## ONLINE PHYSICIAN REVIEWS REFLECT PATIENT EXPERIENCE, NOT MEDICAL CARE











Patients are using online review sites in great numbers as an important factor in selecting a physician.



use online reviews as their first step in finding a new doctor<sup>1</sup>



consult a review website "often" or "sometimes" 1

48% would go out of their insurance network for a doctor with favorable reviews<sup>1</sup>





...yet 96% OF PATIENT COMPLAINTS RELATE TO CUSTOMER SERVICE — especially communication and physician/staff interactions — not medical care<sup>3</sup>

## TOP CUSTOMER SERVICE COMPLAINTS<sup>3</sup>



COMMUNICATION: **53%** 



WAIT TIMES & WAITING ROOMS: **35%** 



PRACTICE STAFF: 12%

## TOP CUSTOMER SERVICE COMPLIMENTS IN FIVE-STAR REVIEWS3





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3



**BEDSIDE MANNER: 40%** 

PRACTICE STAFF: 28%

COMMUNICATION: 24%