# Users of Public Reports of Hospital Quality: Who, What, Why, and How?

## An aggregate analysis of 16 online public reporting Web sites and users' and experts' suggestions for improvement

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# Executive Summary

States, community quality collaboratives, and others are investing millions of dollars in the sponsorship and development of public reports on the quality of hospital care. The hope is that these reports will stimulate quality improvement, increase accountability, and improve consumer choices. Although the major method of distributing these reports is through Web sites, it is not known who visits these public reporting Web sites or how Web site visitors use the data presented. This evidence gap leaves report sponsors with minimal guidance on how to construct and implement a report that will successfully engage consumers and providers.

Two key indicators of success for a public reporting Web site are the number of people who access it and the experiences people have when using it. However, there is little publicly available information on these topics. In order to capture these two indicators, we worked with 16 hospital reporting sites affiliated with the AHRQ Chartered Value Exchange program over a 3-month period starting in February 2011. We used two tools: Web analytics to measure and analyze Web site usage patterns for all visitors to the 16 sites, and an online pop-up survey on each Web site to gather information through direct interaction with a subset of visitors. The resulting data were augmented with expert review of the Web sites.

From the survey responses, we focused on consumers (patients and friends or family members) and health care professional respondents (physicians, nurses, hospital executives, etc.) because they are important target audiences for the public report sponsors and also accounted for most of the survey respondents.

We identified 12 key takeaways.

*Getting people to come to your Web site:*

1. Although more than 80,000 unique visitors came to the participating Web sites during the study, the individual sites vary dramatically in the amount of traffic they receive. In addition, some sites are attracting primarily providers and some are attracting primarily consumers.
2. There is a "most common user" profile among current consumer visitors to the 16 participating Web sites. More than 80 percent of consumer respondents were 45 years old or older, 90 percent were White, and 64 percent had at least a 4-year college degree. Strategies to address the needs of these individuals would serve the current users.
3. Conversely, the Web sites appear to be little used by important vulnerable populations. For example, although Medicaid covers over 15 percent of all citizens in the United States, less than one-half of one percent of survey respondents were Medicaid beneficiaries. Individuals with less than college education and from racial and ethnic minorities were also underrepresented. To reach these individuals, it will be important for Web site sponsors to identify methods of outreach to these populations.
4. The participating Web sites were also very different in the amount and share of traffic garnered through the three primary sources: 1) search, or typing keywords into a search engine; 2) referral, which means arriving through a link on another Web site, such as a media page or blog; and 3) direct, which includes typing the Web site address into the bar at the top of the browser or clicking on the Web site name in an email or word processed document. For instance, sites with the most search traffic often lagged far behind other

sites in referral traffic. No Web site excelled at generating traffic through all three sources.

5. There is opportunity for each of the participating Web sites to increase traffic via one or more of the following strategies: search engine optimization (techniques to generate more search traffic), marketing campaigns to consumers or health care professionals to increase direct traffic, and placement of links to the public report on affiliated Web sites to drive referral traffic. To date, improving search traffic has been the most effective method of generating visits.

6. Few visitors arrive at the participating Web sites through a search for a specific medical condition or a search for 'high quality hospitals' or 'hospital performance.' Many visitors arriving through search used the specific Web site names or specific hospital names in their search. In addition, there is limited competition for individual hospital names in search engines, compared to medical condition searches. Therefore, these may be good search terms on which to focus search engine optimization activities.

*Engaging them once they arrive:*

1. While 'high quality hospitals' or 'hospital performance' were not commonly used as search terms among visitors to the participating sites, the majority of visitors indeed came to the sites to look at quality information (choose or compare hospitals or confirm a choice already made). A substantial percentage of visitors are looking for other types of information (e.g., practical information such as location and phone number) that is often not available. A strategic response for Web site hosts could be to add content that addresses these unmet needs.

2. Some consumers are using the quality data for hospital selection. Across all 16 Web sites, almost half of consumer visitors reported that they were "likely" or "very likely" to use the data to choose a hospital or change hospitals.

3. Consumer visitors to the participating sites indicated they would like to see information more specific to their decisionmaking needs—specific conditions or surgeries (such as cancer or joint replacement surgery) and performance of individual doctors practicing at the hospital.

4. Health care professionals rated the participating sites as easier to use—and had higher overall satisfaction ratings—than consumers, but even some health care professionals found them difficult to use. Across the participating Web sites, there are opportunities to make it easier for each category of user to find the best hospital.

5. In addition, and in contrast to consumers, health care professionals often expressed interest in having more details about quality measures or measurement methodology. This is the first empirical, survey evidence that it is difficult to serve both audiences with a single Web site.

6. An expert review of the participating sites identified areas for consideration for redesign that would make it easier for users to find the best hospital. For example, few of the participating sites use rating or measure display strategies that have been shown to help users understand comparative information and use it to make a choice; few sites use composite measures or interpretive labels (e.g., "better," "average," or "worse") to display provider performance. Only one uses a conceptual framework to help visitors understand the larger concept of quality. Nearly all sites used technical language (for example, including abbreviations such as ARB for angiotensin receptor blockers, but

even the latter is not understood by most consumers). Many of the participating Web sites do not allow visitors to choose the hospitals of interest to them, many have visual displays of information that are difficult to understand, and some do not allow side-by-side comparisons of hospitals.

It is encouraging that some consumers and health care professionals are finding these Web sites and that some visitors are using the reports for hospital selection. Exciting opportunities remain for report sponsors: reaching consumer and health care professional markets more broadly as well as other markets that remain untapped and improving the power of their reports by focusing on relevant content and making it easier for individuals to find the hospitals that will provide them with the best care.

## Introduction

The purpose of this report is to help readers understand the current use and experience of public reporting Web sites by consumers and health care professionals. Several different data sources were combined to arrive at the conclusions we present. To assist the reader in interpreting our findings and evaluating our conclusions, in **Section 1** of this report, we will review the methods used to collect and analyze the data for this project.

We begin our presentation of results in **Section 2**, in which we describe who is coming to the Web sites, based on survey data. In **Section 3**, we present Web analytics data on how those visitors are finding the Web sites. To describe the visitor experience, we provide survey data about respondents' overall ratings of the Web sites (**Section 4**) and both consumers' (**Section 5**) and health care professionals' (**Section 6**) feedback regarding content and usability.

In **Section 7**, we detail findings from an expert review of Web sites. In **Section 8**, our recommendations and conclusions from the project are summarized. Detailed data are available in the appendixes, including tables presenting consumer and health care professional characteristics (Appendix A), numerical summaries of all survey responses from consumers (patients and friends and family members) and health care professionals (Appendix B), and a summary of write-in survey responses (Appendix C).

# Section 1. Methods

## *Population and Setting*

Report sponsors participating in this project all have online public reports of hospital quality and are Chartered Value Exchanges (CVEs)—multistakeholder collaboratives with a mission of quality improvement and transparency—or CVE affiliates. Web site sponsors were invited to participate via multiple communication channels and the Web sites of all interested sponsors were included in the project. The group of participating Web sites represents all major regions of the country. Data collection occurred during a 3-month period during February-May 2011.

Three sources of information were used in developing this report: Web analytics, survey responses, and expert review.

## *Web Analytics*

We gathered Web metrics from each Web site, using Google Analytics, a free and commonly used Web analytics service. Participating Web sites inserted the code for tracking the data into their Web site and then excluded traffic from computers internal to their organizations.

The total number of unique visitors to the participating Web sites was 87,249. The number of unique visitors among Web sites varied considerably from 41 to 52,247. Since some of this variation represents differences in the size of the sites' geographic areas and population served, in Table 1 we present the number of visitors per 100,000 Internet-using households. This population-adjusted figure still varied considerably across the participating sites.

**Table 1. Unique visits to each Web site per 100,000 households with Internet access in the site's geographic area**

| Web Site Number | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unique visitors per 100,000 households with Internet access | 1.1 | 9.7 | 30 | 43 | 47 | 60 | 61 | 71 | 95 | 111 | 136 | 141 | 142 | 377 | 501 | 507 |

Note: The number of Internet-using households in each geographic area was obtained from the Centers for Disease Control and Prevention.

We analyzed sources of traffic in three broad categories: traffic from search engines (e.g., Google, Yahoo, Bing); referrals from another Web site (e.g., a link in an online newspaper article); or direct entries of the Web site URL into the Internet browser bar or clicks on a direct link in an email or word processed document.

To understand the search terms being used by visitors arriving by search, we analyzed the keywords used to find the site and the frequency of use for any given search term. We first reviewed a list of the 50 most commonly used search terms for visitors to each site (800 search terms in total across the 16 sites) to identify categories of searches that occurred frequently. The categories identified were searches for:

- The Web site's name,
- A CVE affiliate's Web site name,

- A hospital name,
- A general search for quality information about hospitals, or
- Other searches.

For each Web site, we then analyzed the top 50 search terms for that site and sorted them into these categories.

The analytics also report on visits to site content, including the frequency with which each page on the Web site is viewed. In an attempt to identify the most popular pages, we downloaded information about the top 25 pages viewed for each Web site. However, many of the Web sites did not structure their sites so that views of the hospital quality pages could be separately identified from views of the home page or other more general pages. Since we could not identify specific views of the hospital quality pages, we were not able to assess their popularity relative to other pages or determine which of the hospital quality pages were most viewed.

We looked at bounce rate and absolute numbers of bounced visitors to assess visitor engagement with the Web sites. Bounce rate is defined as the number of visitors who only viewed one page of the Web site before leaving, divided by the number of visitors. Lower bounce rate is considered a sign of higher visitor engagement. The analytics data also included metrics of overall time spent on-site and average number of page views.

We only present bounce rate information because the other two metrics are potentially misleading in comparisons across the different types of Web sites in the group. Some participating Web sites report hospital information exclusively and others report hospital and outpatient information. As a result, the combined reports may have longer times spent on-site and higher page views than the hospital only reports, simply due to content presented rather than due to higher visitor engagement with the site.

## *Survey*

### Survey Development

The primary aim of the survey was to provide information on report visitors' use and perceptions of the public reporting Web sites. For those who agreed to take the survey, an initial survey question determined respondent type: patient, friend or family member, health care professional, employer, insurer, member of the media, researcher, patient advocate, foundation staff, lawyer, or government staff/elected official. Next, the survey branched to questions and answer options that were specific to the type of survey respondent.

The survey covered the following topics:

- Overall experience on the Web site and usability of the site,
- Purpose of the respondent's visit,
- Topics or types of information of interest to the respondent,
- Use of the information to choose a health care professional or change health care professionals,
- Suggestions for improving the report, and
- Demographics.

The survey development team was: Naomi S. Bardach and R. Adams Dudley from the University of California, San Francisco; Judith Hibbard from the University of Oregon; and Peggy McNamara and Jan De La Mare from the Agency for Healthcare Research and Quality. After assembling and analyzing a sample of existing online surveys from participating public reporting Web sites, the survey team drafted the survey and vetted it with the participating report sponsors. Subsequently, a series of cognitive interviews was done with 11 potential respondents, including consumers, providers, an employer, and an insurer in order to improve interpretability of the survey questions and response options. See [AHRQ's Hospital-Public Report (H-PR) Survey](s).

Appendix B presents the questions asked of the patient, friend or family member, and health care professional respondents, with statistics about responses aggregated across all participating Web sites.

## Survey Implementation

The invitation to take the survey popped up when site visitors arrived on pages of the public report. The invitation interrupted the visitor Web site experience and usually occurred *before* the visitor had seen any of the Web site, but the *survey itself* did not appear until *after* the Web site visitor had concluded the visit and interaction with the Web site.

Report sponsors chose where the survey invitation popped up—some chose to have it open on the first page of the Web site where a visitor arrived, some chose to have it open only on the home page or on pages with hospital quality data, and others chose to have it open only on pages with hospital quality data.

The survey took 2-4 minutes to complete during pilot testing, depending on the respondent type. There were more questions for patient and friend or family member respondents (throughout the report identified as "consumers").

All survey respondents were asked about overall experience and how they rated the site in terms of usability. In order to decrease the burden on consumer respondents, each consumer was asked about only three of the five topics listed below, with the topics selected randomly for each consumer. *This led to a smaller number of respondents (approximately 3/5 of all consumers surveyed) for each of the following topics:*

- Purpose of their visit,
- Topics of interest,
- Plans for using the information,
- Suggestions for improving the report, and
- Demographics.

**Interpretation of Survey Findings.** Because survey participation was voluntary, the information from the surveys is not necessarily representative of all visitors to the site. For instance, though we have information about the proportion of consumer and health care professional respondents for each Web site, we cannot determine whether the proportions of consumers versus health care professionals are the same for nonrespondents. For instance, it may be that physicians in general are less likely to respond to surveys, so the proportion of physician

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respondents to the survey may be different than the proportion of physicians visiting the site. However, in this report, we assume that the tendencies of certain populations to respond to surveys are similar across Web sites, so comparisons among Web sites on metrics such as proportions of consumer and health care professional respondents can tell a meaningful story.

For many of the questions, one of the answer options was "Other" and a write-in text box was available. Qualitative analysis of these answers was completed and any write-in answer that fit into one of the preset categories was placed in that category. Additional answer categories were developed for themes that arose frequently.

Throughout the results, we combine the data for the patients and friends and family members in a single group labeled "consumers." We focus on the consumer and health care professional responses in this report since the number of respondents in the other categories was limited, and because consumers and health care professionals are, generally speaking, the major target audiences for report sponsors. We report on the aggregate analysis results as well as patterns among the individual Web sites. The consumer and health care professional perspectives were analyzed at the individual Web site level only for Web sites with at least 20 consumer respondents (n=5 sites, for consumer questions) and at least 15 health care professional respondents (n=5 sites, for health care professional questions).

**Survey Responses and Response Rates.** The total number of respondents to the survey for all Web sites was 1,034. The number of respondents and response rates varied considerably across the participating sites.

**Table 2. Absolute number of survey respondents and response rate among visitors who viewed more than one page on the Web site**

| Web Site Number | 1 | 2 | 3 | 4 | 5 | 14 | 6 | 9 | 8 | 7 | 10 | 13 | 16 | 12 | 11 | 15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Number of survey respondents | 2 | 4 | 5 | 12 | 26 | 26 | 27 | 27 | 28 | 29 | 60 | 125 | 133 | 143 | 170 | 221 |
| Response rate (%)* | 4.5 | 16 | 1.2 | 4.8 | 30 | 0.7 | 3.4 | 3.1 | 11 | 4.5 | 3.7 | 12 | 4.6 | 11 | 10 | 1.1 |

**\*** Response rate defined as number of surveys/number of visitors to the Web site that viewed more than one page.

## *Expert Review of Web Sites*

Sponsors of public reporting Web sites make two basic decisions that determine how users experience their data. First, they determine the path or paths available (the "clicks" that must be made) to navigate to performance information. In addition, they choose how to display the information once a visitor arrives at a page reporting quality data. There can be tremendous variation in the decisions Web site sponsors make, and that variation may drive how easy it is to use the Web sites to evaluate hospitals and identify the best.

In order to better understand the differences among participating Web sites, the investigators did an indepth review of each Web site, assessing two groups of characteristics—straightforward characteristics, such as whether visitors have to scroll down to get to quality information; and characteristics that were subject to differences in judgment, such as whether the visual display of performance metrics was inherently meaningful. The choice of characteristics to evaluate was based on the available literature and investigator experience with public reporting.

The characteristics evaluated were defined as follows:

- Can one select the hospitals for performance display? (yes/no)
- Can one compare hospitals on one page? (yes/no)
- Can one compare hospital performance to a benchmark? (yes/no)
- Can one sort performance results by different criteria (e.g., sorting by hospital name and also sorting by performance on a specific metric such as C-section rate)?
- Are the metrics shown visually? (yes/no)
- Is the visual display inherently meaningful? (1=inherently meaningful/very easy to understand; 5=cannot be understood without a legend)
- Is a composite measure used on the top page of quality information? (yes/no)
- Are the performance metrics displayed using interpretive labels (e.g., "better," "average," "worse")? (yes/no)
- Does the Web site use a framework to convey the elements of quality? (investigators defined a framework as a conceptual grouping of measures in a way that helps visitors understand what quality is, identifying the key elements of quality and then using those elements as headings in the display; for example, "patient safety," "effective care," "patient experience") (yes/no)
- Overall rating of the site's hospital quality information for evaluability (how easily and quickly one can see better and worse options)? (1=very easy to evaluate; 5=very hard to evaluate)

For all 1-5 scale questions, two investigators rated each Web site separately and then reconciled any discrepant answers to arrive at a final score.

## Section 2. Who Is Coming to the Web Sites?

Web site sponsors want to know who is visiting their Web site for a number of reasons. This information identifies the current, de facto audience for a site. It also can help the sponsor assess how well the Web site is attracting its target audiences. The information presented in this section comes from the survey data.

## *Key Findings*

*There was a very wide range in number of visitors coming to the Web sites during the 3-month period*. In population-adjusted terms, Web sites had from 1 to 507 unique visitors per 100,000 Internet-using households in their geographic area.

*The Web sites seem to be reaching at least a portion of their primary target audiences*. The participating CVEs all believe they are targeting consumers, health care professionals, or both, and the survey data suggest that the large majority of visits come from these audiences. As shown in Figure 1, almost half of survey respondents were consumers (49%). Almost a third of respondents (31%) were health care professionals.

**Figure 1. Respondents' answers to the question, "What best describes you?"**

**All Web sites (n=1,034)**
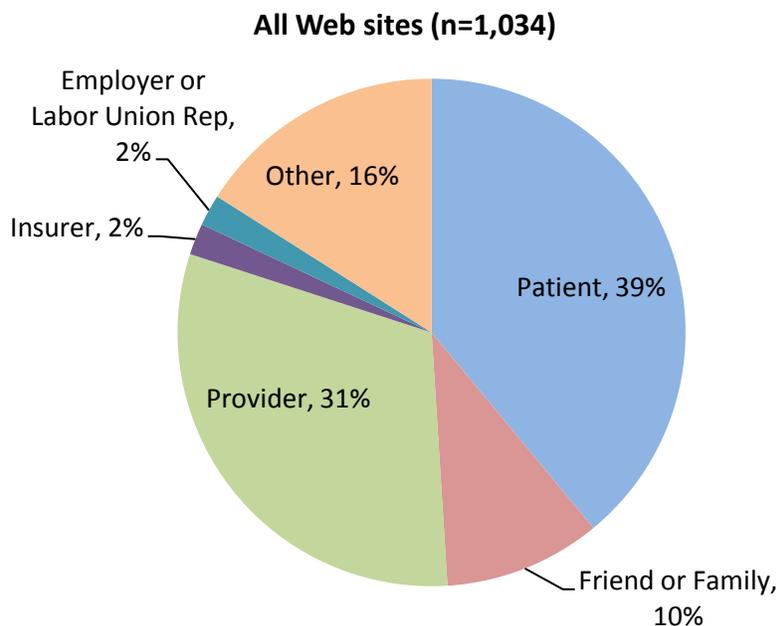


*Sites vary dramatically in the extent to which they primarily attract consumers versus health care professionals*. As shown in Figure 2, consumers as a percentage of all survey respondents ranged from a low of 16 percent to a high of 81 percent. Health care professionals as a percentage of all survey respondents ranged from a low of 10 percent to a high of 63 percent.

