Poll Questions

Searching for a Good Doctor, Online
January/February 2020
Questions were answered by respondents age 50–80.

Q1. When selecting a doctor for yourself, how important are each of the following to you?

<table>
<thead>
<tr>
<th></th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
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</thead>
<tbody>
<tr>
<td>Accepts my health insurance</td>
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<tr>
<td>Convenient office location</td>
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<tr>
<td>Convenient office hours</td>
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<tr>
<td>How long it takes to get an appointment</td>
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<td>Doctor’s years of experience</td>
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<td>Where the doctor trained/attended medical school</td>
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<tr>
<td>Word of mouth (from family/friends)</td>
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<td>Recommendation from another doctor</td>
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<tr>
<td>Doctor’s online ratings/reviews</td>
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<td>Ability to have an in-home visit</td>
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<td>Ability to have a video visit</td>
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<td>Ability to interact online (email my doctor, request refills, scheduling)</td>
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<td>Doctor’s gender being the same as mine</td>
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<tr>
<td>Doctor’s race/ethnicity being the same as mine</td>
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</table>
Q2. Have you ever looked up ratings or reviews online for a doctor for yourself?
   1. Yes
   2. No

If Q2 = 2

Q3. Why haven’t you looked up ratings or reviews for a doctor online? Select all that apply
   1. Been to the same doctor for years
   2. I don’t trust reviews
   3. I don’t know where to look
   4. Never thought about it
   5. Not interested in online reviews
   6. Other

If Q2 = 1

Q4. In the past year, how often have you looked up doctor ratings/reviews online for yourself?
   1. More than once
   2. Once
   3. Never

If Q4 = 1 or 2

Q5. Why did you look up ratings/reviews for a doctor? Select all that apply
   1. To find a new doctor
   2. To read reviews on a doctor I have seen
   3. To read a review on a doctor I am considering
   4. Other

If Q4 = 1

Q6. Have you ever selected a doctor for yourself due to good online ratings/reviews?
   1. Yes
   2. No

If Q4 = 1

Q7. For the doctor you selected, how well did the ratings/reviews match your experience?
   1. Very well
   2. Somewhat well
   3. Not well
   4. Have not seen this doctor yet

If Q4 = 1

Q8. Have you ever not chosen a doctor due to bad online ratings/reviews?
   1. Yes
   2. No

ALL RESPONDENTS

Q9. Have you ever posted a rating/review online about a doctor?
   1. Yes
   2. No

If Q9 = 1

Q10. What motivated you to rate/review the doctor? Select all that apply
    1. The doctor suggested I rate him/her
    2. The office staff suggested I leave a rating
    3. To praise a good experience
    4. To criticize a bad experience
    5. Other
### ALL RESPONDENTS

**Q11. Please rate your level of agreement with the following statements:**

| The total number of reviews is important when selecting a doctor. | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree |
| I would select a doctor with many positive reviews even if he/she had a few very negative reviews. | | | |
| I would avoid selecting a doctor with many negative reviews even if he/she had a few very positive reviews. | | | |

### ALL RESPONDENTS

**Q12. Are you aware that it is possible to look up information about doctors, including disciplinary actions, through your state medical board?**

1. Yes, and have looked up a doctor
2. Yes, but have not looked up a doctor
3. No