



AGENCY FOR HEALTHCARE RESEARCH AND QUALITY



Posting Comments on Health System Websites: Challenges and Opportunities

Panel Discussion on Using Narratives in Public Reports
Dale Shaller, Moderator

Proliferation of Online Review Sites



**The number of
online review
websites has
increased over time**



Growing Consumer Use of Online Reviews

**...And so has the
number of people
using them**

71%

Use patient
reviews as the
first step to find
a new doctor¹

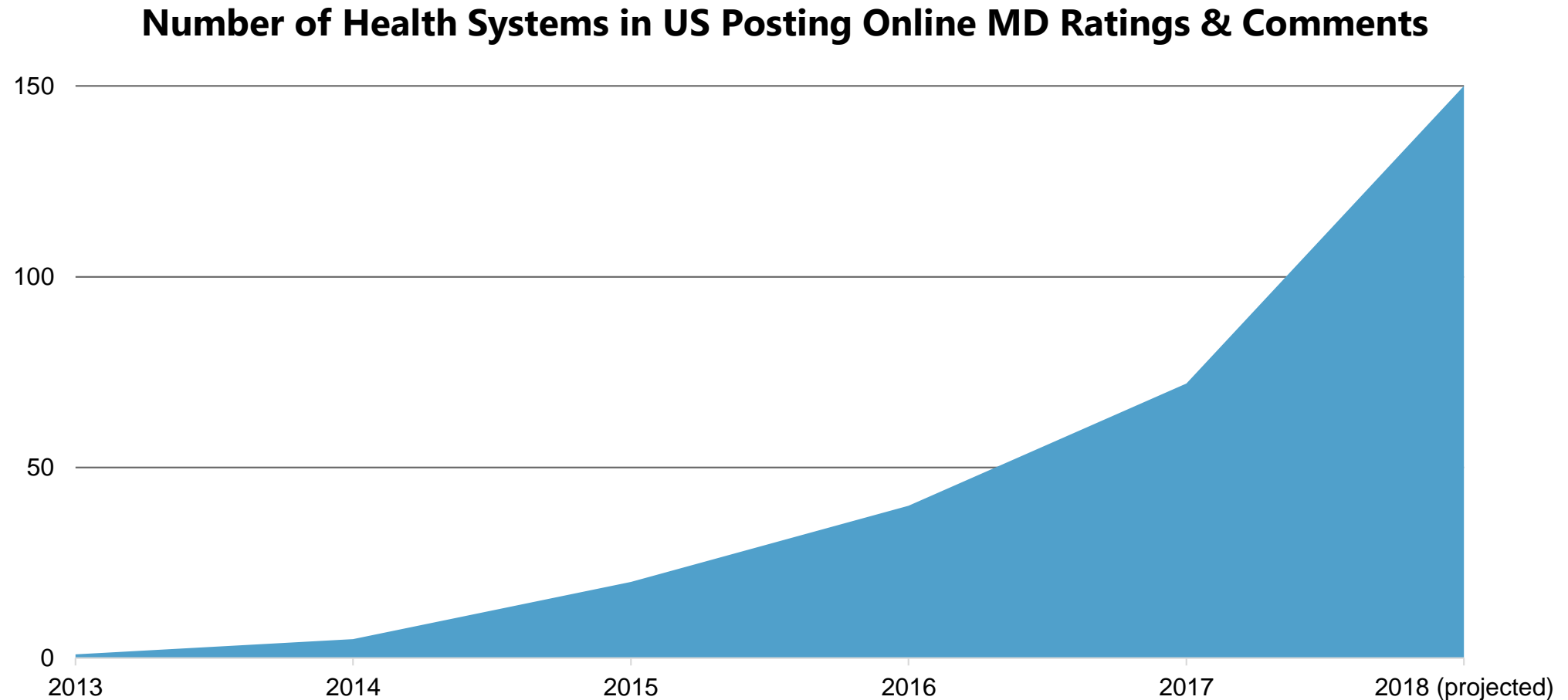
60%

Research a
physician online
even AFTER
referral²

1: How Patients Use Online Reviews, [Software Advice, April 3, 2020](#)

2: How Consumers Find and Select Doctors, 2018 Press Ganey Research Brief

Health Systems Follow With Their Own Ratings



Posting Narratives on Health System Sites

- What is driving health systems to publish their own physician ratings and comments?
- What does it take to successfully launch a reporting site?
- How have physicians responded?
- How have patients responded?
- What has been the bottom line impact:
 - ▶ On health system market share?
 - ▶ On physician performance?
- What lessons have been learned?

Panel Discussion



Adrienne Boissy, MD, MA
Chief Experience Officer
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Christian Dankers, MD, MBA
Associate Chief Quality Officer
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