**Figure 2. Percentage of consumers, health care professionals, and others among Web site visitors**
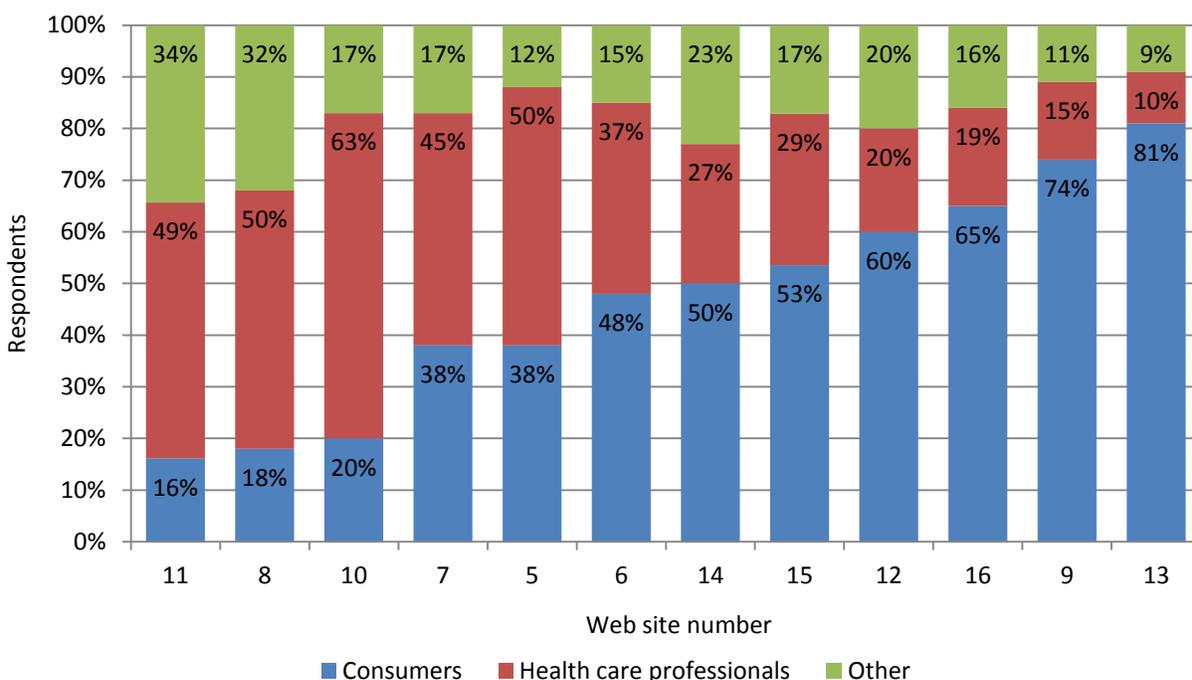


Note: The figure includes data only from the 12 Web sites with >25 survey responses. Individual site number corresponds to the site number from Table 1. Percentages may not add to 100 due to rounding.

The volume of traffic appears unrelated to whether the site is attracting primarily consumers or health care professionals. For example, sites with a high proportion of consumer responses included both high- and low-traffic Web sites.

*There is a "most common user" profile among current consumer visitors.* Consumer respondents were mostly 45-64 years old (57%) or 65 years old and over (26%) and most were women (61%). The vast majority were white (90%), and most were well educated (64% with at least a 4 year college degree) and privately insured (67%).

*Among health care professional respondents, there were approximately twice as many nurses or nurse practitioners as physicians.* While the reasons for this pattern cannot be discerned from our data, we hypothesize that physicians visit the sites more often than was captured in the surveys. Physicians, as a group, may have a lower response rate to the survey than other visitors to the sites. Table 3 shows the number of physician, nurse practitioner, and nurse respondents to the survey at participating Web sites.

**Table 3. Physician, nurse practitioner, and nurse respondents to the survey at participating Web sites**

| Web Site Number | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 9 | 14 | 16 | 13 | 8 | 15 | 12 | 11 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Physicians (n) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 2 | 5 | 5 | 9 | 9 |
| Nurse practitioners (n) | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 2 | 1 | 0 | 3 | 2 | 4 | 3 |
| Nurses (n) | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 3 | 0 | 3 | 4 | 4 | 11 | 4 | 6 | 3 |

*There are very few Medicaid recipients among the survey respondents*. Only two participating Web sites had any Medicaid recipients respond to the survey (Table 4). While we do not know the reason, it could be in part that Medicaid recipients taking the survey did not recognize "Medicaid" as their insurer since States often give Medicaid programs other names (e.g., Wisconsin Medicaid is called "BadgerCare").

**Table 4. Medicaid recipient respondents to the survey at participating Web sites**

| Web Site Number | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 16 | 15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Number of Medicaid-insured respondents | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 |

*The number of consumer respondents who were age 65 or older varied among the sites*. Table 5 shows the variation among the sites in the number of consumer respondents who were 65 or older. Only a random subset of consumers received the demographic questions, so the number of responses here is low and the variation may not be statistically significant.

**Table 5. Consumer respondents to the survey who were age 65 or older**

| Web Site Number | 1 | 2 | 7 | 13 | 8 | 6 | 4 | 5 | 3 | 10 | 14 | 9 | 16 | 12 | 11 | 15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Number of respondents age 65 or older | 0 | 0 | 1 | 1 | 1 | 1 | 2 | 2 | 3 | 3 | 3 | 5 | 8 | 9 | 12 | 19 |

## *Implications*

- Sites may wish to target, both through marketing and report design, a consumer audience that they currently are not reaching. Potential audiences for further marketing include younger adults (25-45 years of age), including women of childbearing age, friends or family members of older adults, and minority groups. Medicaid clients are another key audience that seems not to be using public reports currently. Persons with less education were not well represented in the survey responses, and sites may wish to market to them specifically.
- Sites may wish to target and further engage the population segment that currently visits Web sites: individuals 45 years of age or older who have a college education.

## Section 3. How Do Visitors Arrive at the Web Sites and Who Stays?

Knowing more about how visitors arrive at the Web sites can guide efforts to increase Web site traffic. Two useful traffic metrics from Web analytics are: overall traffic, represented by number of unique visitors; and bounce rate, the percentage of visitors that view only one page before leaving the Web site. Lower bounce rates indicate a more engaged audience. Overall traffic can be tracked over time to assess how marketing or Web site changes affect traffic, and bounce rate can be tracked to gauge fluctuations in visitor engagement.

Sources of overall Web site traffic fall into three broad categories: search (traffic from search engines), referrals from a link on another Web site, or direct entries of the Web site URL into the Internet browser bar or clicks on a direct link in an email or word processed document. Traffic can be increased from each of these sources, but the methods of achieving those increases vary by source.

### *Key Findings*

There was wide variation in the proportion of traffic types for each Web site and in the numbers of visitors arriving from each source. Table 6 shows the variation among the sites in traffic from each source. Percentage of traffic arriving from searches ranged from 3 percent to 89 percent among the sites, while percentage of traffic arriving via referrals ranged from 4 percent to 84 percent, and percentage of direct traffic ranged from 6 percent to 61 percent.

Sites with a higher percentage of search traffic also had higher total traffic. In large part, this is because the maximum traffic generated through search (two sites had over 400 visitors per 100,000 Internet households from search) is much greater than the maximum traffic generated through either referrals (maximum 122 visitors per 100,000 Internet households from referrals) or direct access (maximum 80 visitors per 100,000 Internet households from direct).

**Table 6. Number and percentage of visitors from search, referral, or direct\* sources**

| Web Site Number | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Search* visitors per 100,000 Internet households | 0.03 | 3.4 | 5.6 | 5.3 | 15 | 14 | 25 | 28 | 15 | 36 | 45 | 22 | 12 | 175 | 444 | 424 |
| Percentage of all visitors arriving via *search* | 3 | 35 | 19 | 12 | 31 | 23 | 42 | 39 | 15 | 33 | 33 | 16 | 8 | 46 | 89 | 83 |
| *Referral* visitors per 100,000 Internet households | 1 | 2.2 | 14 | 17 | 19 | 29 | 24 | 15 | 22 | 32 | 18 | 61 | 91 | 122 | 27 | 19 |
| Percentage of all visitors arriving via *referral* | 84 | 23 | 46 | 41 | 40 | 48 | 40 | 22 | 23 | 29 | 13 | 43 | 64 | 32 | 5.4 | 3.8 |
| *Direct* visitors per 100,000 Internet households | 0.15 | 4.1 | 10 | 20 | 14 | 17 | 11 | 28 | 58 | 43 | 73 | 58 | 39 | 80 | 30 | 65 |

| Web Site Number | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Percentage of all visitors arriving *directly* | 13 | 42 | 35 | 47 | 29 | 29 | 19 | 39 | 61 | 39 | 53 | 41 | 27 | 21 | 6 | 13 |

Note: *Search* is defined as traffic arriving from Web search engines (e.g., Google, Yahoo, Bing); *referral* is defined as traffic arriving from a link on another Web site; and *direct* is defined as traffic arriving either by direct entry of the Web site URL into a Web browser bar or clicks on a direct link to the Web site URL in an email or word processed document. Percentages may not add to 100 due to rounding.

Only half of the Web sites are structured to allow search engines or Web analytics programs to identify hospital quality pages separately from the home page or other general pages. Web pages are programmed with "meta tags." These are not something visitors are likely to notice but are used by search engines and Web analytics programs to identify page content. However, it is possible to create a Web page in which the content can change (for example, from what looks like a page about one hospital's quality to a page of another hospital's quality) without the meta tag changing. If pages are created this way, search engines will not be able to find the content on these pages, including any hospital or performance metric specific information.

If meta tags stay the same while content changes, the Web site sponsor will have negative consequences. The search engine will not show the Web sites in the search results for any specific content that has not been tagged, and the sponsor cannot use Web analytics to determine which pages are most popular with visitors (that is, are viewed most often). In addition, higher traffic Web sites were structured to change meta tags between separate content pages, suggesting that doing so increases traffic in practice, not just in theory.

*Most visitors using a search engine were searching for the Web site name itself or for a hospital*. For most Web sites, the name of the Web site was the most common search by which visitors arrived. Very few visitors arrived through a search for a medical condition (this figure varied from 0% to 9% among the Web sites). In addition, few arrived through a search for "high quality hospitals" or "hospital performance."

*Some site sponsors have successful partnerships that drive referral traffic*. For example, the Web site that had the largest proportion of consumers (81% of survey respondents) also had a large percentage of traffic (64%) from referral sources. The two top referral sources for the site were a county government (".gov") Web site and the affiliate CVE Web site. This Web site also had a few write-in comments about a health incentives program offered by one of its partners that rewarded employees who visited the site. Not surprisingly, this site also had high overall traffic.

## *Implications*

- Many sites excel at garnering traffic from one source (search, referral, or direct), but no site is at the top in all three sources. Therefore, all sites have opportunities to improve.
- To date, improving search traffic has been the most effective method of increasing overall traffic. Thus, search engine optimization is a critical activity for all Web site sponsors.

- It seems that there is limited competition for individual hospital names in search engines, compared to medical condition searches. Making hospital names easy for search engines to find through effective use of meta tags may be a good way to increase visits to a site.
- Our findings suggest that focused marketing can increase traffic. Since many of the top keyword searches are for the name of a specific site, it seems likely that many people who search already know the site for which they are searching and are responding to some form of marketing or advertising. This was true for sites that had high percentages of consumers and for sites that had high percentages of health care professionals, implying that marketing can increase traffic from either group. For consumers, this is likely to be general marketing (such as radio campaigns, in which the consumer learns the site name and types it into a search engine or browser bar). For health care professionals, direct traffic can be increased through list serves or other electronic means of sharing the link to the site, or through distribution of documents that contain the link.
- Conversely, our findings suggest that content about specific diseases (medical terms and conditions) does not generate much search engine traffic on these Web sites.

  o This could be because people are not searching online for information about diseases very often. Much more likely, vigorous online competition for the market segment of consumers with specific diseases means that public reports of quality do poorly compared to other sites on searches for these terms.
  o It remains to be seen whether public reporting Web sites could compete more effectively for these searches if they improved search engine optimization.

- Collaborative work with other organizations can increase a Web site's traffic and help gain footing in a targeted market.
- There is evidence from one Web site that incentives work to get individuals to view hospital quality information.

## Section 4. Visitors' Overall Ratings of the Web Sites

To determine how satisfied consumers and health care professionals are with the Web sites, we analyzed the bounce rate from Web analytics along with results of the following five survey questions:

- How would you rate your *experience* using the Web site? (0=Poor; 10=Excellent)
- How easy was it to *use* the Web site? (for example, not too many clicks, easy to search the Web site) (0=Very difficult; 10=Very easy)
- What was the *primary purpose* of your visit to the Web site today?
- Were you *able to accomplish the primary purpose* of your visit? (Definitely, Mostly, Only partially, Not at all)
- How likely are you to *use the Web site information* now to choose a hospital or change hospitals? (Definitely, Mostly, Only partially, Not at all).

One key indicator was the average rating for overall satisfaction, as measured in the "Experience" question above. A second indicator was the average rating for overall usability, as measured in the "Usability" question above. The third indicator combined the next two questions. It was calculated as the percentage of respondents able to accomplish their primary purpose, among those whose primary purpose was to choose or compare hospitals or see the performance of a specific hospital.

Last, the likelihood of using the information to choose a hospital or change hospitals is an indicator of consumer engagement with site content. For exact text of the survey questions, response options, and data about answers by respondent type (patient, friend or family member, or health care professional), see Appendix B.

### *Key Findings*

*Overall satisfaction varied considerably among the sites.* Among the 1,034 respondents from all Web sites, the mean overall satisfaction score, rated on a scale of 0-10, was 6.84 (the median was 7). Overall scores for individual Web sites (among those with at least 25 survey responses) ranged from a mean of 4.8 to 7.43.

*Satisfaction was lower among consumer visitors than among health care professionals.* The mean satisfaction score among consumers (n=438) was 6.38, with a range among individual Web sites with at least 20 consumer respondents of 5.67 to 7.36. The mean for health care professionals (n=294) was 7.35, with a range for individual Web sites with at least 15 health care professional respondents of 7.23 to 8.5.

*Overall usability scores varied considerably among the sites.* On a scale of 0-10, all respondents across all Web sites (n=1,034) gave the sites a mean usability score (that is, how easy it was to use the Web site) of 7.21 (the median was 8). Mean overall ratings for individual Web sites ranged from 5.24 to 8.0 among Web sites with at least 25 survey responses.

*Usability scores were lower among consumer visitors than among health care professionals.* Consumers gave lower usability scores (mean of 6.83; range among sites with at least 20

consumer respondents: 5.9-7.5; see Table 7) than health care professionals (mean of 7.67; range among sites with at least 15 health care professional respondents: 7.4-8.6; see Table 8).

**Table 7. Indicators of Web site experience for consumers from survey data and for all visitors from analytics data**

| Web Site Number | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 10 | 14 | 13 | 12 | 9 | 15 | 16 | 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Mean overall satisfaction** | * | * | * | * | * | * | * | * | * | * | 5.7 | 5.9 | 6.2 | 7 | 7.2 | 7.4 |
| Mean overall usability** | * | * | * | * | * | * | * | * | * | * | 5.9 | 7 | 6.7 | 7.4 | 7.5 | 7.5 |
| Respondents able to accomplish purpose of using quality information (%)** | * | * | * | * | * | * | * | * | * | * | 59 | 43 | 50 | 63 | 83 | 67 |
| Likelihood of using the information to choose/change hospitals (%)** | * | * | * | * | * | * | * | * | * | * | 40 | 36 | 58 | 49 | 40 | 53 |
| Bounce rate (%)[†] | 61 | 40 | 22 | 36 | 89 | 25 | 41 | 52 | 20 | 45 | 37 | 30 | 26 | 62 | 76 | 68 |

**\*** These Web sites had fewer than 20 consumer respondents and so are not reported on.
**\*\*** From survey data. Definition of "Purpose of using quality information" for consumers was choosing one of the following primary purposes: "Choose or compare hospitals" or "See how good a specific hospital is."
[†] From analytics data. Bounce rate refers to the proportion of visitors to the Web site that leave after viewing a single page. Lower numbers indicate a more engaged audience.

**Table 8. Indicators of Web site experience for health care professionals from survey data and for all visitors from analytics data**

| Web Site Number | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 13 | 14 | 15 | 11 | 12 | 10 | 16 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Mean overall satisfaction** | * | * | * | * | * | * | * | * | * | * | * | 7.2 | 7.3 | 7.3 | 7.6 | 8.5 |
| Mean overall usability** | * | * | * | * | * | * | * | * | * | * | * | 7.8 | 7.4 | 8 | 8 | 8.6 |
| Respondents able to accomplish purpose of using quality information (%)** | * | * | * | * | * | * | * | * | * | * | * | 75 | 69 | 75 | 90 | 86 |
| Bounce rate[†] | 61 | 40 | 22 | 36 | 89 | 25 | 41 | 51 | 26 | 37 | 45 | 62 | 68 | 30 | 20 | 76 |

**\*** These Web sites had fewer than 15 health care professional respondents and so are not reported on.
**\*\*** From survey data. Definition of "Purpose of using quality information" for health care professionals was having one of the following primary purposes: "Choose or compare hospitals" or "See how my hospital is performing" or "Choose a hospital for patient referral" or "Choose a hospital for myself."
[†] From analytics data. Bounce rate refers to the proportion of visitors to the Web site that leave after viewing a single page. Lower numbers indicate a more engaged audience.

