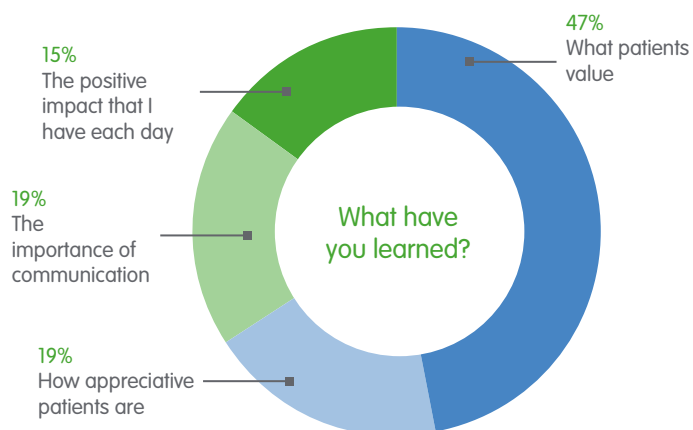
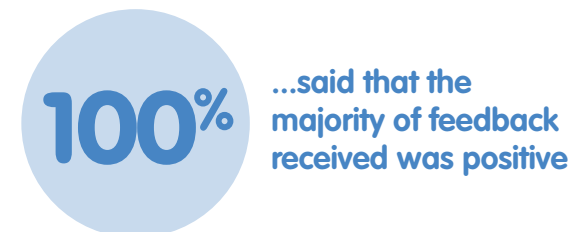
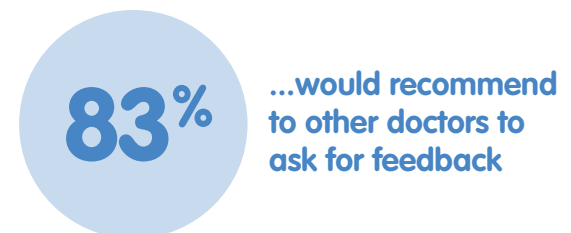
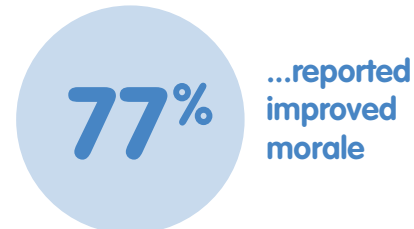
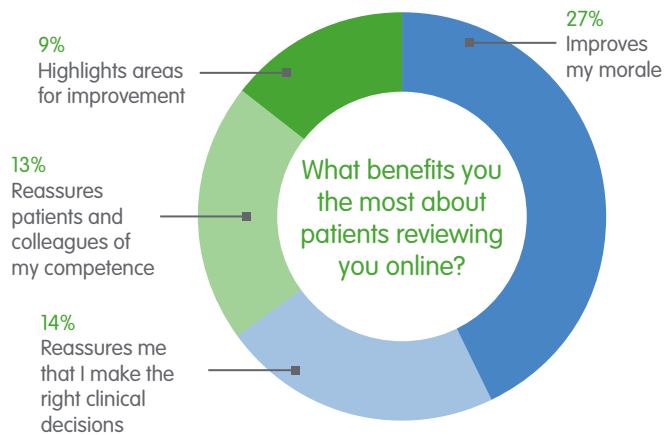


# Why do doctors want to be rated by patients?

Examining the impact of being rated and reviewed online and how it affects the attitudes, communication and behavior of doctors.

Study conducted in December 2015. An electronic survey was sent to all doctors who had received more than five patient reviews in the previous four months (n=258). Responses were gathered over a one week period. Response rate = 29%



## What were the motivations for doctors collecting feedback?



### Comments included:

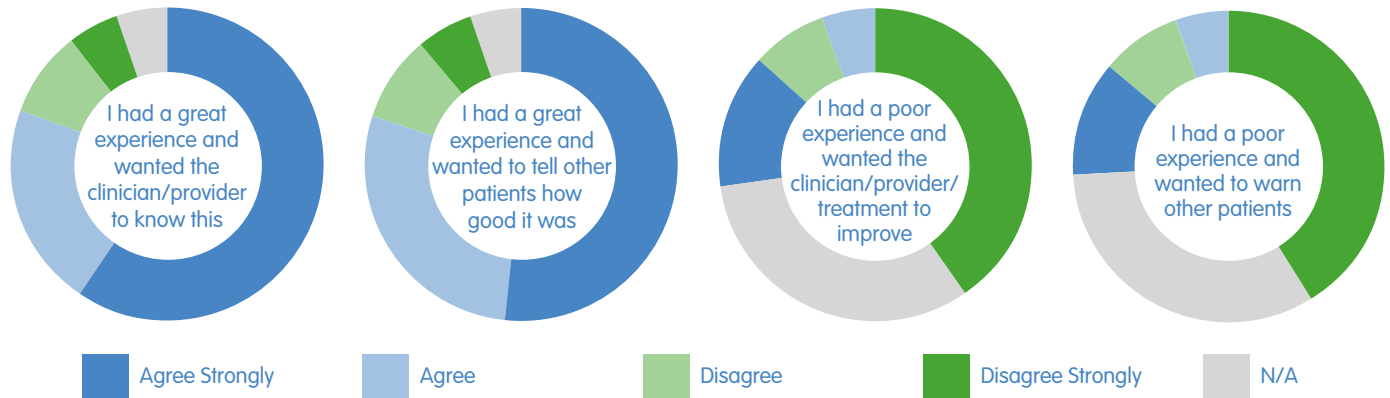
- " It takes a leap of faith to start out, but patients are generous with their praise."
- " It is a great privilege to have people write positive things about you - especially when you feel that it is often a battle to provide patients with the kind of care you deem appropriate."
- " It improves my self esteem & enables me to provide better care."

# Why do patients want to review doctors?

Examining the motivations and attitudes of patients who rate and review their healthcare online.

Study conducted between 12th to 26th September 2016. 792 respondents, all of whom had left reviews on iWGC in the previous 12 months. 82% of respondents were aged 41 or above, with 38% experiencing some form of disability, and 50% suffering from a long-term health condition.

## What motivated you to leave an online review about your healthcare?



### Comments included:

- " People need to know which hospitals provide good treatment and which not so good, so they can make a choice."
- " There was room for improvements in some areas and I wanted the provider to know what concerned me as a patient."
- " Its important to provide feedback to help improve, develop, enhance and celebrate good service."

## Why are online reviews important?

