

# Poll Questions

January/February 2020

## Searching for a Good Doctor, Online

Questions were answered by respondents age 50–80.



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

|   | Very Important | Somewhat Important | Not Important |
|---|----------------|--------------------|---------------|
| Accepts my health insurance   |                |                    |               |
| Convenient office location  |                |                    |               |
| Convenient office hours   |                |                    |               |
| How long it takes to get an appointment                                   |                |                    |               |
| Doctor's years of experience  |                |                    |               |
| Where the doctor trained/attended medical school                          |                |                    |               |
| Word of mouth (from family/friends)                                       |                |                    |               |
| Recommendation from another doctor  |                |                    |               |
| Doctor's online ratings/reviews   |                |                    |               |
| Ability to have an in-home visit  |                |                    |               |
| Ability to have a video visit   |                |                    |               |
| Ability to interact online (email my doctor, request refills, scheduling) |                |                    |               |
| Doctor's gender being the same as mine                                    |                |                    |               |
| Doctor's race/ethnicity being the same as mine                            |                |                    |               |



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**ALL RESPONDENTS**

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**Q2. Have you ever looked up ratings or reviews online for a doctor for yourself?**

1. Yes
2. No

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**If Q2 = 2**

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**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

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**If Q2 = 1**

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**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

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**If Q4 = 1 or 2**

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**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

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**If Q4 = 1**

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**Q6. Have you ever selected a doctor for yourself due to good online ratings/reviews?**

1. Yes
2. No

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**If Q4 = 1**

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**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

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**If Q4 = 1**

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**Q8. Have you ever not chosen a doctor due to bad online ratings/reviews?**

1. Yes
2. No

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**ALL RESPONDENTS**

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**Q9. Have you ever posted a rating/review online about a doctor?**

1. Yes
2. No

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**If Q9 = 1**

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**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:**

|   | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree |
|---|----------------|----------------|-------------------|-------------------|
| The total number of reviews is important when selecting a doctor.   |                |                |                   |                   |
| 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

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