*Some consumers are using the data for hospital selection*. Although the satisfaction and usability scores suggest that consumers can find the data hard to use, 44 percent of consumers (n=128) reported that they were "likely" or "very likely" to use the data to choose a hospital or change hospitals. Of the consumer respondents who had a primary purpose of choosing or comparing hospitals who were also asked whether they were likely to use the information to choose a

hospital or change hospitals (n=36), 75 percent reported that they were likely or very likely to do so.

## *Implications*

- Web sites are currently serving health care professional respondents better than consumer respondents on several key metrics: overall satisfaction ratings, usability ratings, and ability to accomplish the primary purpose of a visit among those whose primary purpose was to choose a hospital, compare hospitals, or see the performance of a specific hospital.
- The wide range of consumer and health care professional satisfaction and usability scores indicates that these groups find some Web sites easier to use than others, implying that Web sites with lower scores may be able to improve. **Section 7** includes further discussion of how to potentially improve the Web sites for all visitors, and specifically for consumers.
- Most published research has suggested that public reports have more impact on health care professional behavior than consumer behavior.[i] However, our findings suggest that the Web sites are succeeding in serving some consumers who are seeking quality information for the purpose of hospital selection.

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[i] Fung CH, Lim YW, Mattke S, et al. Systematic review: the evidence that publishing patient care performance data improves quality of care. Ann Intern Med 2008;148:111-23.

# Section 5. Consumers' Feedback

Understanding why visitors come to the sites enables report sponsors to better meet the needs of visitors. We report on consumers in this section and on health care professionals in **Section 6**.

## *Key Findings*

*Most consumers arrive at the Web sites to look at hospital quality information.* Most consumers (56%) arrived at the sites either to choose or compare hospitals or to see how a hospital they were using was performing. Some consumers came for purposes such as getting practical information about the hospital (7%) or to prepare for a talk with their doctor (6%).

**Figure 3. Consumers' primary purposes for visiting the Web sites (n=231)**



■ Choose or compare hospitals      ■ See how good a hospital is
■ Prepare for talk with a doctor    ■ Get information for family or friends
■ Learn about a particular disease  ■ Get practical information about a hospital
■ Find out how much one would pay   ■ Find out about the Web site
■ Other
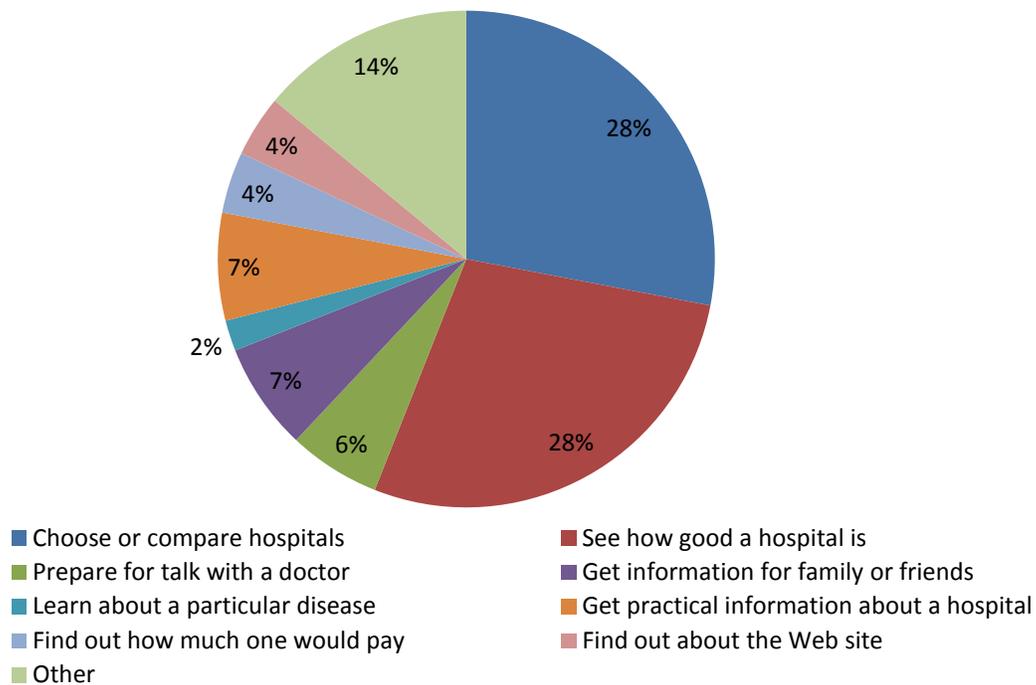
*Few consumers are coming to the Web sites primarily for information on cost of care or for education about their disease.* Only 4 percent of consumers came for information about how much one would pay and only 2 percent for information about a particular disease.

*Consumers are interested in performance measures about heart disease care and surgery.* Figure 4 shows the medical conditions or procedures of interest for consumer visitors.

**Figure 4. Medical conditions or procedures of interest for consumers (n=260)**

Bar chart titled "Responses" (y-axis, 0% to 30%):
- Heart disease: 27%
- Surgery: 23%
- Cancer: 11%
- Obstetrics and gynecology: 7%
- Asthma: 6%
- Pneumonia: 6%
- Pediatrics: 3%
- Other: 18%
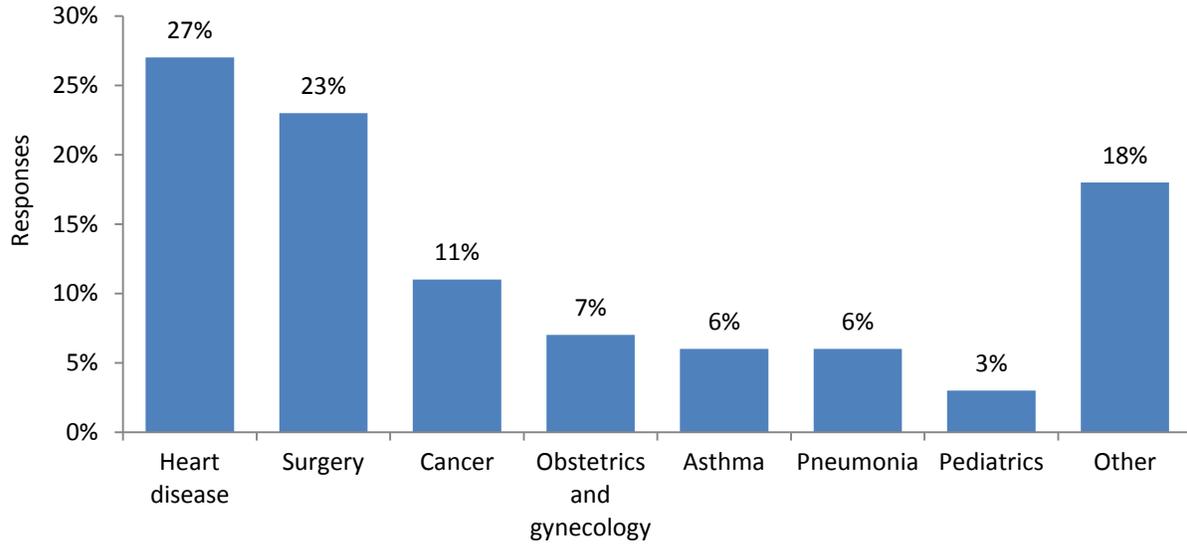
*Consumers are interested in many types of quality information.* Consumers were interested in patient experience (26%), complication and error rates (21%), and rates of correct care (21%). Consumers reported less interest in survival rates (11%) than complication and error rates. This is surprising, since the literature suggests that complications and errors can increase mortality, and death is a severe negative consequence of an error. It may be that consumers do not realize that hospital mistakes can have an impact on mortality rates.

**Figure 5. Quality measures of interest to consumers (n=478)**

Bar chart titled "Responses" (y-axis, 0% to 30%):
- Patient experience: 26%
- Complication and error rate: 21%
- Correct care given: 21%
- Infection rate: 16%
- Survival rate: 11%
- Other: 6%
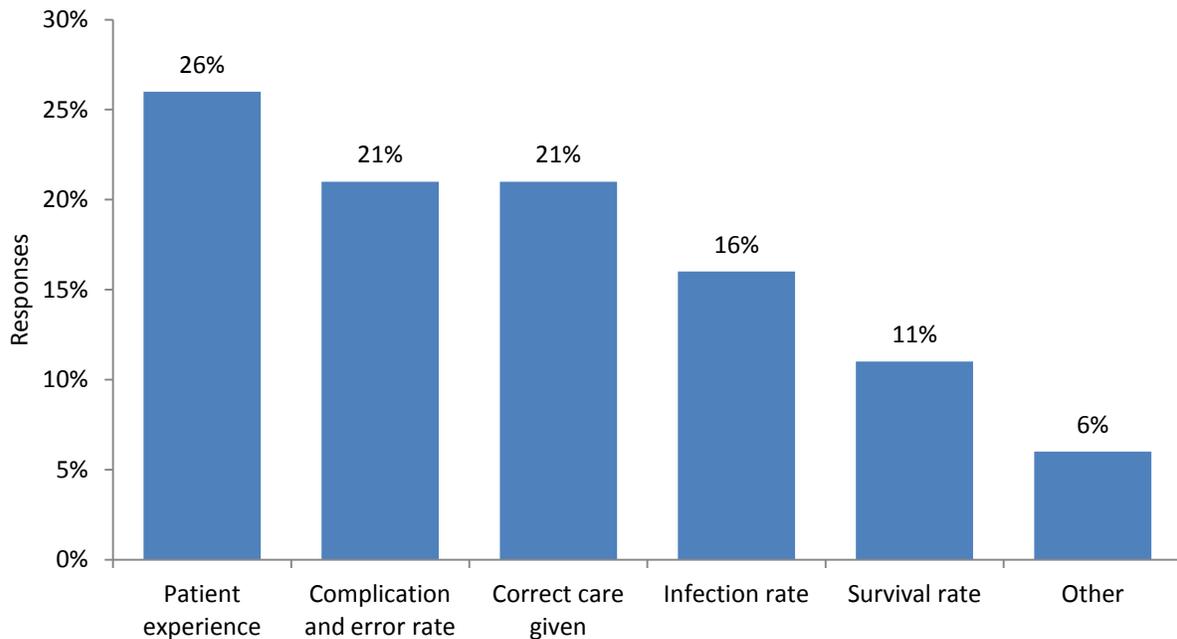
*Consumers want more information about how well hospitals treat their conditions and information about hospital doctors.* As Figure 6 shows, the top areas in which consumers would like more information are how well hospitals treat their specific condition (21%) or perform their specific surgery (18%) and data on individual doctors working in the hospital (20%). Respondents also expressed interest in patient comments (15%) and how much one would pay for care (12%).

**Figure 6. Additional information consumers would like the Web sites to include (n=537)**
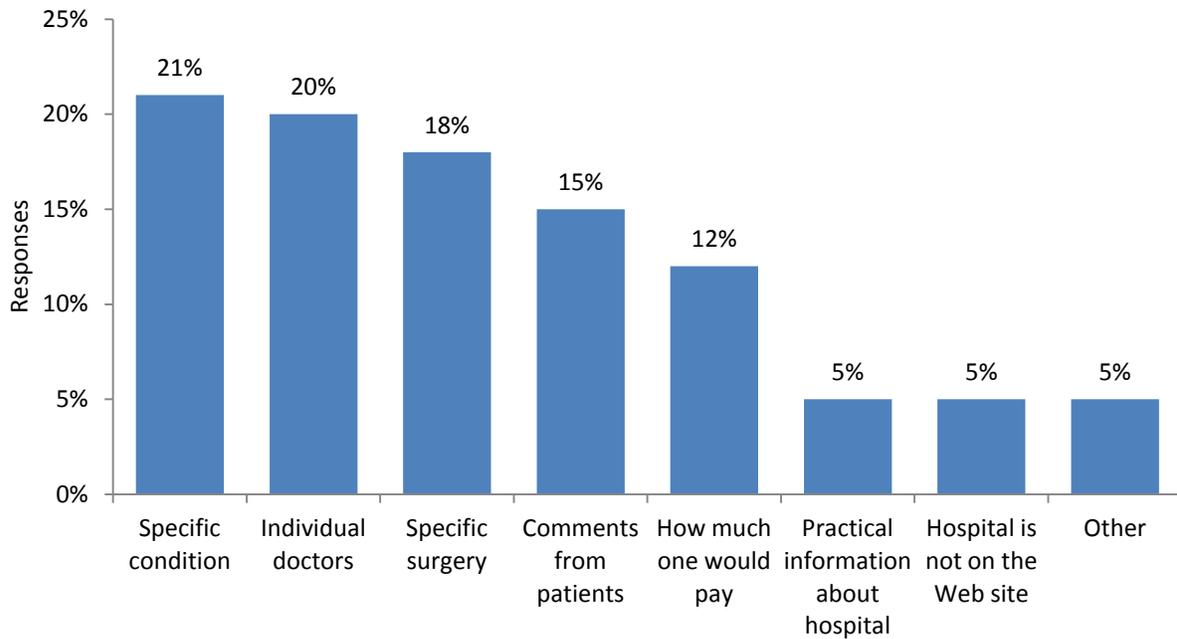


Note: Answer option wording was as follows: How well the hospital treats my specific medical condition, How well the hospital does specific surgery or procedure, How much I would pay, Practical aspects of the hospital (for example, phone number, location), Comments from people who have been patients at the hospital, Hospitals that are not currently on the Web site, Individual doctors within a hospital, Other.

*Consumers had many suggestions for how to improve the Web sites.* As Figure 7 shows, consumers wanted the sites to provide additional ways of sorting information (23%) and to make it easier to find the best hospital (19%). Specific comments indicated a desire to compare hospitals side by side on one page (some Web sites only present information on one hospital at a time). Consumers also wanted to be able to select only one or two hospitals to review at a time (some Web sites present information on a preset group of hospitals, often all the hospitals in the report at once).

**Figure 7. What would make the Web sites easier to use for consumers (n=214)**
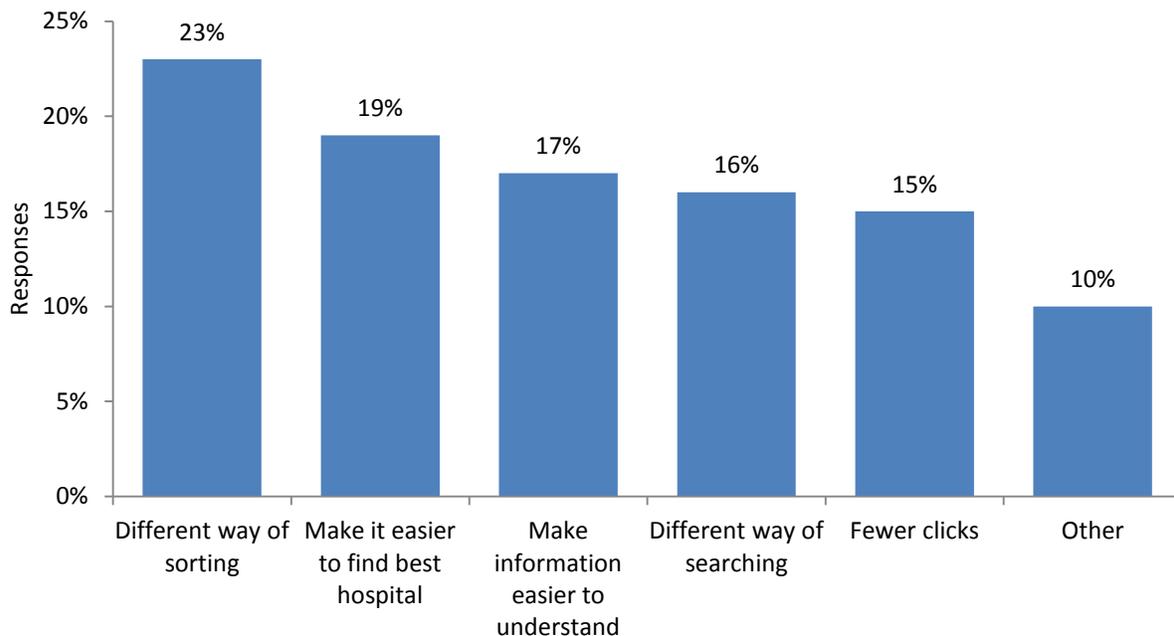


## *Implications*

- A substantial proportion of consumers were looking for information that was not present, such as information about how well hospitals treat their conditions and information about their individual doctors or inclusion of patient comments. Including this missing information, to the extent it is consistent with the Web site's overall mission, may prove to be an important strategy for consumer engagement.
- It is not clear whether Web sites could increase traffic by providing information on cost of care.
- Several categories of greatest interest to consumers (surgery, cancer, obstetric and gynecologic care, and heart disease care) involve conditions or procedures about which consumers would have time to think about their decision and use hospital quality data to make a choice. Elective procedures or care may be good areas of focus for enhancing report content and usability.
- To address consumers' perceptions that survival rates are unimportant, it may be helpful to restate the concept of "survival" as "avoidable deaths" or in some other way clarify that hospital quality can affect a patient's risk of mortality.
- Some consumers find it difficult to use the Web sites to find the best hospitals. Web sites could adopt some specific actionable recommendations consumers made, including allowing side-by-side comparisons of hospitals rather than showing information one hospital at a time. They also could allow selection of individual hospitals to review rather than showing all hospitals or a predetermined selection. **Section 7** discusses Web site characteristics that may support consumer use of quality information.

# Section 6. Health Care Professionals' Feedback

While some sites may target consumers, others may choose a primary target audience of health care professionals. In this section, we review survey data from this group.

## *Key Findings*

*Most health care professionals arrive at the Web sites to look at hospital quality information.* As Figure 8 shows, most health care professionals (52%) indicated that their primary purpose in visiting the sites was either to see how their hospital was performing or to compare hospitals.

