



NEW YORK SCRAPY

Shayan Rizvi

BACKGROUND

- Simple solution for booking doctors online
 - Can make informed choices based on reviews and different factors like insurance type, languages spoken, etc.
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SCRAPING CHALLENGES

enter condition, procedure, doctor name... New York, NY Insurance carrier and plan Q

Wed May 16 Thu May 17 Fri May 18

Dr. Stephen Goldstone, MD
Surgeon
★★★★★
"My visit with Dr. Goldstone was far more than I expected. I had complete..."
420 W 23rd St, New York, NY 10011
Within 2.5 miles
Next availability: Tue, May 29

Dr. Anroy Ottley, MD
Surgeon
★★★★★
"The visit to see Dr. Ottley is excellent."
377 Jersey Avenue, Jersey City, NJ 07302
Within 2.5 miles
Next availability: Tue, May 29

Dr. Michael Horowitz, MD, FACS
Surgeon
★★★★★
"Apparently there was a miscommunication between ZocDoc and the doctor's office..."
142 Joralemon Street, Brooklyn, NY 11201
Within 2 miles
Next availability: Wed, May 23

1 2 3 4 5 6 7 8 9 10 >

Only 10 pages of doctors at a time
exactly based on Zocdoc's algorithm

Dr. Stephen Goldstone, MD
★★★★★
Surgeon

Overview Patient reviews

In-network insurances
AARP, Aetna, Caterpillar... [view all](#)

Specialties
Surgeon

Practice names
[Laser Surgery Care](#)

Book an appointment for free

Insurance
I'll choose my insurance later

What's the reason for your visit?
Surgery Consultation

Select a time and location

Laser Surgery Care
420 W 23rd St, PB 1F, New York, NY, 10011

Wed May 16 Thu May 17 Fri May 18 Sat May 19

Next availability is Tue, May 29

In-network insurances

AARP

AARP Medicare Advantage HMO
AARP Medicare Advantage POS
AARP Medicare Advantage PPO
AARP Medicare Complete (HMO)
AARP Medicare Complete Choice (PPO)
AARP Medicare Complete SecureHorizons
AARP Personal Health Insurance Plan

Aetna

Caterpillar

Oxford (UnitedHealthcare)

QUESTIONS

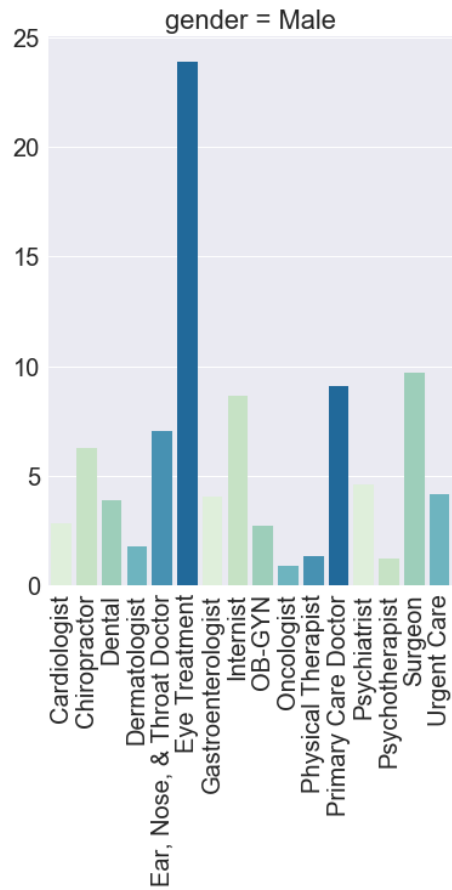
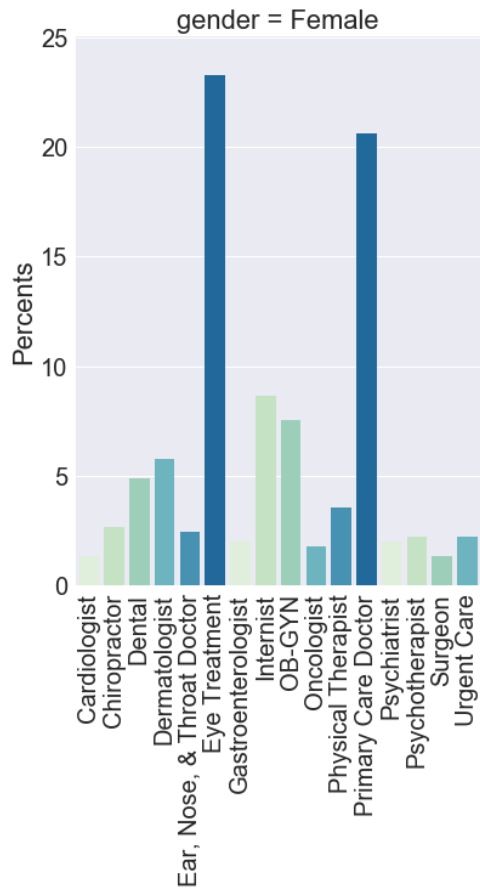
- What is the makeup of doctors in the NY area?
- Do certain neighborhoods have better quality of service?
- What can doctors do to increase patient satisfaction and maintain higher ratings?

