.com/blog/10-most-popular-physician-rating-and-review-sites>

Medicare, Physician Compare

<https://www.medicare.gov/physiciancompare/#about/aboutphysiciancompare>

update on Physician Compare:

<https://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/physician-compare-initiative>

Patient scores on Physician Compare come from CAHPS

<https://www.cms.gov/Research-Statistics-Data-and-Systems/Research/CAHPS/mips.html>

### **Rating Webpages**

Allow your input either by your facility or your personal platforms

Do not allow your input; External party compiles information and posts it.

**M. DeMaio, 1 April 2020**