**Figure 8. Health care professionals' primary purposes for visiting the Web sites (n=273)**



- See how my hospital is performing
- Choose a hospital for patient referral
- Get practical hospital information
- Work on an academic project
- Other
- Compare hospitals
- Choose a hospital for myself
- Find out about the Web site
- Quality improvement purpose
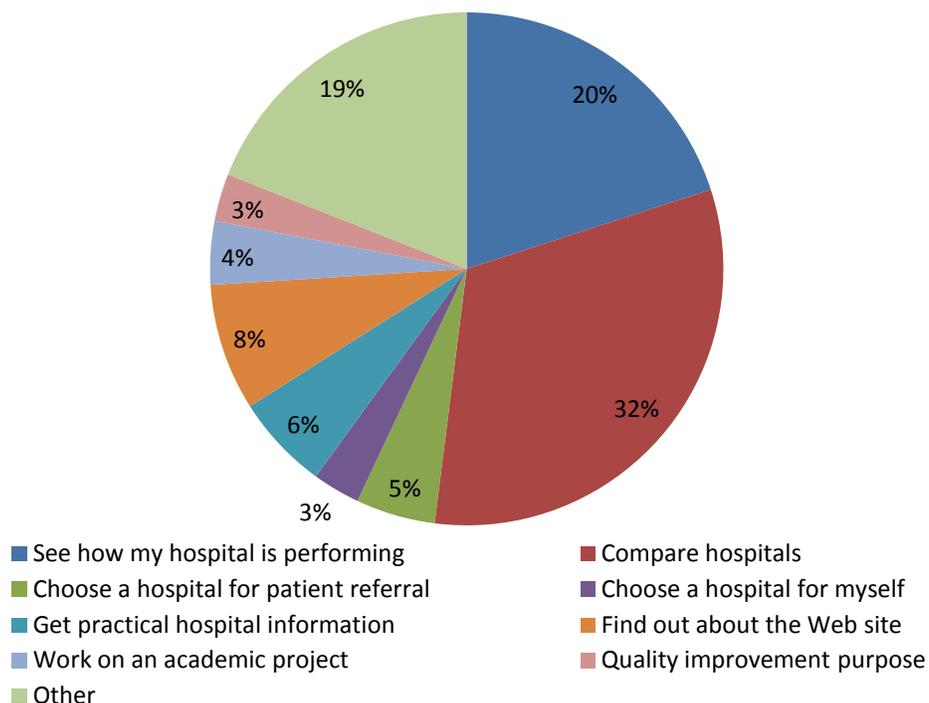
*Few health care professionals indicated they were in search of information to use in making a referral for a patient.* Overall, only 5 percent of health care professionals indicated that this was their primary purpose. However, on one Web site (which had 56 health care professional survey respondents), 13 percent of health care professionals indicated they had come to make a referral.

*There were few physician respondents.* As Table 9 shows, overall, only 13 percent of health care professional respondents were physicians. There could be several reasons for this. For example, some public reporting Web sites have a private report that is provided to hospitals, with more technical language and patient-level detail.

**Table 9. Health care professional respondents (n=255) by type**

| Type of health care professional | Number (percent) |
|---|---|
| Physician | 34 (13%) |
| Nurse practitioner | 17 (7%) |
| Nurse | 40 (16%) |
| Executive | 52 (20%) |
| Quality manager | 52 (20%) |
| Administration | 20 (8%) |
| Other | 40 (16%) |

Note: This question allowed the respondent to choose more than one answer, leading to a potentially greater number of responses than respondents for this question.

*Health care professionals recommend giving consumers more information about costs and individual doctors.* As Figure 9 shows, health care professionals most frequently recommended providing information on cost of care to patients (17%). In addition, 11 percent recommended providing information about individual doctors.

**Figure 9. Additional information health care professionals would like the Web sites to include (n=508)**
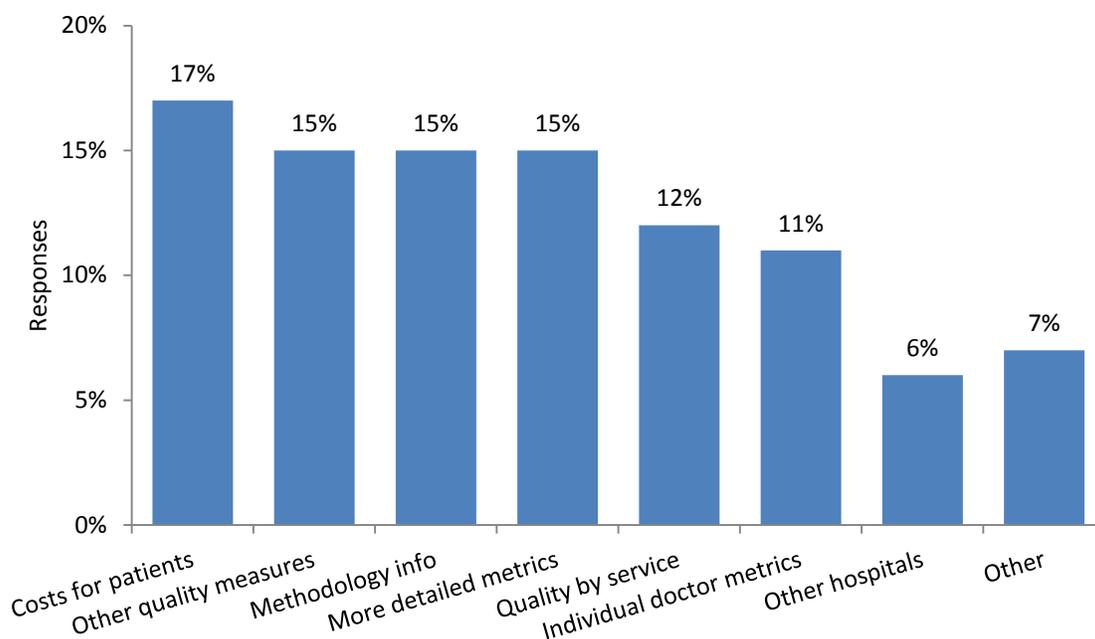


*Health care professionals want more quality information.* Health care professionals frequently recommended providing more quality data than is currently available, including providing other quality measures (15%), information about methodology (15%), and more detailed metrics (15%).

*Health care professionals had many suggestions for how to improve the Web sites.* As Figure 10 shows, health care professionals, like consumers, wanted the sites to be easier to use. Health care professionals most frequently suggested that Web sites require fewer clicks to navigate to performance information (24%) and provide a different way of sorting (20%).

**Figure 10. What would make the Web sites easier to use for health care professionals (n=216)**
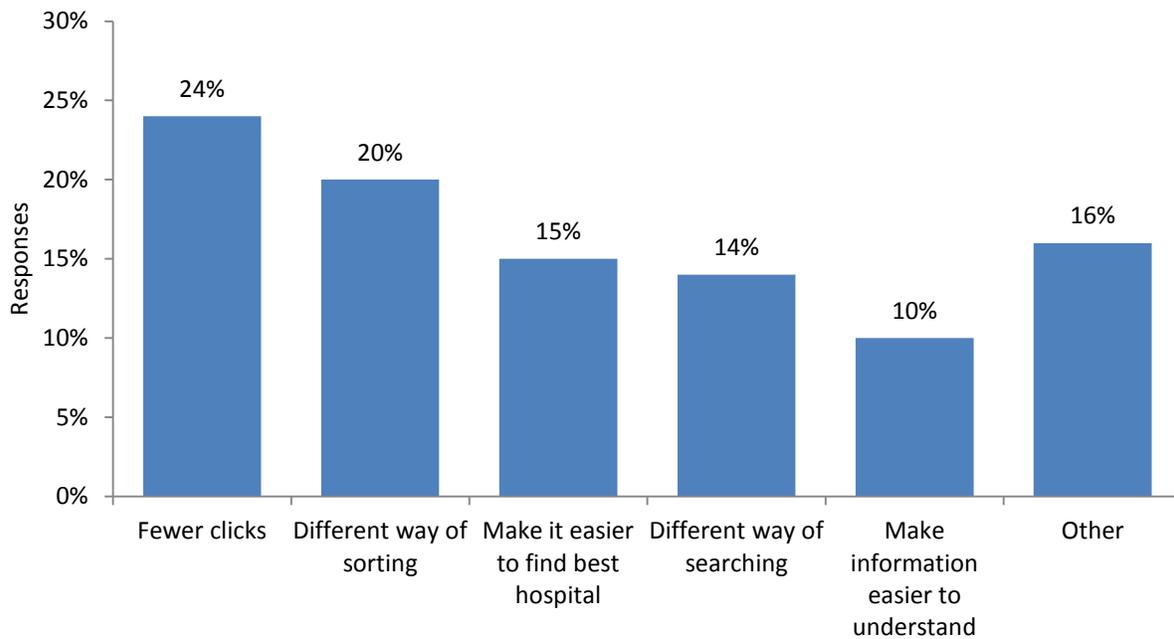


## *Implications*

- For report sponsors who aim to have health care professionals use their sites to make referrals to hospitals, the consumer demographics from this survey might inform those efforts. Health care professionals may be able to direct patients who match the "the most common user profile" for the consumer survey respondents (e.g., college educated, privately insured) to the reports to review hospitals. However, health care professionals may need to access and interpret the reports for other patients who do not match this demographic, including more vulnerable populations.
- The desire of health care professionals to have more information about methodology and details of quality measurement may conflict with the needs of consumers for sites that are easier to understand. Thus, although many sites seem to be trying to serve both audiences (and many are currently drawing both audiences), Web site sponsors might consider setting up separate Web sites for each audience.
- Even for most health care professionals, the Web sites are hard to use. **Section 7** discusses Web site characteristics that may support health care professional use of the quality information.

## Section 7. Expert Review of Web Sites

To better understand Web site variations in traffic and survey responses, the study investigators did an indepth qualitative review of each Web site to identify characteristics that might make it easier for visitors to process and use the quality information.

## *Key Findings*

In a review of all the sites, we found that:

- Almost all the sites had fairly technical language on the top page of quality information (e.g., multiple sites refer to the prescription of angiotensin receptor blockers and use the abbreviation ARB in the reference—both the language and the acronym are overly technical for consumers).
- Many did not allow visitors to select specific hospitals to be compared next to each other.
- Most did not use composite scores to summarize areas of performance.
- Most did not use interpretive labels for performance metrics ("better," "average," "worse") to assist with interpretation of performance.
- Many had visual displays of information that were difficult to interpret. In some cases, the difficulty in interpretation arose from the data chosen for presentation, such as confidence intervals and other statistical concepts (which consumers may not understand). Other times, the site showed numeric data without either a summary number or an interpretation of what performance was best. In other cases, the difficulty stemmed from how the data were explained, such as having multiple legends on the same Web page. Another issue was using unusual approaches to allow visitors to select measures, such as arranging the measures like playing cards in a deck and leaving the burden on the user to realize that clicking on the deck leads to presentation of the next measure.
- Most Web sites presented information as individual metrics without any organizing framework (e.g., disease or condition).
- Only one Web site presented information in a conceptual framework that conveyed important elements of quality (e.g., patient experience, patient safety, delivery of care that has been shown to work) and helped visitors understand the performance ratings.

## *Implications*

Based on this expert review, as well as the feedback from consumers, sites might consider the following recommendations to make it easier for users (particularly consumers) to compare hospitals:

- Consider making it easier (i.e., fewer clicks) to get to quality information.
- Consider allowing visitors to select hospitals to view (AHRQ has previously provided CVEs with examples in *Model Public Report Elements: A Sampler - Capacity To Narrow Selection of Providers*).
- Consider allowing visitors to sort hospitals by performance (AHRQ has previously provided CVEs with examples in *Model Public Report Elements: A Sampler-Capacity To Sort Providers Based on Performance*).
- Consider using less technical language on the pages presenting quality information.

- Because it is hard for consumers to know what a meaningful difference is, consider intepreting the data for them. This can be done with inherently meaningful icons or visual labels that interpret the numbers, for example, excellent, good, fair, or poor performance. (AHRQ has previously provided CVEs with examples in *Model Public Report Elements: A Sampler - Presentation of Measure Ratings*.)
- Because consumers have an underdeveloped understanding of the larger concept of quality, use a plain language framework with no more than three or four elements or categories and report measures within those categories. This approach helps consumers comprehend more easily the meaning of individual measures as well as the larger concept of quality. (AHRQ has previously provided CVEs with examples in *Model Public Report Elements: A Sampler - Presentation of Measure Ratings*.)
- Consider labeling the composite measures with categories that communicate the meaning of quality: care that is proven to get results (effective); care that protects patients from harm (safe); care that is responsive to patients' needs and preferences (patient centered). This can be done for disease-specific measures or in a more cross-cutting way (AHRQ has previously provided CVEs with examples in *Model Public Report Elements: A Sampler - Presentation of Measure Ratings*).
- Consider a summary page that displays summary or composite measures within the effective/safe/patient-centered framework. This page would help consumers bring the information together, help them understand the larger concept of quality, and reduce the burden of having to understand individual measures. Such a summary page could be condition specific or more general or cross-cutting (AHRQ has previously provided CVEs with examples in *Model Public Report Elements: A Sampler - Presentation of Measure Ratings*).

# Section 8. Summary Recommendations and Conclusions

The findings from this report provide one of the first detailed pictures of how many people are using public reports of hospital quality and how to best serve the needs of those users. In a world of limited resources, report sponsors will not be able to respond to all the specific recommendations from this report. However, our recommendations can be grouped into three general categories, and all Web sites might benefit from developing strategies within each category. A few key, actionable recommendations are:

1. **Refine overall Web site communications strategy to increase traffic to the site**. Consider these three types of strategies: (1) media outreach and traditional marketing; (2) partnerships with consumer organizations such as AARP in your community to educate consumers on quality variation and how the Web site can help; and (3) search engine optimization. For most sites, improving search is the biggest opportunity for increasing traffic. Tagging content on the Web site so that it is more easily recognized by search engines—especially tagging hospital or clinic names—may be a particularly good way of improving search results. A Web site cannot influence consumer or health care professional behavior if individuals do not visit it in the first place.

2. **Redesign report to address unmet needs and improve functionality.** Consider adding new measures to address unmet needs. Consider whether it is feasible in your community to provide performance information on individual physicians working in the hospital. Also consider the following recommendations:

   - Use less technical language.
   - Allow side by side comparisons of hospitals rather than showing information one hospital at a time or all hospitals at once.
   - Allow selection of individual hospitals to review rather than showing all hospitals or a predetermined selection.
   - Consider inclusion of composite measures.
   - Use interpretive labels for presenting performance (e.g., "better," "average," "worse").
   - Group and display measures in a conceptual quality framework (e.g., into defined areas of quality—patient safety, patient experience, care that is known to work) that helps visitors interpret the data.

3. **Periodically or on an ongoing basis, use Web analytics and** AHRQ's Hospital-Public Report (H-PR) Survey to inform redesign considerations, using information on Web site visitor traffic, visitor engagement, and effectiveness in meeting visitors' needs.

In conclusion, it is encouraging that some consumers and health care professionals are finding these Web sites, and that, across the 16 CVE-affiliated sites in this study, almost half of consumer visitors are using the reports for hospital selection. Exciting opportunities remain for report sponsors: reaching consumer and health care professional markets more broadly as well as other markets that remain untapped, and improving the power of their reports by focusing on relevant content and by making it easier for individuals to find the hospitals that will provide them with the best care.

# Appendix A: Consumer and Health Care Professional Characteristics

**Table 1. What are consumer respondent characteristics?***

| Characteristics | All Web sites |
|---|---|
| Age (n, %) | (n=215) |
| <18 to 24 | 0 (0%) |
| 25 to 44 | 36 (17%) |
| 45 to 64 | 123 (57%) |
| 65 to 74 | 41 (19%) |
| 75 and older | 15 (7%) |
| Female (n, %) | (n=215) |
|  | 132 (61%) |
| Education (n, %) | (n=213) |
| High school or GED | 19 (9%) |
| Some college | 59 (28%) |
| 4-year college degree | 55 (26%) |
| >4-year college | 80 (38%) |
| Race (n, %)** | (n=158) |
| White | 142 (90%) |
| Black | 2 (1%) |
| Asian | 2 (1%) |
| API | 1 (0.6%) |
| American Indian | 0 (0%) |
| Mixed | 3 (2%) |
| Other | 8 (5%) |
| Patient Insurance Type (n, %)[†] | (n=209) |
| Private | 139 (67%) |
| Medicare | 49 (23%) |
| Medicaid | 3 (1%) |
| None | 10 (5%) |
| Other or unknown | 8 (4%) |

* Not all consumers were asked these questions, due to the randomized selection of the questions for consumer respondents. In addition, percentages may not add to 100 due to rounding.
** Race was only assessed for consumers who were patients, not for friends and family members searching on behalf of patients. API = Asian or Pacific Islander.
[†] Patient insurance type according to the friend or family member using the Web site on behalf of the patient.

**Table 2. What are health care professional respondent characteristics?**

| Characteristics | |
|---|---|
| Age | (n=247) |
| <18 to 24 | 1 (0%) |
| 25 to 44 | 42 (17%) |
| 45 to 64 | 191 (77%) |
| 65 and older | 13 (5%) |
| Type of health care professional* | (n=255) |
| Physician | 34 (13%) |
| Nurse practitioner | 17 (7%) |
| Nurse | 41 (16%) |
| Executive | 53 (21%) |
| Quality manager | 52 (20%) |
| Administration | 20 (8%) |
| Other | 41 (16%) |

*This question allowed the respondent to choose more than one answer, leading to a potentially greater number of responses than respondents for this question. Percentages do not add to 100 due to rounding.