DATA ANALYSIS

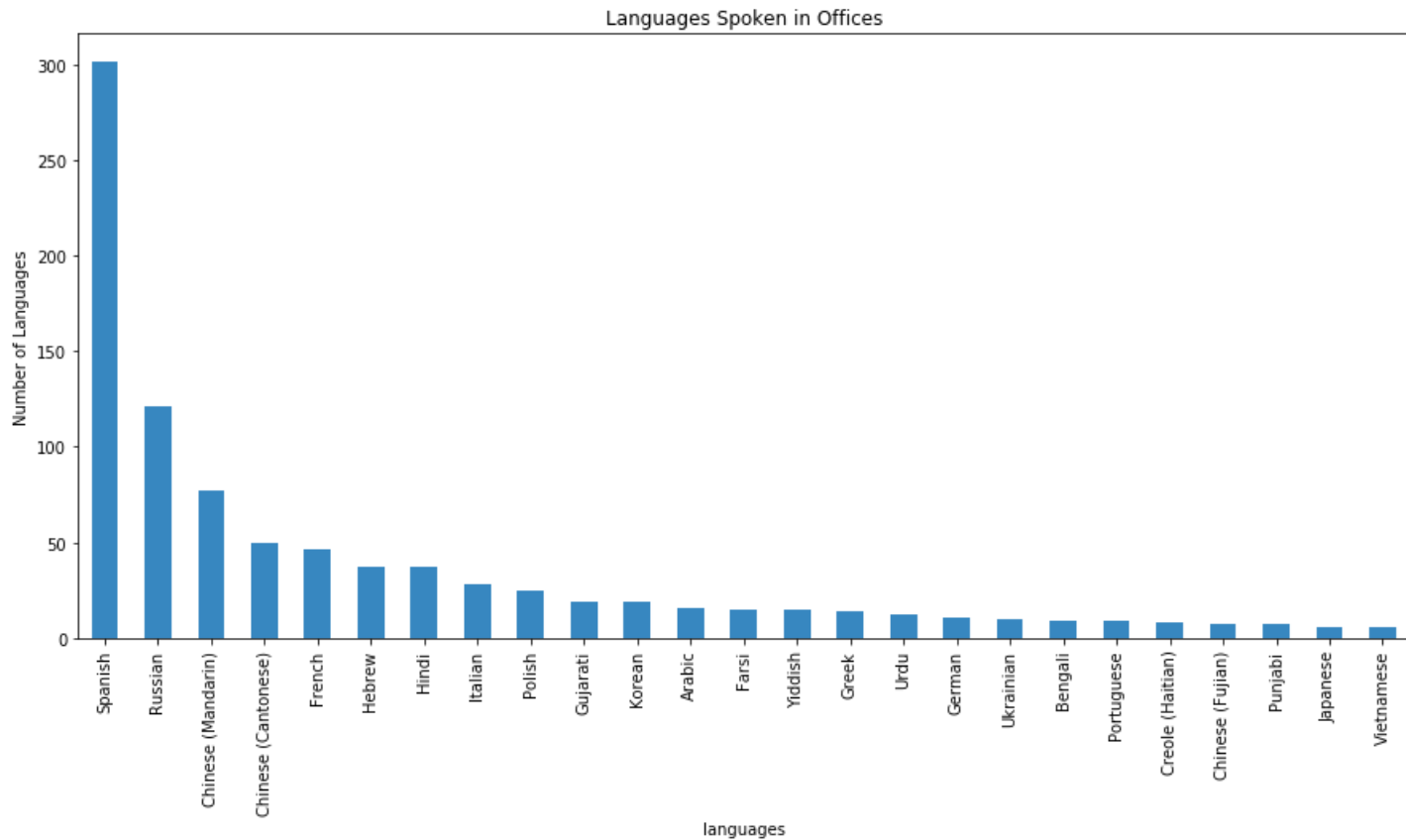
SUMMARY

Minimum Overall Rating	2.5
Average Overall Rating	4.8
Median Overall Rating	5.0
Minimum Wait Rating	2.0
Average Wait Rating	4.4
Median Wait Rating	4.5
Minimum Bedside Rating	3.5
Average Bedside Rating	4.7
Median Bedside Rating	4.5
Average # Languages Spoken	1.9

DOCTOR TYPES BY GENDER



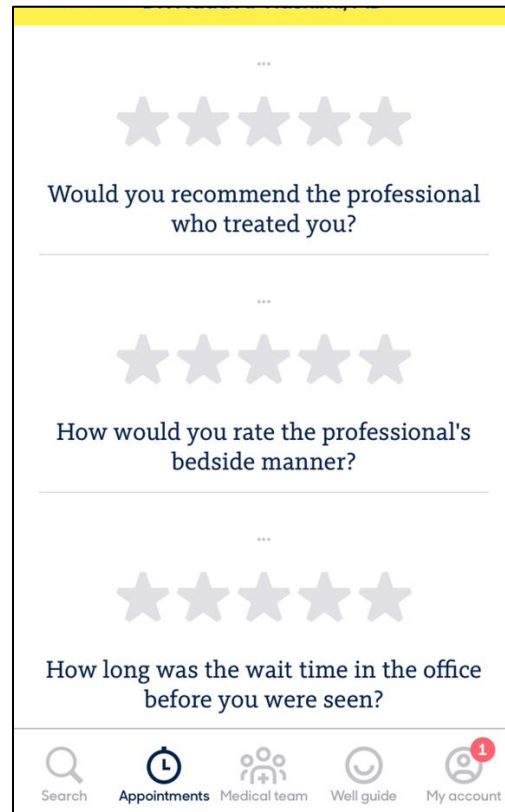
LANGUAGES SPOKEN IN OFFICE



REVIEWS

REVIEW SURVEY

- Overall rating
- Bedside rating
- Wait time rating



A review survey form with a yellow header bar. It contains three rating sections, each with five stars and a question. The bottom of the form has a navigation bar with five icons and labels.

★★★★★

Would you recommend the professional who treated you?

★★★★★

How would you rate the professional's bedside manner?

★★★★★

How long was the wait time in the office before you were seen?

Search Appointments Medical team Well guide My account

ALL INTERACTIONS IN OFFICE TAKEN INTO ACCOUNT

Overall



Wait time



Bedside manner



Doctor Wang was kind and she took the time to talk with me, hear me out in order to understand my situation, and offer input. The doctor was great but the desk staff were not friendly or helpful. They were rather short with the patients. If it weren't for the quality of the doctor i would not come back here. The front desk staff is the first impression that a patient gets from a doctors office. its imperative that these people be kind and welcoming and make a patient feel relax since that patient visiting a doctor's office is probably scared, nervous, upset, concerned, about his or her wellness. [show less](#)

Samantha C., verified patient • Source: Zocdoc



Happy with doctor, unhappy with desk staff

Overall



Wait time



Bedside manner



Not very personable and did not feel like she cared much about me, especially as a new patient. I also asked to discuss my blood test results over the phone, and Dr. Wang did not accommodate. Wouldn't recommend.

Alex R., verified patient • Source: Zocdoc



Unhappy with doctor, happy with wait time. Bedside rated as ok.

