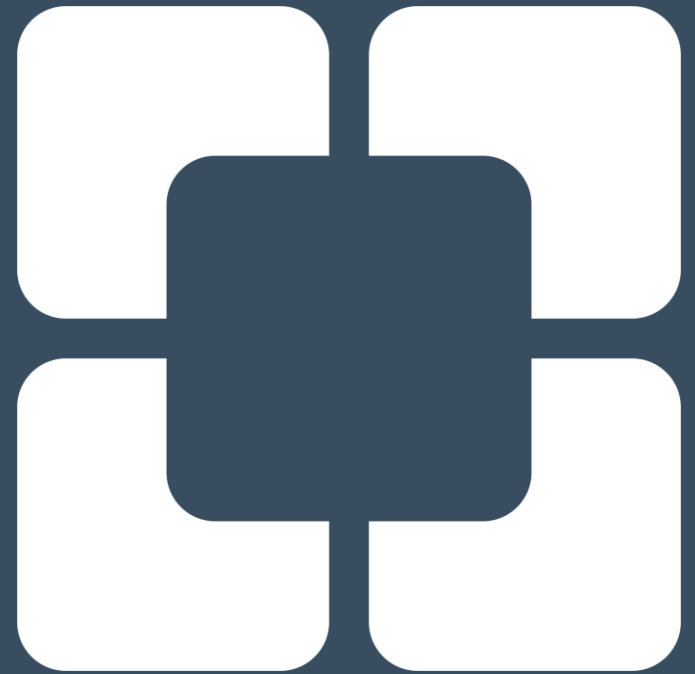


Online Clinician Ratings

Adrienne Boissy, MD MA

boissya@ccf.org

@boissyad



Disclosures

- I have no conflicts of interest, financial interest, or sponsorships relevant to this activity to disclose.

Why Do This?

- Highlight our exceptional providers
 - Average rating was 4.77
- Drive transparency to patients and families
- Ensure high quality process




Recommendations & Key Findings





- **Implement the star satisfaction ratings and patient comments on doctors on the Cleveland Clinic website.** General consumers reacted favorably to having these on the Cleveland Clinic website.
- **Do not only implement the star satisfaction ratings, but be sure to include patient comments on the website as well.** While there was a feeling that star satisfaction ratings are helpful in telling the story of a doctor, patients stressed that it is the patient comments that tell the full story behind the ratings. Patients also like the comments because they provide insight into the personality of the physician, and will be potentially helpful to patients when trying to determine whether they will relate with the physician.
- **Negative comments will impact patient choices.** Most consumers said that they keep the comments in perspective, knowing that it can be hard to please everyone and sometimes there can be personality clashes between a physician and patients.
- **Negative comments must be included on the website as they make the ratings and comments more credible.** Many consumers commented that they would seriously question the credibility of the ratings and comments if all of the comments are positive.
- **Consider giving physicians the ability to appeal negative comments and/or post a response to a negative comment on the website.** Consumers were split on whether doctor's should be allowed to appeal a negative comment, but the vast majority felt that physicians should be allowed to post a response to a negative comment online.


Aggregators


Vitals.com




Nicholas G Smedira, MD

 4.0 Add your rating: ★★★★★ ? / 4

Cardiothoracic Surgeons
 26 years of experience
[Video profile](#)
 Accepting new patients

Cleveland Clinic
 9500 Euclid Ave
 Cleveland, OH 44185
 216-445-7052
[Locations and availability \(1\)](#)

 Write a Review

Summary

Patient Reviews

Credentials

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Discuss DVT/PE

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Patient Reviews

4.0 ★★★★★ (10)

PATIENT COMMENTS  (4)

[Read patient reviews](#)

2 million visitors/mth*

Healthgrades.com

Sort by: **Best Match** | Patient Satisfaction | Last Name | Distance

1

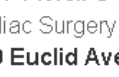
Dr. A Marc Gillinov, MD

Cardiac Surgery

9500 Euclid Ave, Cleveland, OH 44195

Save

Share



Dr. Gillinov has:

- 26 Years of Practice
- 1 Hospital Affiliation
- 1 Office Location
- 10 Insurance Carriers
- Performs 14 Procedures
- Treats 19 Conditions

11.19 miles from Chagrin Falls, OH 44022

Patient Satisfaction

★★★★★


7 responses

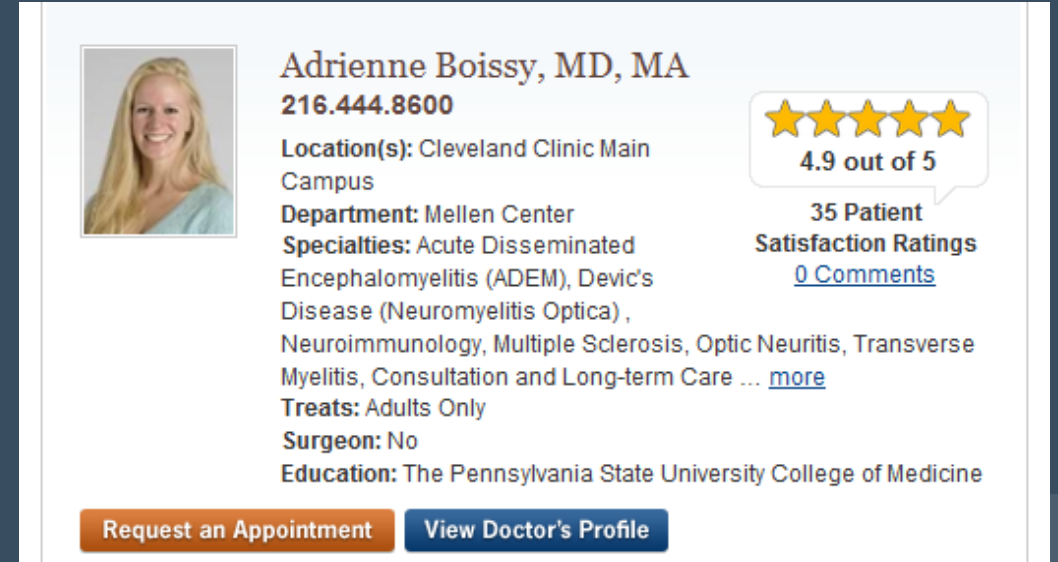
How was your experience?

7 million visitors/mth*

*Source: Compete.com

Impact

- 
- **17%** Increase in page views within one month of launch
 - More time per page
 - **145%** increase in physician profile pageviews
 - **133%** Increase in sessions that start on physician profile pages (weekly)
 - More demand for higher rated clinicians



Adrienne Boissy, MD, MA
216.444.8600

Location(s): Cleveland Clinic Main Campus
Department: Mellen Center
Specialties: Acute Disseminated Encephalomyelitis (ADEM), Devic's Disease (Neuromyelitis Optica), Neuroimmunology, Multiple Sclerosis, Optic Neuritis, Transverse Myelitis, Consultation and Long-term Care ... [more](#)
Treats: Adults Only
Surgeon: No
Education: The Pennsylvania State University College of Medicine

4.9 out of 5
35 Patient Satisfaction Ratings
[0 Comments](#)

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