# Appendix B: Numeric Summary of Survey Responses by Respondent Type

**Note:** Percentages may not add to 100 due to rounding.

**Patient Respondents**

1) What best describes you? I am a: (choose only one)

|  | All Web Sites | |
|---|---|---|
|  | n=406 | |
|  | Count | % |
| Patient (or I might become one) | 406 | 100.0% |

**Experience Ratings**

2) How would you rate your experience using the Web site? (rating scale 0-10)

| All Web Sites | | |
|---|---|---|
| n=406 | | |
| mean | median | Std Dev |
| 6.19 | 6.00 | 2.61 |

3) How easy was it to use the Web site? (rating scale 0-10)

| All Web Sites | | |
|---|---|---|
| n=406 | | |
| Mean | median | Std Dev |
| 6.66 | 7.00 | 2.68 |

**Purpose of your visit**

4) What was the primary purpose of your visit to the Web site today? To: (choose only one)

|  | All Web Sites n=240 | |
| --- | --- | --- |
|  | Count | % |
| Choose the best hospital or compare hospitals | 50 | 20.8% |
| See how good a specific hospital is | 52 | 21.7% |
| Prepare for a talk with a doctor | 10 | 4.2% |
| Get information for my family or friends | 16 | 6.7% |
| Learn about a particular disease | 2 | 0.8% |
| Get practical information about a hospital | 10 | 4.2% |
| Find out how much one would have to pay at a hospital | 7 | 2.9% |
| General interest in Web site content | 9 | 3.8% |
| Other | 25 | 10.4% |
| Missing | 59 | 24.6% |

5) Were you able to accomplish the primary purpose of your visit? (choose only one)

|  | All Web Sites n=240 | |
| --- | --- | --- |
|  | Count | % |
| Definitely | 48 | 20.0% |
| Mostly | 52 | 21.7% |
| Only partially | 51 | 21.3% |
| Not at all | 34 | 14.2% |
| Missing | 55 | 22.9% |

6) Did you have other reasons (in addition to the primary reason above) for your visit today? To: (choose all that apply)

| | All Web Sites n=240 | |
|---|---|---|
| | Count | % |
| Choose the best hospital for myself or compare hospitals | 39 | 16.3% |
| See how good my hospital is | 49 | 20.4% |
| Prepare for a talk with my doctor | 15 | 6.3% |
| Get information for my family and friends | 20 | 8.3% |
| Learn about a particular disease | 7 | 2.9% |
| Get practical information about a hospital (phone number, location) | 11 | 4.6% |
| Find out how much I would have to pay at a hospital | 2 | 0.8% |
| No, I had no other reason | 67 | 27.9% |
| Other | 11 | 4.6% |
| Missing | 63 | 26.3% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

**Topics of interest to you**

7) What medical conditions are you looking for information about today? (choose all that apply)

| | All Web Sites n=256 | |
|---|---|---|
| | Count | % |
| Heart disease (for example, heart attacks or heart failure) | 57 | 22.3% |
| Surgery (for example, hip or knee replacement, or gallbladder surgery) | 51 | 19.9% |
| Obstetrics and gynecology (for example, having a baby) | 17 | 6.6% |
| Pediatric conditions | 6 | 2.3% |
| Cancer | 23 | 9.0% |
| Asthma | 11 | 4.3% |
| Pneumonia | 11 | 4.3% |
| None of the above | 59 | 23.0% |
| Other | 37 | 14.5% |
| Missing | 61 | 23.8% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

8) What types of information about hospital care are you looking for today? (choose all that apply)

| | All Web Sites | |
|---|---|---|
| | n=256 | |
| | Count | % |
| How often complications or errors occur | 78 | 30.5% |
| How often infections occur | 59 | 23.0% |
| How patients rate their care (for example, how many patients would recommend the hospital) | 103 | 40.2% |
| How often patients survive | 43 | 16.8% |
| How often patients get the correct care (for example, how many stroke patients get the right medicine) | 79 | 30.9% |
| None of the above | 47 | 18.4% |
| Other | 20 | 7.8% |
| Missing | 63 | 24.6% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

**Using information from the Web site**

9) How likely are you to use the Web site information now to choose a hospital or change hospitals? (choose only one) [Branch to question 10 only if answers "Unlikely" or "Very unlikely"]

| | All Web Sites | |
|---|---|---|
| | n=235 | |
| | Count | % |
| Very likely | 37 | 15.7% |
| Likely | 59 | 25.1% |
| Unlikely | 63 | 26.8% |
| Very unlikely | 14 | 6.0% |
| Missing | 62 | 26.4% |

10) Why are you unlikely to use the information to choose a hospital? (choose all that apply)

| | All Web Sites | |
|---|---|---|
| | n=77 | |
| | Count | % |
| I do not have a choice of a hospital | 12 | 15.6% |
| I do not need to choose a hospital or change hospitals at this time | 28 | 36.4% |
| The information provided is not specific to my personal health condition | 17 | 22.1% |
| Other factors are more important in my decision making | 11 | 14.3% |
| The information provided does not cover the specific hospital I want to know about | 4 | 5.2% |
| The information provided did not seem trustworthy | 4 | 5.2% |
| The information is confusing or difficult to understand | 20 | 26.0% |
| Other | 9 | 11.7% |
| Missing | 2 | 2.6% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

11) How likely are you to use the Web site information to have a conversation with your doctor or other health care provider? (choose only one)

| | All Web Sites | |
|---|---|---|
| | n=235 | |
| | Count | % |
| Very likely | 31 | 13.2% |
| Likely | 65 | 27.7% |
| Unlikely | 58 | 24.7% |
| Very unlikely | 20 | 8.5% |
| Missing | 61 | 26.0% |

**What would you like added or changed?**

12) What additional information would make the Web site more useful? More information about: (choose all that apply)

| | All Web Sites n=251 | |
|---|---|---|
| | Count | % |
| How well the hospital treats my specific medical condition | 90 | 35.9% |
| How well the hospital does my specific surgery or procedure | 73 | 29.1% |
| How much I would pay | 53 | 21.1% |
| Practical aspects of the hospital (for example, phone number, location) | 21 | 8.4% |
| Comments from people who have been patients at the hospital | 65 | 25.9% |
| Hospitals that are not currently on the Web site | 21 | 8.4% |
| Individual doctors within a hospital | 90 | 35.9% |
| Other | 14 | 5.6% |
| Missing | 74 | 29.5% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

13) What would make the Web site easier for you to use? (choose all that apply)

| | All Web Sites n=251 | |
|---|---|---|
| | Count | % |
| Provide a different way of searching the Web site | 30 | 12.0% |
| Provide a different way of sorting the results on the Web site | 41 | 16.3% |
| Make the information easier to understand (for example, fewer technical terms) | 34 | 13.5% |
| Make it easier to find the best hospital | 29 | 11.6% |
| Require fewer clicks to get information that I want | 24 | 9.6% |
| Other | 18 | 7.2% |
| Missing | 127 | 50.6% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

14) Please use this box to write any details about what would make this Web site more useful or easier for you to use.

[Write-in answers only. See Appendix C for written answers.]

15) How likely are you to visit the Web site again? (choose only one)

| | All Web Sites | |
| --- | --- | --- |
| | n=251 | |
| | Count | % |
| Very likely | 66 | 26.3% |
| Likely | 84 | 33.5% |
| Unlikely | 29 | 11.6% |
| Very unlikely | 11 | 4.4% |
| Missing | 61 | 24.3% |

**Demographics**

16) What is your age? (choose only one)

| | All Web Sites | |
| --- | --- | --- |
| | n=236 | |
| | Count | % |
| <18 years old | 0 | 0.0% |
| 18 to 24 | 0 | 0.0% |
| 25 to 34 | 12 | 5.1% |
| 35 to 44 | 18 | 7.6% |
| 45 to 54 | 30 | 12.7% |
| 55 to 64 | 64 | 27.1% |
| 65 to 74 | 30 | 12.7% |
| 75 or older | 14 | 5.9% |
| Missing | 68 | 28.8% |

17) Are you male or female? (choose only one)

| | All Web Sites | |
| --- | --- | --- |
| | n=236 | |
| | Count | % |
| Male | 65 | 27.5% |
| Female | 103 | 43.6% |
| Missing | 68 | 28.8% |

18) Are you of Hispanic or Latino descent? (choose only one)

|  | All Web Sites | |
| --- | --- | --- |
|  | n=236 | |
|  | Count | % |
| Yes, Hispanic or Latino | 5 | 2.1% |
| No, not Hispanic or Latino | 159 | 67.4% |
| Missing | 72 | 30.5% |

19) What is your race? (choose all that apply)

|  | All Web Sites | |
| --- | --- | --- |
|  | n=236 | |
|  | Count | % |
| White | 145 | 61.4% |
| Black or African American | 3 | 1.3% |
| Asian | 2 | 0.8% |
| Native Hawaiian or Other Pacific Islander | 1 | 0.4% |
| American Indian or Alaska Native | 3 | 1.3% |
| Other | 8 | 3.4% |
| Missing | 78 | 33.1% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

20) What is the highest grade or level of school that you have completed? (choose only one)

|  | All Web Sites | |
| --- | --- | --- |
|  | n=236 | |
|  | Count | % |
| 8th grade or less | 0 | 0.0% |
| Some high school but did not graduate | 0 | 0.0% |
| High school graduate or GED | 14 | 5.9% |
| Some college or 2-year degree | 47 | 19.9% |
| 4-year college graduate | 41 | 17.4% |
| More than 4-year-college degree | 66 | 28.0% |
| Missing | 68 | 28.8% |

21) What type of health insurance do you have? (choose only one)

| | All Web Sites | |
| --- | --- | --- |
| | n=236 | |
| | Count | % |
| Private insurance (i.e., from your employer or purchased by you) | 116 | 49.2% |
| Medicare | 36 | 15.3% |
| Medicaid | 1 | 0.4% |
| No insurance | 4 | 1.7% |
| I don't know | 0 | 0.0% |
| Other | 7 | 3.0% |
| Missing | 72 | 30.5% |

**Friend or Family Member Respondents**

1) What best describes you? I am a: (choose only one)

| | All Web Sites | |
| --- | --- | --- |
| | n=107 | |
| | Count | % |
| Friend or family member of a patient | 107 | 100.0% |

**Experience Ratings**

2) How would you rate your experience using the Web site? (rating scale 0-10)

| All Web Sites | | |
| --- | --- | --- |
| n=107 | | |
| mean | median | Std Dev |
| 7.13 | 7.00 | 2.17 |

3) How easy was it to use the Web site? (rating scale 0-10)

| All Web Sites | | |
| --- | --- | --- |
| n=107 | | |
| mean | median | Std Dev |
| 7.52 | 8.00 | 2.28 |

4) I am looking for information for a: (choose all that apply)

| | All Web Sites n=107 | |
|---|---|---|
| | Count | % |
| Family member | 64 | 59.8% |
| Non-family member | 16 | 15.0% |
| Child (under 18 years) | 4 | 3.7% |
| Non-senior adult (18-65 years) | 8 | 7.5% |
| Senior (65+) | 16 | 15.0% |
| Non-English speaker. Please specify language | 0 | 0 |
| Missing | 20 | 18.7% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

**Purpose of your visit**

5) What was the primary purpose of your visit to the Web site today? To: (choose only one)

| | All Web Sites n=65 | |
|---|---|---|
| | Count | % |
| Choose the best hospital or compare hospitals | 17 | 26.2% |
| See how good a specific hospital is | 12 | 18.5% |
| Prepare for a talk with a doctor | 3 | 4.6% |
| Learn about a particular disease | 3 | 4.6% |
| Get practical information about a hospital | 6 | 9.2% |
| Find out how much one would have to pay at a hospital | 2 | 3.1% |
| General interest in Web site content | 1 | 1.5% |
| Other | 7 | 10.8% |
| Missing | 14 | 21.5% |

6) Were you able to accomplish the primary purpose of your visit? (choose only one)

| | All Web Sites | |
| | n=65 | |
| | Count | % |
|---|---|---|
| Definitely | 10 | 15.4% |
| Mostly | 19 | 29.2% |
| Only partially | 15 | 23.1% |
| Not at all | 7 | 10.8% |
| Missing | 14 | 21.5% |

7) Did you have other reasons (in addition to the primary reason above) for your visit today? To: (choose all that apply)

| | All Web Sites | |
| | n=65 | |
| | Count | % |
|---|---|---|
| Choose the best hospital or compare hospitals | 5 | 7.7% |
| See how good a specific hospital is | 11 | 16.9% |
| Prepare for a talk with a doctor | 2 | 3.1% |
| Learn about a particular disease | 5 | 7.7% |
| Get practical information about a hospital (phone number, location) | 3 | 4.6% |
| Find out how much one would have to pay at a hospital | 4 | 6.2% |
| No, I had no other reason | 21 | 32.3% |
| Other | 7 | 10.8% |
| Missing | 14 | 21.5% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

**Topics of interest to you**

8) What medical conditions are you looking for information about today? (choose all that apply)

| | All Web Sites | |
|---|---|---|
| | n=65 | |
| | Count | % |
| Heart disease (for example, heart attacks or heart failure) | 12 | 18.5% |
| Surgery (for example, hip or knee replacement, or gallbladder surgery) | 9 | 13.8% |
| Obstetrics and gynecology (for example, having a baby) | 2 | 3.1% |
| Pediatric conditions | 2 | 3.1% |
| Cancer | 5 | 7.7% |
| Asthma | 4 | 6.2% |
| Pneumonia | 4 | 6.2% |
| None of the above | 9 | 13.8% |
| Other | 9 | 13.8% |
| Missing | 22 | 33.8% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

9) What types of information about hospital care are you looking for today? (choose all that apply)

| | All Web Sites | |
|---|---|---|
| | n=65 | |
| | Count | % |
| How often complications or errors occur | 20 | 30.8% |
| How often infections occur | 16 | 24.6% |
| How patients rate their care (for example, how many patients would recommend the hospital) | 21 | 32.3% |
| How often patients survive | 11 | 16.9% |
| How often patients get the correct care (for example, how many stroke patients get the right medicine) | 19 | 29.2% |
| None of the above | 12 | 18.5% |
| Other | 9 | 13.8% |
| Missing | 20 | 30.8% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

10) What type of health insurance does your friend or family member have? (choose only one)

|  | All Web Sites | |
| --- | --- | --- |
|  | n=65 | |
|  | Count | % |
| Private insurance (i.e., from his or her employer or that he or she purchased) | 22 | 33.8% |
| Medicare | 11 | 16.9% |
| Medicaid | 1 | 1.5% |
| No insurance | 6 | 9.2% |
| I don't know | 5 | 7.7% |
| Missing | 20 | 30.8% |

**Using information from the Web site**

11) How likely are you to use the Web site information now to help your friend or family member to choose a hospital or change hospitals? (choose only one) [Branch to question 12 only if answers "Unlikely" or "Very unlikely"]

|  | All Web Sites | |
| --- | --- | --- |
|  | n=57 | |
|  | Count | % |
| Very likely | 12 | 21.1% |
| Likely | 20 | 35.1% |
| Unlikely | 8 | 14.0% |
| Very unlikely | 1 | 1.8% |
| Missing | 16 | 28.1% |

12) Why are you unlikely to use the information to help your friend or family member choose a hospital? (choose all that apply)

| | All Web Sites | |
| --- | --- | --- |
| | n=9 | |
| | Count | % |
| My friend or family member does not have a choice of hospitals | 1 | 11.1% |
| He or she does not need to choose a hospital or change hospitals at this time | 1 | 11.1% |
| The information provided is not specific to his or her personal health condition | 3 | 33.3% |
| Other factors are more important in the decision making | 1 | 11.1% |
| The information provided does not cover the specific hospital I want to know about | 2 | 22.2% |
| The information provided did not seem trustworthy | 0 | 0.0% |
| The information is confusing or difficult to understand | 3 | 33.3% |
| Other | 2 | 22.2% |
| Missing | 1 | 11.1% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

13) How likely are you or your friend or family member to use the Web site information to have a conversation with a doctor or other health care provider? (choose only one)

| | All Web Sites | |
| --- | --- | --- |
| | n=57 | |
| | Count | % |
| Very likely | 12 | 21.1% |
| Likely | 19 | 33.3% |
| Unlikely | 9 | 15.8% |
| Very unlikely | 3 | 5.3% |
| Missing | 14 | 24.6% |

**What would you like added or changed?**

14) What additional information would make the Web site more useful? More information about: (choose all that apply)

| | All Web Sites | |
|---|---|---|
| | n=67 | |
| | Count | % |
| How well the hospital treats the specific medical condition my friend or family member has | 22 | 32.8% |
| How well the hospital does the specific surgery or procedure my friend or family member needs | 22 | 32.8% |
| How much my friend or family member would pay (for example, cost of a procedure or cost of a hospital stay) | 13 | 19.4% |
| Practical aspects of the hospital (for example, phone number, location) | 5 | 7.5% |
| Comments from people who have been patients at the hospital | 16 | 23.9% |
| Hospitals that are not currently on the Web site | 4 | 6.0% |
| Individual doctors within a hospital | 16 | 23.9% |
| Other | 12 | 17.9% |
| Missing | 19 | 28.4% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

15) What would make the Web site easier for you to use? (choose all that apply)

| | All Web Sites | |
|---|---|---|
| | n=67 | |
| | Count | % |
| Provide a different way of searching the Web site | 5 | 7.5% |
| Provide a different way of sorting the results on the Web site | 8 | 11.9% |
| Make the information easier to understand (for example, fewer technical terms) | 2 | 3.0% |
| Make it easier to find the best hospital | 11 | 16.4% |
| Require fewer clicks to get information that I want | 8 | 11.9% |
| Other | 4 | 6.0% |
| Missing | 34 | 50.7% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

16) Please use this box to write any details about what would make this Web site more useful or easier for you to use.

[Write-in answers only. See Appendix C for written answers.]