Overall



Wait time



Bedside manner



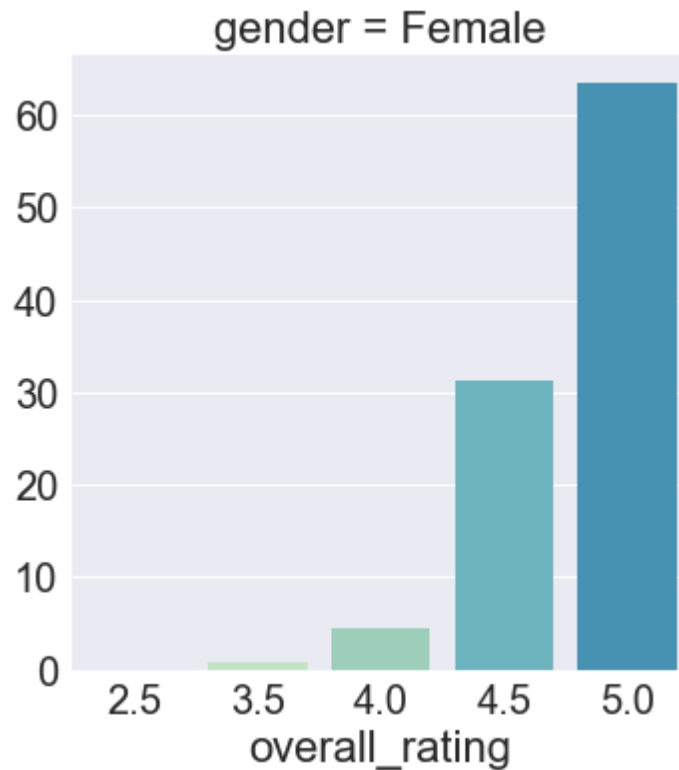
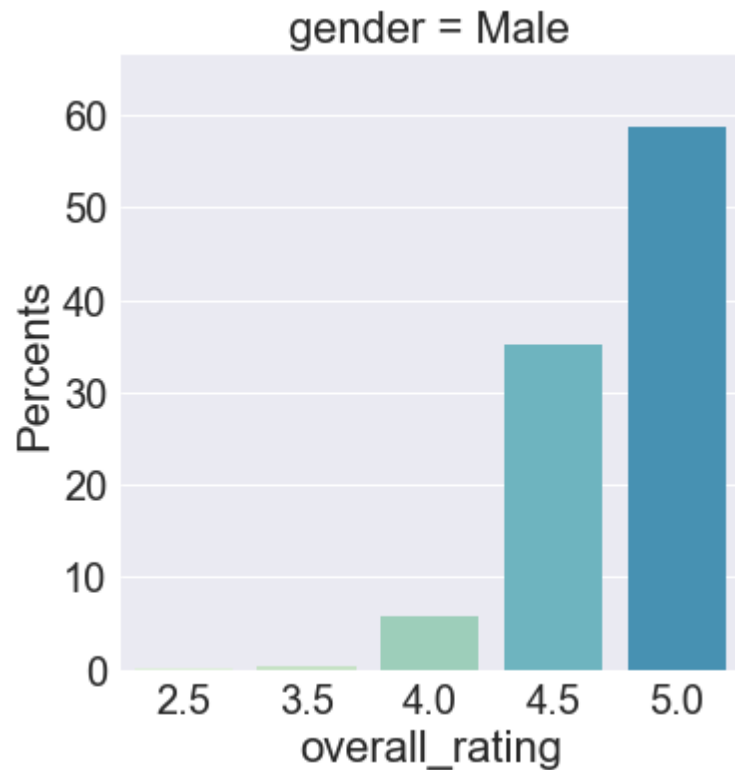
Fast. Good wait time. Nice front desk staff. Nurse was cold, unfriendly, and projected impatience. Doctor was transactional and much less friendly or interested or accommodating than others I've seen. I got in and out quick. But I don't want to go back. May be ok for a one time illness, not not a pc. [show less](#)