17) How likely are you to visit the Web site again? (choose only one)

|  | All Web Sites | |
|---|---|---|
|  | n=67 | |
|  | Count | % |
| Very likely | 19 | 28.4% |
| Likely | 25 | 37.3% |
| Unlikely | 6 | 9.0% |
| Very unlikely | 0 | 0.0% |
| Missing | 17 | 25.4% |

**Demographics**

18) What is your age? (choose only one)

|  | All Web Sites | |
|---|---|---|
|  | n=67 | |
|  | Count | % |
| <18 years old | 0 | 0.0% |
| 18 to 24 | 0 | 0.0% |
| 25 to 34 | 1 | 1.5% |
| 35 to 44 | 5 | 7.5% |
| 45 to 54 | 11 | 16.4% |
| 55 to 64 | 18 | 26.9% |
| 65 to 74 | 11 | 16.4% |
| 75 or older | 1 | 1.5% |
| Missing | 20 | 29.9% |

19) Are you male or female? (choose only one)

|  | All Web Sites | |
|---|---|---|
|  | n=67 | |
|  | Count | % |
| Male | 18 | 26.9% |
| Female | 29 | 43.3% |
| Missing | 20 | 29.9% |

20) What is the highest grade or level of school that you have completed? (choose only one)

|  | All Web Sites | |
| --- | --- | --- |
|  | n=67 | |
|  | Count | % |
| 8th grade or less | 0 | 0.0% |
| Some high school but did not graduate | 0 | 0.0% |
| High school graduate or GED | 5 | 7.5% |
| Some college or 2-year degree | 12 | 17.9% |
| 4-year college graduate | 14 | 20.9% |
| More than 4-year-college degree | 14 | 20.9% |
| Missing | 22 | 32.8% |

**Health Care Professional Respondents**

1) What best describes you? I am a: (choose only one)

|  | All Web Sites | |
| --- | --- | --- |
|  | n=320 | |
|  | Count | % |
| Health care professional (for example, doctor, nurse, hospital executive) | 320 | 100.0% |

**Experience Ratings**

2) How would you rate your experience using the Web site? (rating scale 0-10)

| All Web Sites | | |
| --- | --- | --- |
| n=320 | | |
| mean | median | Std Dev |
| 7.35 | 8.00 | 2.24 |

3) How easy was it to use the Web site? (rating scale 0-10)

| All Web Sites | | |
| --- | --- | --- |
| n=320 | | |
| mean | median | Std Dev |
| 7.67 | 8.00 | 2.16 |

**Purpose of your visit**

4)  What was the primary purpose of your visit to the Web site today? To: (choose only one)

|  | All Web Sites | |
| --- | --- | --- |
|  | n=320 | |
|  | Count | % |
| Compare my hospital's performance to other hospitals' performance | 88 | 27.5% |
| See how my hospital is performing | 54 | 16.9% |
| Get practical information about a hospital | 16 | 5.0% |
| Choose a hospital to make a patient referral | 14 | 4.4% |
| Choose a hospital for myself | 8 | 2.5% |
| Quality improvement | 8 | 2.5% |
| General interest in Web site content | 22 | 6.9% |
| Academic | 12 | 3.8% |
| Other | 51 | 15.9% |
| Missing | 47 | 14.7% |

5)  Were you able to accomplish the primary purpose of your visit? (choose only one)

|  | All Web Sites | |
| --- | --- | --- |
|  | n=320 | |
|  | Count | % |
| Definitely | 117 | 36.6% |
| Mostly | 92 | 28.7% |
| Only partially | 43 | 13.4% |
| Not at all | 26 | 8.1% |
| Missing | 42 | 13.1% |

6) Did you have other reasons (in addition to the primary reason above) for your visit today? To: (choose all that apply)

| | All Web Sites | |
|---|---|---|
| | n=320 | |
| | Count | % |
| See how my hospital is performing | 59 | 18.4% |
| Compare my hospital's performance to other hospitals' performance | 65 | 20.3% |
| Choose a hospital to make a patient referral | 9 | 2.8% |
| Choose a hospital for myself | 9 | 2.8% |
| Get practical information about a hospital (phone number, location) | 11 | 3.4% |
| No, I had no other reason | 119 | 37.2% |
| Other | 40 | 12.5% |
| Missing | 52 | 16.3% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

**What would you like added or changed?**

7) What additional information would make the Web site more useful? More information about: (choose all that apply)

| | All Web Sites | |
|---|---|---|
| | n=320 | |
| | Count | % |
| Quality measures that are not currently included | 78 | 24.4% |
| Quality by inpatient service (for example, intensive care unit, pediatric unit) | 63 | 19.7% |
| Costs for patients (for example, cost of a procedure, cost of a hospital stay) | 87 | 27.2% |
| Methodology used to calculate performance measures (for example, risk adjustment methods) | 78 | 24.4% |
| Detailed results for each hospital (for example, sample size or 95% confidence intervals around their performance) | 78 | 24.4% |
| Hospitals that are not currently on the Web site | 33 | 10.3% |
| Individual doctors within a hospital | 55 | 17.2% |
| Other | 36 | 11.3% |
| Missing | 110 | 34.4% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

8)  What would make the Web site easier for you to use? (choose all that apply)

| | All Web Sites | |
| --- | --- | --- |
| | n=320 | |
| | Count | % |
| Provide a different way of searching the Web site | 31 | 9.7% |
| Provide a different way of sorting the results on the Web site | 44 | 13.8% |
| Make the information easier to understand (for example, fewer technical terms) | 22 | 6.9% |
| Make it easier to find the best hospital | 32 | 10.0% |
| Require fewer clicks to get information that I want | 52 | 16.3% |
| Other | 35 | 10.9% |
| Missing | 171 | 53.4% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

9)  Please use this box to write any details about what would make this Web site more useful or easier for you to use.

[Write-in answers only. See Appendix C for written answers.]

10) How likely are you to visit the Web site again? (choose only one)

| | All Web Sites | |
| --- | --- | --- |
| | n=320 | |
| | Count | % |
| Very likely | 155 | 48.4% |
| Likely | 72 | 22.5% |
| Unlikely | 21 | 6.6% |
| Very unlikely | 4 | 1.3% |
| Missing | 68 | 21.2% |

**Demographics**

11) Are you a: (choose all that apply) [If "Physician" or "Nurse", branch to "What is your specialty?"]

| | All Web Sites | |
| --- | --- | --- |
| | n=320 | |
| | Count | % |
| Physician | 34 | 10.6% |
| Nurse practitioner | 17 | 5.3% |
| Nurse | 40 | 12.5% |
| Executive | 52 | 16.3% |
| Quality manager | 52 | 16.3% |
| Administration | 20 | 6.3% |
| Other | 40 | 12.5% |
| Missing | 72 | 22.5% |

For this question, the total number of answers may be greater than the number of respondents, because each respondent could choose more than one answer.

12) What is your specialty? (choose only one)

| | All Web Sites | |
| --- | --- | --- |
| | n=51 | |
| | Count | % |
| Internal medicine | 15 | 29.4% |
| Family medicine/general practice | 12 | 23.5% |
| Pediatrics | 2 | 3.9% |
| Surgery | 6 | 11.8% |
| Psychiatry | 0 | 0.0% |
| Obstetrics/gynecology | 2 | 3.9% |
| Other | 13 | 25.5% |
| Missing | 1 | 2.0% |

13) What is your age? (choose only one)

| | All Web Sites | |
| --- | --- | --- |
| | n=320 | |
| | Count | % |
| <18 years old | 0 | 0.0% |
| 18 to 24 | 1 | 0.3% |
| 25 to 34 | 19 | 5.9% |
| 35 to 44 | 23 | 7.2% |
| 45 to 54 | 87 | 27.2% |
| 55 to 64 | 104 | 32.5% |
| 65 to 74 | 12 | 3.8% |
| 75 or older | 1 | 0.3% |
| Missing | 73 | 22.8% |

# Appendix C: Summary of Write-in Survey Responses by Respondent Type

Note: Only questions with write-in responses are included below. Responses are recorded verbatim, with no edits or corrections, except to redact organizational names for privacy.

**Patient Respondents**

1) What best describes you? I am a:

| | All Web Sites | |
| --- | --- | --- |
| | n=406 | |
| | Count | % |
| Patient (or I might become one) | 406 | 100.0% |

4) What was the primary purpose of your visit to the Web site today? To:

| | All Web Sites | |
| --- | --- | --- |
| | n=240 | |
| | Count | % |
| Choose the best hospital or compare hospitals | 50 | 20.8% |
| See how good a specific hospital is | 52 | 21.7% |
| Prepare for a talk with a doctor | 10 | 4.2% |
| Get information for my family or friends | 16 | 6.7% |
| Learn about a particular disease | 2 | 0.8% |
| Get practical information about a hospital | 10 | 4.2% |
| Find out how much one would have to pay at a hospital | 7 | 2.9% |
| General interest in Web site content | 9 | 3.8% |
| Other | 25 | 10.4% |
| Missing | 59 | 24.6% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
| --- | --- |
| 1 | Compare Doctors offices |
| 2 | Find new provider/IPA |
| 3 | [STATE AGENCY] update email |
| 4 | become more informed as part of involvement in Health Incentives Program |
| 5 | compare doctors |
| 6 | directed to it - Quality Care |
| 7 | Educational |

| | Text Entered |
|---|---|
| 8 | emergency pain relief |
| 9 | file a complaint form or find out who to speak to for poor quality of care |
| 10 | find a new physician |
| 11 | find out about my doctor |
| 12 | get credit for healthy incentive requirement |
| 13 | health requirement |
| 14 | how to efficiently find an internist with a second board certification |
| 15 | learn about infection rates |
| 16 | locate a doctor |
| 17 | look for electronic document delivery options |
| 18 | obtain primary care phy |
| 19 | see how local clinics rate |
| 20 | see how my doctor is rated |
| 21 | see may doctor's rating- but they are not listed |
| 22 | serious com[plaint |
| 23 | Surveys |
| 24 | to complain about [FACILITY] |
| 25 | [WEB SITE] requirement |

6) Did you have other reasons (in addition to the primary reason above) for your visit today? To:

| | All Web Sites | |
|---|---|---|
| | n=240 | |
| | Count | % |
| Choose the best hospital for myself or compare hospitals | 39 | 16.3% |
| See how good my hospital is | 49 | 20.4% |
| Prepare for a talk with my doctor | 15 | 6.3% |
| Get information for my family and friends | 20 | 8.3% |
| Learn about a particular disease | 7 | 2.9% |
| Get practical information about a hospital (phone number, location) | 11 | 4.6% |
| Find out how much I would have to pay at a hospital | 2 | 0.8% |
| No, I had no other reason | 67 | 27.9% |
| Other | 11 | 4.6% |
| Missing | 63 | 26.3% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | compare c-section rates |
| 2 | look for best clinic for colonoscopy |
| 3 | looking around |
| 4 | find c-section rate |
| 5 | To try an understand/learn the coverage better so I can help by not being a over bearing patient |
| 6 | maternity care information |
| 7 | to complain about [FACILITY] |
| 8 | check out your Web site as a future resource |
| 9 | healthy incentive program |
| 10 | fresearch Dr who provided care, obtain procedure to file complaint, obtain medical records to transfer |
| 11 | Just to find out what kinds of information is available on both hospitals and doctors. |

7) What medical conditions are you looking for information about today?

| | All Web Sites | |
|---|---|---|
| | n=256 | |
| | Count | % |
| Heart disease (for example, heart attacks or heart failure) | 57 | 22.3% |
| Surgery (for example, hip or knee replacement, or gallbladder surgery) | 51 | 19.9% |
| Obstetrics and gynecology (for example, having a baby) | 17 | 6.6% |
| Pediatric conditions | 6 | 2.3% |
| Cancer | 23 | 9.0% |
| Asthma | 11 | 4.3% |
| Pneumonia | 11 | 4.3% |
| None of the above | 59 | 23.0% |
| Other | 37 | 14.5% |
| Missing | 61 | 23.8% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | mammogram |
| 2 | Arthritis & Fibromyalgia/Cholesterol |
| 3 | hospital infections |
| 4 | irregular heart beat |
| 5 | colonoscopy |

| | Text Entered |
|---|---|
| 6 | General Practitioners |
| 7 | any |
| 8 | swelling |
| 9 | angioplasty - renal |
| 10 | Saw the Web site in a news letter--thought I would check it out. |
| 11 | allergies |
| 12 | Psychiatric outpatient |
| 13 | Colorectal |
| 14 | colonoscopy |
| 15 | hypertension |
| 16 | Family Med; Foot |
| 17 | orthopedics |
| 18 | infection rates |
| 19 | knee x-ray |
| 20 | general |
| 21 | Appointment |
| 22 | allergies |
| 23 | COPD |
| 24 | wellness |
| 25 | strokes |
| 26 | Arthritis |
| 27 | General Practice/Gastroenterology |
| 28 | osteoporosis |
| 29 | bowl obstruction and DVT |
| 30 | health care professional Ratings |
| 31 | Orthopedic |
| 32 | diabetes, womens care |
| 33 | gestational diabetes |
| 34 | hernia surgery |
| 35 | Immunizations |
| 36 | graves disease |
| 37 | Osteoporosis |

8) What types of information about hospital care are you looking for today?

| | All Web Sites | |
|---|---|---|
| | n=256 | |
| | Count | % |
| How often complications or errors occur | 78 | 30.5% |
| How often infections occur | 59 | 23.0% |
| How patients rate their care (for example, how many patients would recommend the hospital) | 103 | 40.2% |
| How often patients survive | 43 | 16.8% |
| How often patients get the correct care (for example, how many stroke patients get the right medicine) | 79 | 30.9% |
| None of the above | 47 | 18.4% |
| Other | 20 | 7.8% |
| Missing | 63 | 24.6% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | cost |
| 2 | employment |
| 3 | Price |
| 4 | vback rates |
| 5 | costs |
| 6 | What hours they were available |
| 7 | scans |
| 8 | patient satisfaction |
| 9 | Am I giving my Dr's the best or correct information to help them solve my problems? |
| 10 | Insurances accepted |
| 11 | over riding doctors |
| 12 | Price |
| 13 | phone |
| 14 | finding blood clots before there are a problem, would of like to hear about the food served. I know that's shallow but I'm going to be in your care for days. |
| 15 | what options are available in the delivery room, what the delivery room looks like |
| 16 | help in finding a good Dr. that treats Osteoporosis Patients. Right now I must travel to [HOSPITAL] and I am looking for a good local doctor. |
| 17 | doctors |
| 18 | stress test pricing |

| | Text Entered |
|---|---|
| 19 | all of the above |
| 20 | how honest you are about patients complaints |

10) Why are you unlikely to use the information to choose a hospital?

| | All Web Sites | |
|---|---|---|
| | n=77 | |
| | Count | % |
| I do not have a choice of a hospital | 12 | 15.6% |
| I do not need to choose a hospital or change hospitals at this time | 28 | 36.4% |
| The information provided is not specific to my personal health condition | 17 | 22.1% |
| Other factors are more important in my decision making | 11 | 14.3% |
| The information provided does not cover the specific hospital I want to know about | 4 | 5.2% |
| The information provided did not seem trustworthy | 4 | 5.2% |
| The information is confusing or difficult to understand | 20 | 26.0% |
| Other | 9 | 11.7% |
| Missing | 2 | 2.6% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | the contact number is incorrect |
| 2 | Information was not specific enough, nor did it cover the kinds of conditions I was looking for |
| 3 | A HMO patient |
| 4 | Saw the Web site in a news letter--thought I would check it out. |
| 5 | need to visit site later |
| 6 | survey popped up BEFORE I cd get any info; IF yours is like [AGENCY]'s, then it's meaningless to me |
| 7 | I have always chosen [HOSPITAL] because it is very close to home and is the best of the hospitals. |
| 8 | no info on hospitals in my area |
| 9 | Does not speak directly to doctor expertise |

12) What additional information would make the Web site more useful? More information about:

|  | All Web Sites | |
| --- | --- | --- |
|  | n=251 | |
|  | Count | % |
| How well the hospital treats my specific medical condition | 90 | 35.9% |
| How well the hospital does my specific surgery or procedure | 73 | 29.1% |
| How much I would pay | 53 | 21.1% |
| Practical aspects of the hospital (for example, phone number, location) | 21 | 8.4% |
| Comments from people who have been patients at the hospital | 65 | 25.9% |
| Hospitals that are not currently on the Web site | 21 | 8.4% |
| Individual doctors within a hospital | 90 | 35.9% |
| Other | 14 | 5.6% |
| Missing | 74 | 29.5% |

The "Other" category in the table includes the following answers from respondents:

|  | Text Entered |
| --- | --- |
| 1 | all hospitals in [CITY] are rated equally, so not helpful |
| 2 | wider variety of tests covered |
| 3 | By age group - hospitals for children |
| 4 | Compare hospitals |
| 5 | sharing confidence Is the Doctor hearing me Am I hearing the Doctor |
| 6 | more doctors included |
| 7 | oncology |
| 8 | More specific information about doctors expertise and results |
| 9 | Alternatives to dispensing meds (e.g. asthma management) |
| 10 | I loved the Web site, but I think there should be more info on what the delivery rooms are like would be helpful |
| 11 | all |
| 12 | COMPARISON OF CHARGES HOSPITAL TO HOSPITAL |
| 13 | Include CNMs in the stats |
| 14 | none |

13) What would make the Web site easier to use for you?

| | All Web Sites | |
|---|---|---|
| | n=251 | |
| | Count | % |
| Provide a different way of searching the Web site | 30 | 12.0% |
| Provide a different way of sorting the results on the Web site | 41 | 16.3% |
| Make the information easier to understand (for example, fewer technical terms) | 34 | 13.5% |
| Make it easier to find the best hospital | 29 | 11.6% |
| Require fewer clicks to get information that I want | 24 | 9.6% |
| Other | 18 | 7.2% |
| Missing | 127 | 50.6% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | No improvement needed |
| 2 | I had trouble finding the [NAME] hospital. There are too many different ways to say it, and zip code search retrieves too many hospitals. |
| 3 | None |
| 4 | Better explanation of terms |
| 5 | How hospitals compare |
| 6 | more inclusive of medical profession |
| 7 | list rated items differently |
| 8 | info on more conditions |
| 9 | no changes necessary |
| 10 | Compare to other hospitals in the area |
| 11 | too lengthy, confusing |
| 12 | Just make it better all around |
| 13 | Difficult to use and understand what to do to get info needed |
| 14 | type in questions not presented as options |
| 15 | it's fine the way it is |
| 16 | instead of just saying all hospitals have infection rates that are similar, provide infection % rates for each hospital. Isn't that required by law? |
| 17 | update links |
| 18 | None |

14) Please use this box to write any details about what would make this Web site more useful or easier for you to use.