Less than 1 year ago • Initials hidden • Source: Zocdoc

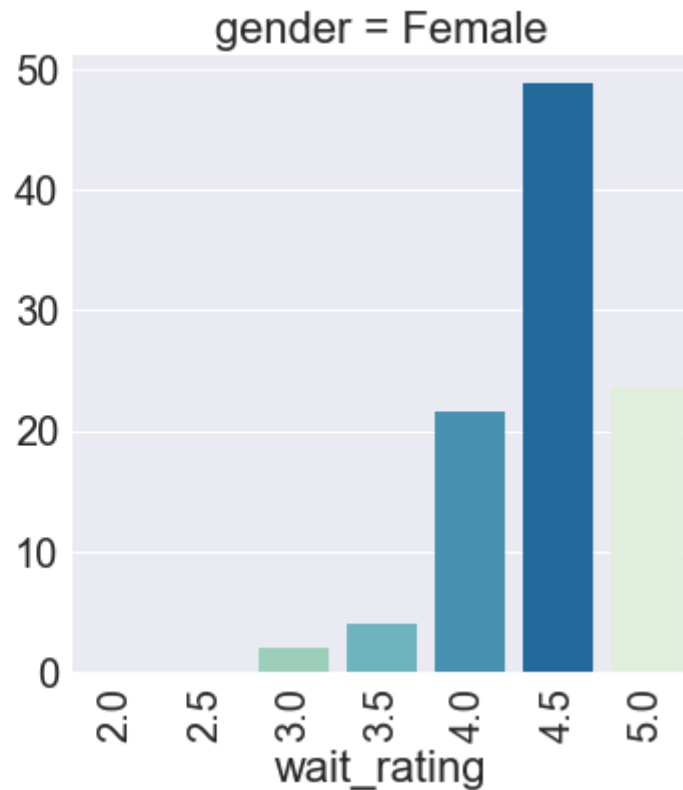
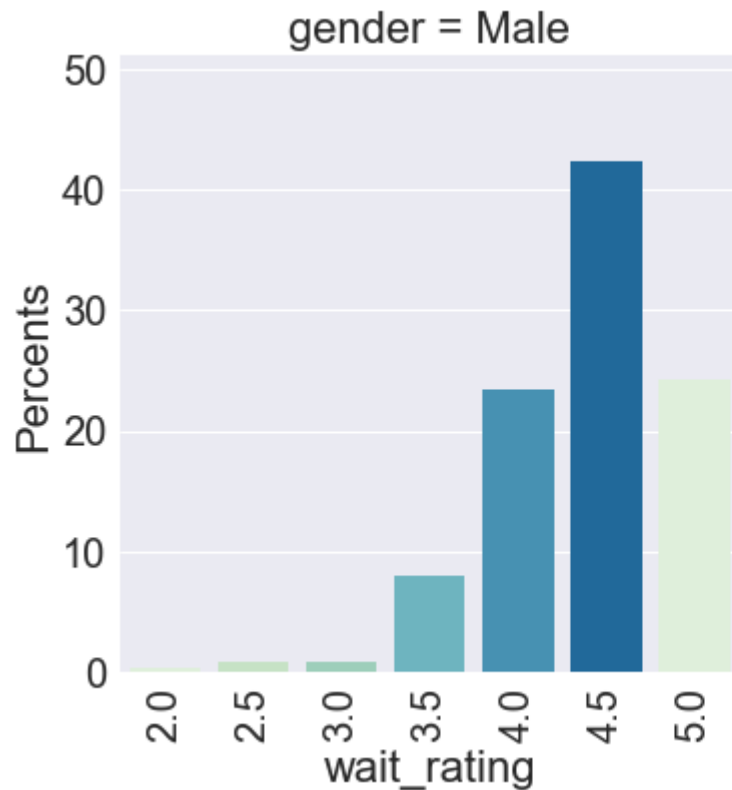


Happy with wait time and front desk staff, unhappy with nurse and doctor

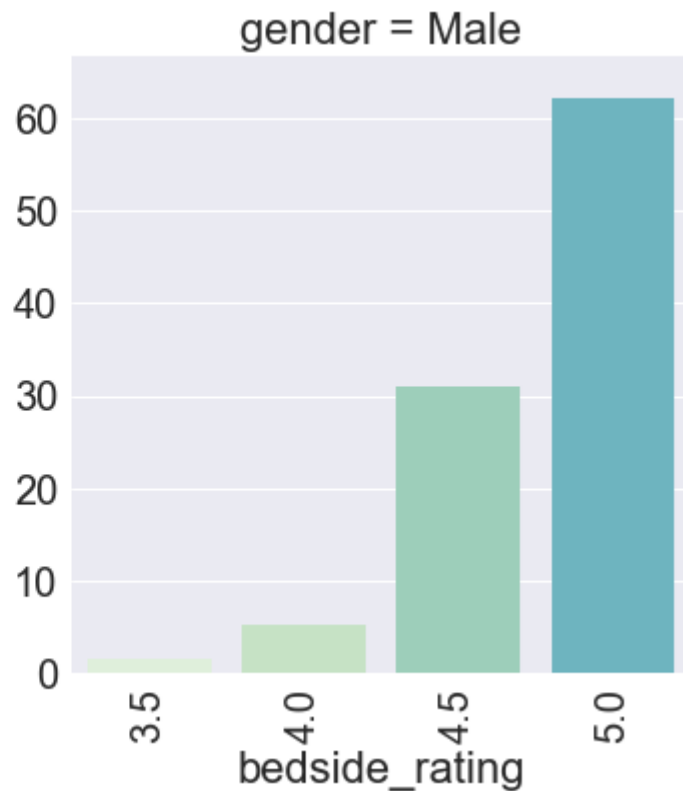
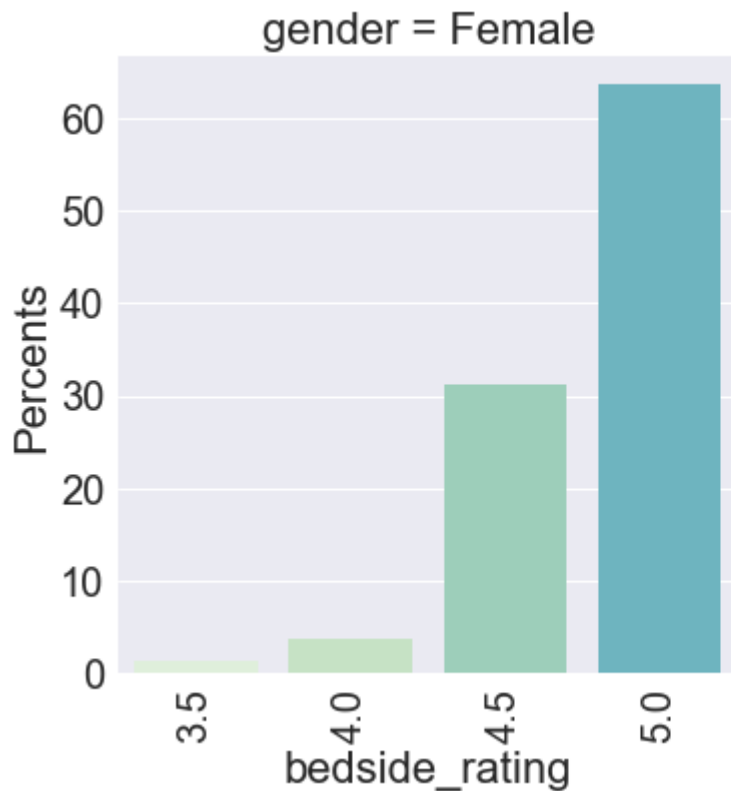
OVERALL RATING BY GENDER