| | Text Entered |
|---|---|
| 1 | This survey popped up BEFORE my 1st search had produced any results - so my responses could not be based on actual use of the site.2. I went here because [PROGRAM]'s [NAME] site appeared to review patient satisfaction rather than such quality measures as mortality, re-hospitalization, hospital-caused infections, or the much-praised "checklist" approach. I fear you don't do any of that, either. Although I of course don't know yet (see #1 above).3. Returning to the #1 issue above, it feels as if (1) your Web site is slow & (2) the delay I encountered may be attributable to my not having used the hospital name that's "official" or the one you use. Ick, alas. |
| 2 | Just trying to find out whether a current graduate student might be able to get an internship for the summer. |
| 3 | Being able to search |
| 4 | IT WOULD BE GREAT TO SELECT A PROCEDURE AND HOSPITALS (MORE THAN ONE) AND COMPARE THE COSTS. |
| 5 | FOR MY MOM HAVE A PNEUMONIA.. |
| 6 | A comprehensive list of the insurances accepted and which providers/specialists are accepting those types of insurances. |
| 7 | be able to type in doctor, facility or disease |
| 8 | I was not able to find specifics about back surgery |
| 9 | On the "Asthma medication" results, it is not at all clear what is being measured. Getting brownie points for prescribing meds is not a good performance measure when there are better management measures for many asthma patients. Good management of triggers, improved general health and avoiding meds are much better measures. I would never choose a medical practice based upon how many prescriptions they wrote for every day medication! |
| 10 | I would like to be able to see ALL of the results at one time and not have to click from Prevention to Heart Disease to Diabetes, etc. Then be able to see multiple clinics against one another. |
| 11 | Where do I go for help to find a local doctor that treats osteoporosis patients. My T-score is a -4.6. I am trying to stay strong and well. |
| 12 | Please remember to tread lightly with these as one person can DESTROY a reputation online for no good or even verifiable reason. The general public doesn't say " I had a kidney with ureal ccm/co" or whatever I read, they say I had an MRI and urine screen to determine the cause of my kidney pain. I understand the need for specific terms usage, but general public language should take presidence. |
| 13 | see comments above |
| 14 | It doesn't seem terribly well-organized. It seems to me that someone could sit down and re-think the organizational hierarchy. I think sometimes people get trained by one Web site to look for information in a certain way and when others don't follow that basic structure, the site seems counter-intuitive to them. Also, it might be helpful to mention, from the get-go that you focus on hospital-based care. I was looking for information on individual physicians. It would be nice if you would cover say, out-patient clinics at hospitals, social services available to patients and then maybe one day, someone will tell me how to find things like: a physical therapist who specializes in hand therapy and whose office is within 1/4 mile of a bus stop. Then they would be really useful... |
| 15 | is the score the best or is the score the one that keeps it cheapest on my insurance company? |

| | Text Entered |
|---|---|
| 16 | While statewide average is useful, there should also be a metro average. And these could each be compared with an "average by facility size" to make it more meaningful. Comparison with smaller outstate facilities skews the results in the metro. It also might be useful to compare the metro with another facility such as the [NAME] in [CITY] because of its size |
| 17 | I would like to see more information on different conditions and the ways in which the hospital treats them. I suffered an AMI and conjestive heart failure, I need to know more. The information given was good but I need more since I am falling outside of the norm. I need to know why just one cause could put me in this shape. |
| 18 | No mention of either of my specialty doctor office who have plenty of practitioners. Not good not bad not mentioned. |
| 19 | Provide information about how hospitals are incorporating suggestions from organizations like the CDC, etc. |
| 20 | Also was interested in seeing vaccine rate for youth |
| 21 | Questions here are about HOSPITALS, yet the site also addresses Medical Groups (Physicians). How am is survey recipient supposed to know whether you mean Hospital specifically or as an odd synonym for all things medical? |
| 22 | Broader health issues |
| 23 | I think it would be helpful to have a bar graph for each hospital with the bars representing quality at a particular service, or value at a particular service. |
| 24 | In the past, I've been able to search for doctors, hospitals & IPA's, but now I can't find how to. I've requested twice within the last 2 hrs, a directory, but still haven't received the email. |
| 25 | The drop-down menus were confusing. The whole database seems biased in favor of [HEALTH PLAN]. A lot of places have no date. I think it's not a reliable source to compare services because there is too little information. I don't care about t |
| 26 | each search field should be able to accommodate more than one type of search, e.g. city, hospital name, etc. |
| 27 | More information about how the hospitals are ranked. Feedback from "users" of the services. |
| 28 | Although this Web site didn't have the specific information I was looking for, it was very helpful and easy to use |
| 29 | I was looking for information about how my medical group in [CITY] rated, but found nothing. |
| 30 | I have no idea what comprises average, below average or above average care. Also, I have no idea if there is added health benefit to above average care. Also, I think there are too many choices in general these days, too many surveys, too many businesses that are in business solely to make money in a hot field. Years ago, I didn't have to see who is the best at what because businesses typically had a vested personal interest in their services, not just a monetary interest or "professional" interest - how can I open up the most offices and franchise my business. Now, you have businesses opening with little regard for the customer, poorly trained personnel, authentic customer service out the window. |
| 31 | I wanted to see if the [LOCATION] Clinic had participated in the data measurements. I could not find that information. |
| 32 | I would like to see more comprehensive information on the clinics. |
| 33 | It would be useful to know how many of the listed physicians will accept new medicare patients. |

| | Text Entered |
|---|---|
| 34 | This might be the poorest Web site I have ever been on. I simply wanted to see how my doctor rated in how she is treating my current medical issues, and found that by accessing this Web site I learned absolutely nothing. My interests were in what criteria was being used to rate these doctors and what information was being sent to doctors in regard to improving quality of care and seen in the eyes of [HEALTH PLAN] as an insurer. Does not seem like [HEALTH PLAN] really cares about either the doctor, patient, or hospital as long as its Web site meets [HEALTH PLAN]'s agenda for driving up costs. |
| 35 | your county search does not appear to work |
| 36 | I having 30+ years in Computer experience found your Web site page links working very well. Good PDF files to scan thru. Video's to access. I have piles of Handbooks an referal papers cluttering areas of my desk and your Web site much easier to search through, Not everyone has my advantage being able to throw together parts from none working computers to make working ones to have this access so the Paper Handbooks/referals etc are a nessity but you could save some by offering this alternative before spending & sending. Thanks for all your help! |
| 37 | It was confusing that the ratings in a particular category were for only one specific element or attribute asked about - I thought I would get an overall rating in the main area and then it should have been more clear how you could drill down to the specific attributes that were rated to make up that overall rating. |
| 38 | When going from one screen to the next, it would be much better if the facility sequence sort order chosen by the viewer were retained. |
| 39 | Actually, this is a highly effect site. Well done. I am sure that over time you will amplify the data to include more specific information, but on my first visit... I am impressed. |
| 40 | It is often difficult to find Doctors who actually listen to the patient ... after all we have been living in our bodies for many years and know how it works better than they do in a quick exam. |
| 41 | If there was a way to compare outcomes by hospital, I didn't see it. |
| 42 | I found the Web site to be very user friendly. |
| 43 | The site is limited to only a few conditions and it is too generic. It is not useful to me at al |
| 44 | Rate all hospitals by specialty surgeries |
| 45 | I was looking for information on statistics for hospital-acquired infections...how many at each facility. Not sure if that information is available to the public or not, but would like it to be. |
| 46 | How do the various doctors AND institutions comparatively rate for Preventative Care? What's the difference(s) between "Family Practice" & "Internal Medicine" doctor categories? |
| 47 | Make it easier to compare hospitals in different regions. |

21) What type of health insurance do you have?

| | All Web Sites | |
|---|---|---|
| | n=236 | |
| | Count | % |
| Private insurance (i.e. from your employer or purchased by you) | 116 | 49.2% |
| Medicare | 36 | 15.3% |
| Medicaid | 1 | 0.4% |

|  | All Web Sites | |
| --- | --- | --- |
|  | n=236 | |
|  | Count | % |
| No insurance | 4 | 1.7% |
| I don't know | 0 | 0.0% |
| Other | 7 | 3.0% |
| Missing | 72 | 30.5% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
| --- | --- |
| 1 | COBRA (PPO) |
| 2 | Medicare Advantage |
| 3 | Medicare plus a supplement |
| 4 | [PRIVATE HEALTH PLAN] |
| 5 | Tricare |
| 6 | medical |
| 7 | three coverages |

**Friend or Family Member Respondents**

5) What was the primary purpose of your visit to the Web site today? To:

|  | All Web Sites | |
| --- | --- | --- |
|  | n=65 | |
|  | Count | % |
| Choose the best hospital or compare hospitals | 17 | 26.2% |
| See how good a specific hospital is | 12 | 18.5% |
| Prepare for a talk with a doctor | 3 | 4.6% |
| Learn about a particular disease | 3 | 4.6% |
| Get practical information about a hospital | 6 | 9.2% |
| Find out how much one would have to pay at a hospital | 2 | 3.1% |
| General interest in Web site content | 1 | 1.5% |
| Other | 7 | 10.8% |
| Missing | 14 | 21.5% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | Let supervision know about poor treatment for my child |
| 2 | career opportunities |
| 3 | check on support group |
| 4 | information about healthsight services |
| 5 | looking for health care advocate by zip code |
| 6 | problem with a hospital |
| 7 | see my sisters baby |

7) Did you have other reasons (in addition to the primary reason above) for your visit today? To:

| | All Web Sites | |
|---|---|---|
| | n=65 | |
| | Count | % |
| Choose the best hospital or compare hospitals | 5 | 7.7% |
| See how good a specific hospital is | 11 | 16.9% |
| Prepare for a talk with a doctor | 2 | 3.1% |
| Learn about a particular disease | 5 | 7.7% |
| Get practical information about a hospital (phone number, location) | 3 | 4.6% |
| Find out how much one would have to pay at a hospital | 4 | 6.2% |
| No, I had no other reason | 21 | 32.3% |
| Other | 7 | 10.8% |
| Missing | 14 | 21.5% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | compare doctors |
| 2 | problem with a hospital |
| 3 | For Behavioral Health Visit - doctors office |
| 4 | INFORMATION ONLY |
| 5 | student |
| 6 | Know someone who has been suffering about a year with hospital acquired complications |
| 7 | Find complaints filed about hospitals |

8) What medical conditions are you looking for information about today?

| | All Web Sites | |
| --- | --- | --- |
| | n=65 | |
| | Count | % |
| Heart disease (for example, heart attacks or heart failure) | 12 | 18.5% |
| Surgery (for example, hip or knee replacement, or gallbladder surgery) | 9 | 13.8% |
| Obstetrics and gynecology (for example, having a baby) | 2 | 3.1% |
| Pediatric conditions | 2 | 3.1% |
| Cancer | 5 | 7.7% |
| Asthma | 4 | 6.2% |
| Pneumonia | 4 | 6.2% |
| None of the above | 9 | 13.8% |
| Other | 9 | 13.8% |
| Missing | 22 | 33.8% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
| --- | --- |
| 1 | crones issues |
| 2 | beh. Health |
| 3 | Icu |
| 4 | Online Payment |
| 5 | Diabetes |
| 6 | diabetes |
| 7 | billing |
| 8 | pain/mental health issues |
| 9 | Prostate cancer |

9) What types of information about hospital care are you looking for today?

| | All Web Sites | |
| --- | --- | --- |
| | n=65 | |
| | Count | % |
| How often complications or errors occur | 20 | 30.8% |
| How often infections occur | 16 | 24.6% |
| How patients rate their care (for example, how many patients would recommend the hospital) | 21 | 32.3% |
| How often patients survive | 11 | 16.9% |

| | All Web Sites | |
|---|---|---|
| | n=65 | |
| | Count | % |
| How often patients get the correct care (for example, how many stroke patients get the right medicine) | 19 | 29.2% |
| None of the above | 12 | 18.5% |
| Other | 9 | 13.8% |
| Missing | 20 | 30.8% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | cost |
| 2 | costs |
| 3 | Patient outcomes and costs |
| 4 | experience performing procedure |
| 5 | Cost of having surgery |
| 6 | Best source of care |
| 7 | Average length of stay |
| 8 | financial arrangements |
| 9 | Is the facility using checklists to prevent error, and in what locations |

10) What type of health insurance does your friend or family member have?

| | All Web Sites | |
|---|---|---|
| | n=65 | |
| | Count | % |
| Private insurance (i.e. from their employer or purchased by them) | 22 | 33.8% |
| Medicare | 11 | 16.9% |
| Medicaid | 1 | 1.5% |
| No insurance | 6 | 9.2% |
| I don't know | 5 | 7.7% |
| Missing | 20 | 30.8% |

12) Why are you unlikely to use the information to help your friend or family member choose a hospital?

|  | All Web Sites | |
|---|---|---|
|  | n=9 | |
|  | Count | % |
| My friend or family member does not have a choice of hospitals | 1 | 11.1% |
| He or she does not need to choose a hospital or change hospitals at this time | 1 | 11.1% |
| The information provided is not specific to his or her personal health condition | 3 | 33.3% |
| Other factors are more important in the decision making | 1 | 11.1% |
| The information provided does not cover the specific hospital I want to know about | 2 | 22.2% |
| The information provided did not seem trustworthy | 0 | 0.0% |
| The information is confusing or difficult to understand | 3 | 33.3% |
| Other | 2 | 22.2% |
| Missing | 1 | 11.1% |

The "Other" category in the table includes the following answers from respondents:

|  | Text Entered |
|---|---|
| 1 | not enough detail |
| 2 | couldn't find cost & quality info at all, ave. allowable payment, typical charge in this area. None avail. on this site that I could see. |

14) What additional information would make the Web site more useful? More information about:

|  | All Web Sites | |
|---|---|---|
|  | n=67 | |
|  | Count | % |
| How well the hospital treats the specific medical condition my friend or family member has | 22 | 32.8% |
| How well the hospital does the specific surgery or procedure my friend or family member needs | 22 | 32.8% |
| How much my friend or family member would pay (for example, cost of a procedure or cost of a hospital stay) | 13 | 19.4% |
| Practical aspects of the hospital (for example, phone number, location) | 5 | 7.5% |
| Comments from people who have been patients at the hospital | 16 | 23.9% |
| Hospitals that are not currently on the Web site | 4 | 6.0% |
| Individual doctors within a hospital | 16 | 23.9% |
| Other | 12 | 17.9% |
| Missing | 19 | 28.4% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | means of identifying/locating Spanish speaking physicians |
| 2 | Direct Online payment |
| 3 | easier way to see a baby's photo |
| 4 | Other institutions |
| 5 | mistaken Web site- - looking for regional health care advoce for patient |
| 6 | Is information mandatory reporting or voluntary |
| 7 | career opportunities |
| 8 | na |
| 9 | specifics re health inspection/food safety inspections |
| 10 | [CITY] Facility never comes up on your [STATE] Web site – [CITY] & [CITY] |
| 11 | patient access to their medical file |
| 12 | who or what organization rates hospitals and are they credible |

15) What would make the Web site easier for you to use?

| | All Web Sites | |
|---|---|---|
| | n=67 | |
| | Count | % |
| Provide a different way of searching the Web site | 5 | 7.5% |
| Provide a different way of sorting the results on the Web site | 8 | 11.9% |
| Make the information easier to understand (for example, less technical terms) | 2 | 3.0% |
| Make it easier to find the best hospital | 11 | 16.4% |
| Require fewer clicks to get information that I want | 8 | 11.9% |
| Other | 4 | 6.0% |
| Missing | 34 | 50.7% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | None |
| 2 | I liked the Web site...just not right for what I am looking for |
| 3 | List the [AREA] facility |
| 4 | I feel basically it is a good set up |

16) Please use this box to write any details about what would make this Web site more useful or easier for you to use.

| | Text Entered |
|---|---|
| 1 | Every time I have gone to your Web site, if I don't type in [HOSPITAL, CITY] it does not come up. If you want [LOCATION] people to know about your facility, (we were the first patients at your [CITY] facility because our doctor informed us, it must come up with your [STATE] facilities. Thank you! |
| 2 | perhaps if you could just have a box where we type in what we want to know, ie. tests, procedures, etc |
| 3 | I like regional information to be available via area code info. HOWEVER this is a very informative Web site. Personally, I like the first question to be- your area code and then using that the information that is presented would be customized to my area. |
| 4 | Excellent. Live in [NAME] County. Only 2 NF for rehabilitation. PCG is [NAME] would like to find out more information about quality and also doctors. |
| 5 | I want to inquire about the Spine Center |
| 6 | I found the search very 'busy' - it was hard to understand at first. Also, I was searching for 'preventative care', and the results showed something about women over 50 and testing for STDs - that was useless information for me. |
| 7 | Wanted more information on Alternative medicine |
| 8 | I was at [HOSPITAL]. The management was extremely non flexible regarding access to my wife's medical records while in the hospital. Made it impossible to be up to date and current with her medical care. |
| 9 | Have additional screens open in new tabs, rather than windows. |
| 10 | I'd like to see more choices in surgeries and conditions. |
| 11 | I would like to be able to see all the results for the care provider I am currently using rather than having to look them up in each category. |

**Health Care Professional Respondents**

4) What was the primary purpose of your visit to the Web site today? To:

| | All Web Sites | |
|---|---|---|
| | n=320 | |
| | Count | % |
| Compare my hospital's performance to other hospitals' performance | 88 | 27.5% |
| See how my hospital is performing | 54 | 16.9% |
| Get practical information about a hospital | 16 | 5.0% |
| Choose a hospital to make a patient referral | 14 | 4.4% |
| Choose a hospital for myself | 8 | 2.5% |
| Quality improvement | 8 | 2.5% |
| General interest in Web site content | 22 | 6.9% |
| Academic | 12 | 3.8% |

|  | All Web Sites |  |
| --- | --- | --- |
|  | n=320 | |
|  | Count | % |
| Other | 51 | 15.9% |
| Missing | 47 | 14.7% |

The "Other" category in the table includes the following answers from respondents:

|  | Text Entered |
| --- | --- |
| 1 | Check the newest news release |
| 2 | Compare all [STATE] hospitals' performance |
| 3 | Compare clinics |
| 4 | Evaluate how our clinics compare to others |
| 5 | FIND A DOCTOR |
| 6 | Inpt and outpt correction |
| 7 | Interested in How [HEALTH PLAN] stacks up |
| 8 | Look at a hospital's historical performance |
| 9 | Metro Scores |
| 10 | New grad RN and looking for information |
| 11 | Order prescription medication |
| 12 | Physician information |
| 13 | Read newsletter |
| 14 | Review state wide trends |
| 15 | SEEKING INFORMATION ON DATA TRACKING REGARDING BREASTFEEDING SUPPORT IN PATIENT AND OUT PATIENT |
| 16 | To see how [STATE] is handling its mandatory hospital adverse event reporting. |
| 17 | Watching the hand washing video and I thought it was very entertaining but the truth is you got the message across in a very creative way and that is great |
| 18 | access reports |
| 19 | background info re: [PROGRAM] |
| 20 | check out hospital standing |
| 21 | check physicians care record |
| 22 | clinical performance data |
| 23 | compare costs of acute care vs LTC facilities |
| 24 | compare performance for clinics |
| 25 | employment |
| 26 | employment |
| 27 | find a contact for the secure Web site |

| | Text Entered |
|---|---|
| 28 | find data for pulmonary rehabilitation |
| 29 | get additional info about [PROGRAM] |
| 30 | get historic ASC data |
| 31 | get statewide statistics on prevalence |
| 32 | health insurance |
| 33 | healthy incentives activity for my health care plan |
| 34 | info on cost |
| 35 | job search |
| 36 | look at the new report |
| 37 | looking for specific hosp data |
| 38 | medical group |
| 39 | peds population data for providers |
| 40 | pick up data |
| 41 | public health information |
| 42 | read article |
| 43 | researching UB-04 requirements |
| 44 | review new report on hospital infections |
| 45 | see how my practice is performing |
| 46 | see if I am listed--NOT |
| 47 | see performance of my primary care physician |
| 48 | see progress on challenge overall |
| 49 | seeking policy recommendations |
| 50 | to read the article |
| 51 | view Primary Care report |