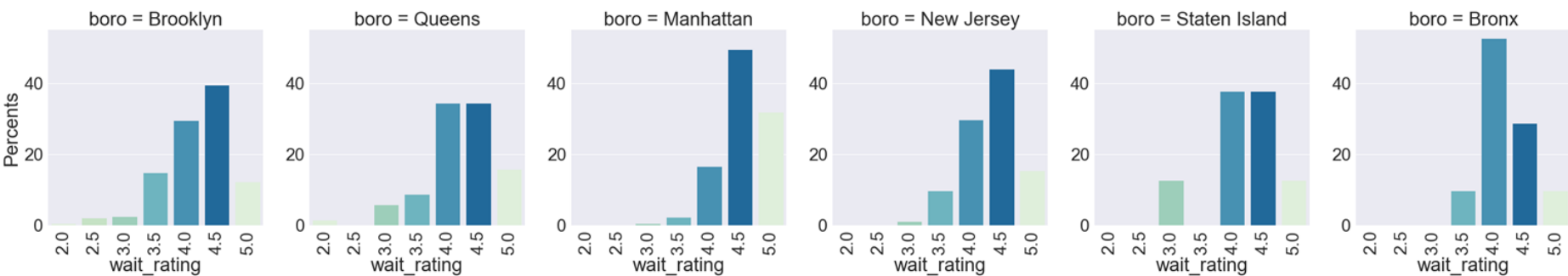
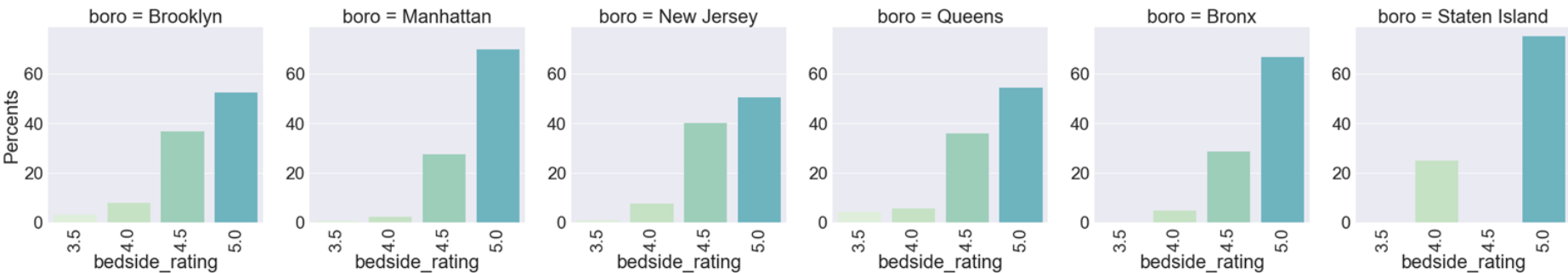
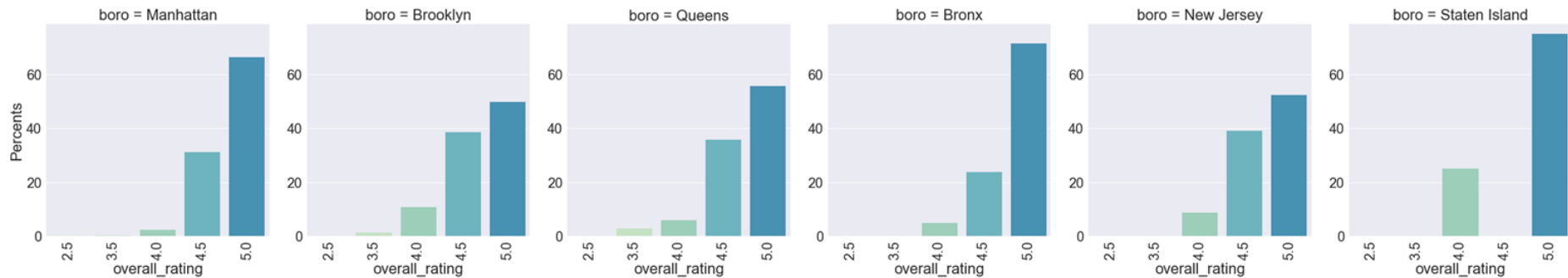


WAIT RATING BY GENDER

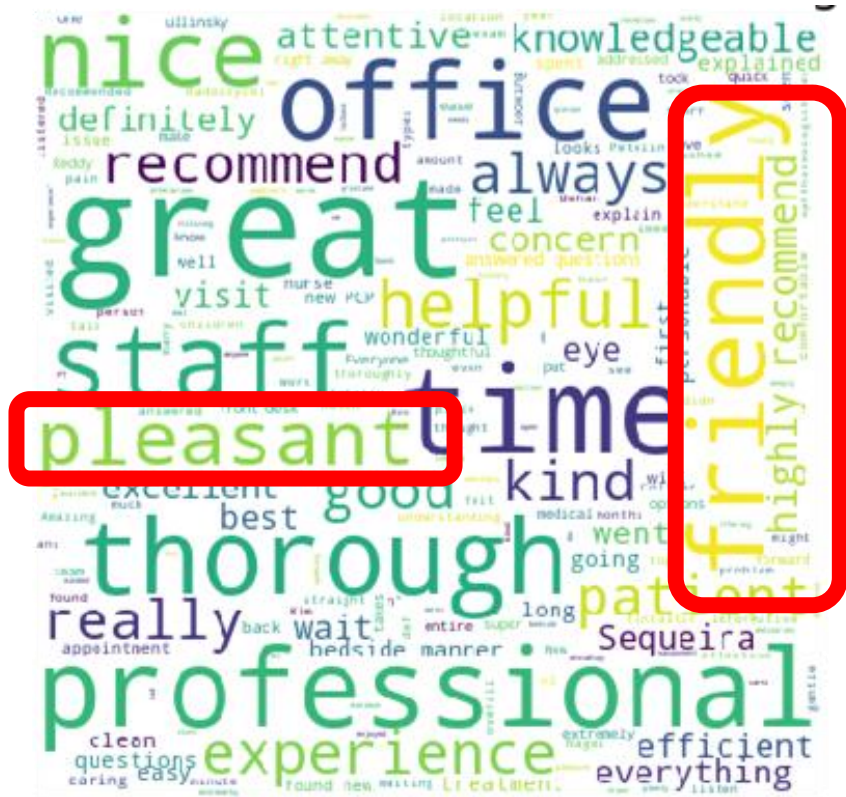


BEDSIDE RATING BY GENDER

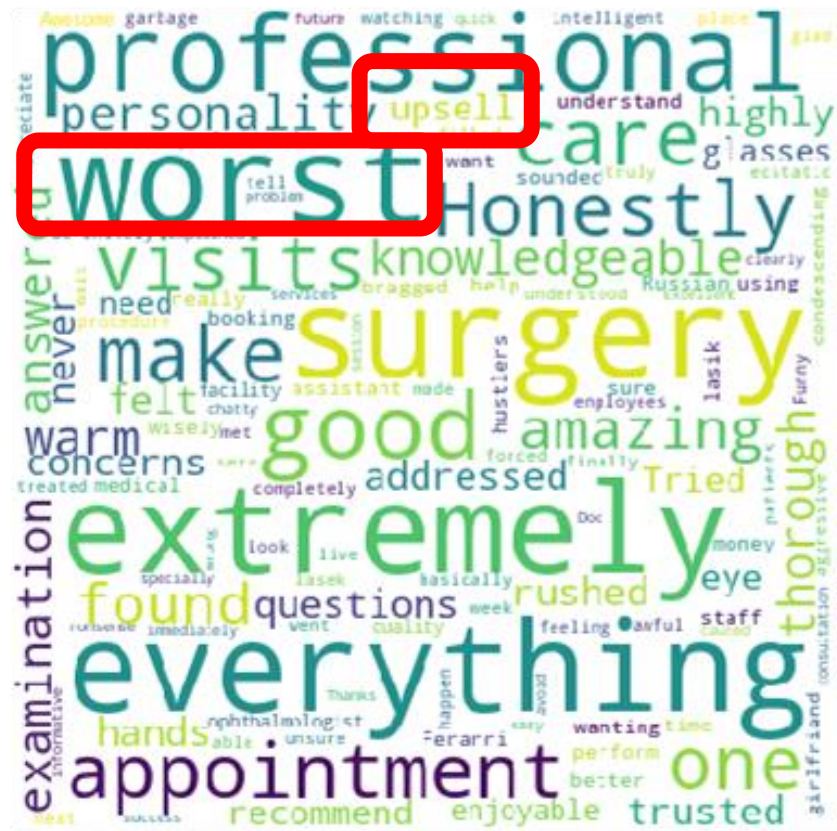




***** OVERALL & BEDSIDE RATINGS WORDCLOUDS



*** WAIT & BEDSIDE RATINGS WORDCLOUDS



3*** WAIT BIGRAMS

- great bedside
- feel comfortable
- ***feel rushed***
- felt comfortable
- friendly helpful
- friendly professional
- friendly staff
- good experience


3*** BEDSIDE BIGRAMS

- ***felt stressed***
- ***felt rushed***
- felt comfortable
- ***feeling unsure***
- facility filled
- eye tell
- eye surgery
- ***wrong caused***

ZOCDOC CONCLUSIONS

- Quality of care by gender and boro does not change much in Zocdoc's world
- Analysis such as bigrams could be used for doctors with bad reviews to help them understand what people are calling out and improve quality of care
- Zocdoc bias/skew?
 - Allows doctors to pay more to be sponsored and show up at top search results
 - Zocdoc algorithm may be favoring higher rated doctors to show up on first 10 pages
 - A check exists against fake reviews by only allowing people who have actually seen the doctor to review
 - Doctors who don't agree with bad reviews may be pulling out of service skewing reviews more positive

< Wed May 16 Thu May 17 Fri May 18 >

	SPONSORED RESULT (1) Dr. Linda Wang, MD Primary Care Doctor ★★★★★ "The receptionist was so unprofessional. She was audibly dissing one of the other..." 10 Union Square East, New York, NY 10003 Within 1 mile	—	9:15 am	—
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		—	—	—
		—	—	—