6) Did you have other reasons (in addition to the primary reason above) for your visit today? To:

| | All Web Sites | |
|---|---|---|
| | n=320 | |
| | Count | % |
| See how my hospital is performing | 59 | 18.4% |
| Compare my hospital's performance to other hospitals' performance | 65 | 20.3% |
| Choose a hospital to make a patient referral | 9 | 2.8% |
| Choose a hospital for myself | 9 | 2.8% |
| Get practical information about a hospital (phone number, location) | 11 | 3.4% |
| No, I had no other reason | 119 | 37.2% |

| | All Web Sites |  |
|---|---|---|
| | n=320 |  |
| | Count | % |
| Other | 40 | 12.5% |
| Missing | 52 | 16.3% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | job search |
| 2 | research |
| 3 | get information about quality of care |
| 4 | nurse to patient ratio |
| 5 | find a neurosurgeon |
| 6 | request to take survey |
| 7 | compare 2 SNFs my mother had been in |
| 8 | listed as reference in journal article |
| 9 | Validate data against other sources |
| 10 | Learn more about your organization |
| 11 | check out Web site |
| 12 | Find out more about info offered at your Web site |
| 13 | Sometimes I am looking at medical group performance not just hospital |
| 14 | school assignment |
| 15 | Browse the report |
| 16 | see what the Web site looked like and what it offered |
| 17 | health care economic course |
| 18 | thoughtfully consider how to present this kind of information to our region |
| 19 | learn about the program and data |
| 20 | I was evaluating clinics, but all the options list hospital |
| 21 | Classroom research |
| 22 | See if data has been updated to 2010 |
| 23 | CHECK ON BREASTFEEDING RATES |
| 24 | Employment |
| 25 | compare regional practices |
| 26 | See other above. |
| 27 | FIND A DOCTOR |
| 28 | Request special data run |

| | Text Entered |
|---|---|
| 29 | Register for Mailing List |
| 30 | Review what measures are publicly reported |
| 31 | job hunting |
| 32 | looked for comparative info on primary doctors |
| 33 | See what all was on the Web site |
| 34 | data mining |
| 35 | DETERMINE IF THIS ORGANIZATION WOULD SUPPORT BREASTFEEDING INITIATIVES AS COST SAVINGS IN HEALTH CARE |
| 36 | upcoming surgery |
| 37 | Check weather site |
| 38 | Research Paper |
| 39 | retrieve data |
| 40 | Become more familiar with site to teach others |

7) What additional information would make the Web site more useful? More information about:

| | All Web Sites n=320 | |
|---|---|---|
| | Count | % |
| Quality measures that are not currently included | 78 | 24.4% |
| Quality by inpatient service (for example, intensive care unit, pediatric unit) | 63 | 19.7% |
| Costs for patients (for example, cost of a procedure, cost of a hospital stay) | 87 | 27.2% |
| Methodology used to calculate performance measures (for example, risk adjustment methods) | 78 | 24.4% |
| Detailed results for each hospital (for example, sample size or 95% confidence intervals around their performance) | 78 | 24.4% |
| Hospitals that are not currently on the Web site | 33 | 10.3% |
| Individual doctors within a hospital | 55 | 17.2% |
| Other | 36 | 11.3% |
| Missing | 110 | 34.4% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | Average Payment Information |
| 2 | data by payer category |
| 3 | Data ranges for data |
| 4 | payment info, not charges |

| | Text Entered |
|---|---|
| 5 | general epidemiology and health research questions |
| 6 | More current data; faster turnaround; help from someone experienced in coding and hospital procedures relating to coding and chargemaster use; I feel like I'm in an endless struggle to clean up my UB data; also something that may be helpful to the public would be a link to other Web sites, i.e. [WEB SITE] and an explanation as to how the [AGENCY] data releases can complement other data sources...just a thought |
| 7 | recommendations for policy |
| 8 | Cost for cash patient |
| 9 | more than one technical grouping at a time |
| 10 | individual primary care doctors |
| 11 | Ability to compare more hospitals at one time |
| 12 | more current information! Two year old data is just not acceptable in this era. |
| 13 | Accurate c-section rates |
| 14 | first time visit, very easy to navigate |
| 15 | ambulatory performance measures |
| 16 | Actual rates for SSIs |
| 17 | update information monthly |
| 18 | Methods for translating this information to a board |
| 19 | what is there is good, more specific to what dates of service or what months the actual scores posted are for! site is hard to use and to understand data, should be easier to understand the data and easier to retrieve |
| 20 | Compare hospitals side by side |
| 21 | individual advanced practitioners |
| 22 | slow |
| 23 | more current data |
| 24 | Perhaps I missed it. However, some sort of "risk adjustment" would be helpful. When a hospital has a small number of adverse events in the midst of literally thousands of procedures there needs to be some "perspective" on what those adverse events really mean. |
| 25 | n/a |
| 26 | Online version for making special data requests |
| 27 | County data only |
| 28 | Surgery Centers (Free standing like [FACILITY]) |
| 29 | staff satisfaction |
| 30 | Missing clinics & individual doctors |
| 31 | Comparison to national and state level health indicators to show if these metrics are improving health outcomes associated with increased health care costs. |
| 32 | PRIMARY & REPEAT CESAREAN RATES |
| 33 | More obvious information for professionals versus lay people |

| | Text Entered |
|---|---|
| 34 | include smaller groups |
| 35 | date of information |
| 36 | pediatric ambulatory info |

8) What would make the Web site easier for you to use?

| | All Web Sites | |
|---|---|---|
| | n=320 | |
| | Count | % |
| Provide a different way of searching the Web site | 31 | 9.7% |
| Provide a different way of sorting the results on the Web site | 44 | 13.8% |
| Make the information easier to understand (for example, less technical terms) | 22 | 6.9% |
| Make it easier to find the best hospital | 32 | 10.0% |
| Require fewer clicks to get information that I want | 52 | 16.3% |
| Other | 35 | 10.9% |
| Missing | 171 | 53.4% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | permit query tools like data cubes |
| 2 | Most recent report based on search engine listing |
| 3 | Make it easier to graph results on the site |
| 4 | need to browse before i can comment |
| 5 | Be able to review entire nation results vs just by state |
| 6 | multiple access options |
| 7 | no recommendations |
| 8 | why are efficiency ratings set up differently between facilities? |
| 9 | Nothing |
| 10 | give explanations for data |
| 11 | Updates More Current |
| 12 | comparison of like facilities in size |
| 13 | larger sample more than 5 |
| 14 | home page too busy |
| 15 | single hospital data |
| 16 | see below |

| | Text Entered |
|---|---|
| 17 | I am a little concerned about your choice "make it easier to find the best hospital." Is the best hospital one that has no adverse events, but never took the risk to care for the most ill and fragile patients? Or, the hospital that has taken on the most difficult case and has, as a result, had some "adverse" events? |
| 18 | Nothing |
| 19 | Include most current data |
| 20 | I couldn't easily see how to go straight to your reports |
| 21 | Instructions |
| 22 | Nothing |
| 23 | icons for all reports in grid on home page. |
| 24 | have hospital vs doctor tab stand out more |
| 25 | graph where you can see multiple hospitals and multiple results all on one page |
| 26 | n/a |
| 27 | I always cannot get side by side comparisons, every time I am on the site, I can't get to compare several hospitals side by side |
| 28 | compare to 3 other hospitals/facilties |
| 29 | Higher number of hospitals being compared |
| 30 | Increase run time. |
| 31 | bigger print |
| 32 | Nothing |
| 33 | Search hospital by area/county |
| 34 | It was easy |
| 35 | I found it very easy to navigate |

9) Please use this box to write any details about what would make this Web site more useful or easier for you to use.

| | Text Entered |
|---|---|
| 1 | Average patients do not understand medical terminology. Also, average patients have limited computer access or knowledge of how to navigate through various screens and drop down menus. |
| 2 | Purely informational on how the site was set up and changes since the last time I looked |
| 3 | post open heart clinical data collection for 1/1/2011 discharges |
| 4 | As a quality professional, I was interested in how to quickly see your graphical reports and thresholds |
| 5 | make it easier to get more than grouping at a time |
| 6 | very easy to use. Just didn't have the data I was looking for |
| 7 | I am doing some health care policy research, so I am not the typical user. |
| 8 | If the info on individual hospitals is on this site, I did not find it. What I found was aggregate info in the 2009 report on HAIs. |

| | Text Entered |
|---|---|
| 9 | I think the Web site is excellent! |
| 10 | No suggestions. I thought the search function was easy to use. |
| 11 | Needed most recent costs of HO-MRSA infections - was hoping to find latest data first in listing. Needed to search a little further. However, you site is easy to use and I appreciate the information provided. |
| 12 | if you do not have policy, and don't plan to have policy, then your search feature works quite well, I did not waste time looking for something that wasn't there |
| 13 | I would prefer to see hospitals rank ordered according to outcomes/quality measures per procedure - and looking a comparative data that is 2 years old does not help people make decisions today. Hospitals that were very good could have deteriorated, and hospitals that have made progress in improving quality do not get credit. |
| 14 | would like all states as an option. when will next quarter be released - thru 6/10 available on [WEB SITE] |
| 15 | The Web site contains a wealth of information which is helpful. As a health care professional I understand much of what is on the Web site. Some information my be difficult for certain socio-economic groups to understand. The Web site does an excellent job of presenting comprehensive information on managing health. |
| 16 | I am a new user and found myself going back to the main page to try to find info I wanted. |
| 17 | Would be nice if there was an option to see all measures in the measure set i.e. all the Heart Failur Measures. Clicking in and out of each measure wastes time. |
| 18 | The sorting feature is VERY useful (please keep) - although it didn't function correctly once. Take out extraneous info (like IOM aim and the word "measure"). Add an overall summary score or rating for all diabetes or heart care. |
| 19 | Include [FACILITY] |
| 20 | no PDF for the most recent report a lsit fo the procedures is ridiculous. I will go to the Web site again- I have to, but it is quite disappointing |
| 21 | Do comparison of like hospitals e.g. CAH facilities bench marked. |
| 22 | Less clicks are always better for people when looking for the information they want. |
| 23 | The printing function doesn't work well - not all pages print, missing images. Make it easy to print out in color for dissemination to staff. |
| 24 | Costs could be average for procedures done. Verbage for non-medical people viewing this sight might be considered so that they can understand what they're reading. Always better to have fewer clicks. |
| 25 | I have made my comments in the "other" boxes. |
| 26 | Allow users to download the data as an excel or csv file. Provide details of when the data was collected (for what dates of service) as well as the source: CMS, HCUP, MHA, etc. |
| 27 | You might want to include "eye" providers, both Optometry and Ophthalmology in this area, who actually do the dilated eye exams. |
| 28 | I'd like a way to make it easier for me to copy and paste our facilities' data into ppt for internal use. |
| 29 | This can be confusing and frustrating as the updates are potentially two rate years old. |

| | Text Entered |
|---|---|
| 30 | will use site because it is important to use.... explanation of the percentage listed what is it for customer service/patient experience what dates of service are posted...so hard to find. and get what you want on the screen |
| 31 | Have been taking [STATE AGENCY] data and comparing. |
| 32 | Data on charges is irrelevant for most consumers and is not a valuable basis for comparison. Information about average payments would be more realistic and give users accurate insight to financial matters. The home page is dizzying. |
| 33 | No info on hip surgery outcomes by physician |
| 34 | I know you don't get payment info, but it is more meaningful than charges even though many patients don't know that. Having risk adjustment included would also be nice, but is a big complication. anything that helps educate patients is a plus as well. |
| 35 | To be able to compare hospitals on the same screen. |
| 36 | N/A |
| 37 | I WOULD LIKE TO SEE INFORMATION RE: PRIMARY & REPEAT CESAREANS. ALSO WHETHER A HOSPITAL IS APPLYING FOR OR HAS BABY-FRIENDLY STATUS (CONFERRED BY THE WORLD HEALTH ORG.) |
| 38 | Performance based on a service line instead of specific disease measure would be very helpful. |
| 39 | Would like to see broader list of medical treatments / measures reported. |
| 40 | With many of these hospitals being so small, how does the user know whether the sample size was large enough for the data to be pertinent? Also, the below-as expected-above ratings are not very helpful. It only allows for limited comparison. |
| 41 | I think risk adjustment and payment/cost information is very important; risk is a tough concept to explain to consumers/patients, but I think it would be helpful to add something like this to help insure the comparison is apples to apples. |
| 42 | List VAP, Central line blood stream infection, foley catheter related infection |
| 43 | Data was out of date. |
| 44 | Is this site designed for professionals or patients |
| 45 | I view this Web site a lot as part of my job |
| 46 | I like the Web site and it had great information. I was looking for more of an exact number for nurse to patient ratio. I wanted to be able to compare our hospial med surg unit to other better performing hospitals to see if there was a big difference. |
| 47 | It took me a while to find out which areas were covered by the regions, but eventually I found the answer |
| 48 | Allow a full menu of facilities rather than asking us to put in hospital name. Had difficult time locating [FACILITY] |
| 49 | At the bottom of the pages listing all of the hospitals have an alpha search rather than a page number search |
| 50 | I was using [WEB SITE] and was having difficulty sorting data just by state and outcomes. I ultimately figured it out but I think most people would give up instead of spending the time to learn it. There may be a better way to sort data. |
| 51 | If the number of service cases were broken into principal diagnosis |

| | Text Entered |
|---|---|
| 52 | I did not understand who the PPO's were that were named in general terms...was that their name? I'd not heard of them |
| 53 | I understood how to use the site intuitively but others with less computer experience, ie - older adults, may have more difficulty. |
| 54 | Q1 2010 was not included in consumer assessment data, even though it is available on national site. [STATE] Web site is much easier to use than national, so I prefer going here if the data is up to date. |
| 55 | I was looking for statewide prevalence data for a procedure: craniectomy for a project I am working on. The addition of epidemiological information, prevalence rates of disease, counts and prevalence of procedures, etc would be of great interest to the commercial world and would be a trivial dataset to produce. |
| 56 | Seems like a lot of out dated information. Should be updated more often. |
| 57 | In the past, on the patient satisfaction report, you had an indicator on each rated area which showed where the top ten percent scored nationally. It would be nice to have that indicator returned so that we could tell if a [STATE] hospital was in the top ten percent nationally in any rated area. |
| 58 | Great Web site, I found it very easy to use. Thank you. |
| 59 | The c-section rates specified here are preposterously low. In the birth community, we have heard that the c-section rate at [HOSPITAL] is now over 50%, yet it's specified at 22%, below the national average. The other hospitals have even lower c-section rates. It's hard to believe these aren't grossly inaccurate. |
| 60 | wanted some additional information re staff satisfaction |
| 61 | Misleading comparisons do nothing to help the general public choose the best hospital. |
| 62 | Easy to navigate |
| 63 | Very useful as is |
| 64 | I would like to know the benchmarks that cause a Below Average or Above Average rating. |

11) Are you a:

| | All Web Sites | |
|---|---|---|
| | n=320 | |
| | Count | % |
| Physician | 34 | 10.6% |
| Nurse practitioner | 17 | 5.3% |
| Nurse | 40 | 12.5% |
| Executive | 52 | 16.3% |
| Quality manager | 52 | 16.3% |
| Administration | 20 | 6.3% |
| Other | 40 | 12.5% |
| Missing | 72 | 22.5% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | Allied health |
| 2 | Analyst |
| 3 | Analyst |
| 4 | Auditor |
| 5 | Birth doula |
| 6 | CHILDBIRTH EDUCATOR |
| 7 | CLS |
| 8 | Consultant |
| 9 | Consumer Advocate |
| 10 | Evaluator |
| 11 | IT |
| 12 | IT Analyst |
| 13 | LACTATION CONSULTANT |
| 14 | Midwife |
| 15 | Pharmacist |
| 16 | Pharmacist |
| 17 | Public Relations. |
| 18 | RHIT |
| 19 | Researcher |
| 20 | Respiratory Care Director |
| 21 | SURGICAL TECHNOLOGY STUDENT |
| 22 | Abstractor |
| 23 | Clerical |
| 24 | Consultant |
| 25 | data collections |
| 26 | denial management |
| 27 | Dietitian |
| 28 | health policy researcher |
| 29 | healthcare advocate |
| 30 | healthcare consultant |
| 31 | healthcare consultant |
| 32 | lab tech |
| 33 | paramedic volunteer |
| 34 | public health professional |

| | Text Entered |
|---|---|
| 35 | Social worker |
| 36 | Social worker |
| 37 | staff educator |
| 38 | statistical analyst |
| 39 | student @[UNIVERSITY] RN-BSN |
| 40 | volunteer, bereavement and chaplain dir |

12) What is your specialty?

| | All Web Sites | |
|---|---|---|
| | n=51 | |
| | Count | % |
| Internal medicine | 15 | 29.4% |
| Family Medicine/General Practice | 12 | 23.5% |
| Pediatrics | 2 | 3.9% |
| Surgery | 6 | 11.8% |
| Psychiatry | 0 | 0.0% |
| Obstetrics/Gynecology | 2 | 3.9% |
| Other | 13 | 25.5% |
| Missing | 1 | 2.0% |

The "Other" category in the table includes the following answers from respondents:

| | Text Entered |
|---|---|
| 1 | Acupuncture |
| 2 | CHN |
| 3 | Emergency |
| 4 | Emergency |
| 5 | Oncology |
| 6 | Oncology |
| 7 | Optometry |
| 8 | Public Health |
| 9 | anesthesia |
| 10 | dermatology |
| 11 | heme-onc |
| 12 | Other |
| 13 | podiatist |