

FACT SHEET: HEALTHGRADES PROVIDER SEARCH

For the first time, consumers can search for a physician on the basis of the most important objective measures: physician experience, hospital quality and patient satisfaction

There is significant variation in health outcomes between hospitals within the same community, potentially rendering the choice of a hospital and physician a matter of life and death. Moreover, there are significant differences in the frequency with which physicians diagnose and treat specific conditions and perform certain procedures.

Until now, consumers and referring physicians traditionally haven't had access to information that would enable them to find the right doctor for their individual needs. Most people have had to find physicians by asking friends or family members for recommendations, or by blindly picking a physician from an insurance company list. But consumers and physicians recognize the importance of finding the right doctor and the right hospital:

- About two-thirds of physicians said they did not have all the information they need to make optimal referral decisions, according to a study of physicians conducted by Stax for Healthgrades.
- Physicians identified the 3 most important considerations for them when selecting a doctor:
 - Experience in a specific condition/procedure (85 percent)
 - Hospital quality (57 percent)
 - Patient satisfaction (56 percent)
- 90 percent of consumers said they would be able to make better choices when selecting a doctor if they knew more about physicians in their plan, according to a Harris Interactive study of consumers.
- When consumers can select a physician with access to these same 3 objective measures: [i] experience with specific conditions and procedures, [ii] hospital quality, and [iii] patient satisfaction, consumers are twice as likely to select the physician according to a study of consumers conducted by Stax for Healthgrades.

With these insights and a clear understanding of the consumer problem, Healthgrades has built a new search experience that enables providers and consumers to make more informed decisions, using these objective measures. In October 2014, Healthgrades will be the first organization to launch the functionality that integrates the same three factors that physicians themselves agree are most important to know when selecting a health care provider: 1) **Experience** -- do they diagnose or treat a condition or perform a procedure; 2) **Hospital quality** – safety, experience, outcomes and overall clinical excellence of the

hospitals where they practice, and 3) **Patient satisfaction** -- represented by the patient reported likelihood to recommend to friends and family.

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PATIENT SATISFACTION



12
responses

EXPERIENCE MATCH ▼



HOSPITAL QUALITY

Treatment Excellence

Specialty Excellence

Hospital Wide Awards

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1. Experience Match, relative to the consumer's specific needs

Healthgrades makes it clear how closely providers match the consumer's specific search criteria by displaying an Experience Match value. The experience match is only presented on a condition, procedure or specialty search. The Experience Match is an aggregated rate that incorporates up to nine components of experience matching, relative to the search performed:

- **Conditions Treated:** Evidence the provider treats a condition that matches the consumer's search (based upon medical claims data or directly sourced from the provider or their representative)
- **Procedures Performed:** Evidence the provider performs a procedure that matches the consumer's search (based upon medical claims data or directly sourced from the provider or their representative)
- **Patient Volume of Conditions Diagnosed or Treated and/or Procedures Performed:** Total volume of patients this provider has diagnosed, treated or performed procedures on over the past 12 months for this specific condition or procedure (based upon medical claims data)
- **Total Patient Volume:** Total volume of patients this provider has seen over the past 12 months (overall – not specific to condition or procedure)
- **Board Certification:** Whether the physician has a certification from a board received by Healthgrades
- **Specialization:** What specialty/specialties this provider practices, relative to the search performed
- **Board Actions:** Validation that this provider is free of board actions
- **Sanctions:** Validation that this provider is free of sanctions
- **Malpractice:** Validation that this provider is free of malpractice claims (not available in all states)
- **Education, Degree obtained:** MD, DO, etc.

2. Hospital Quality, relative to the consumer's specific needs

Healthgrades displays the actual results patients experienced during their hospital stay in terms of mortality, complications and other quality measures. When searching for the right doctor, consumers can easily see whether a physician's

affiliated hospitals demonstrate excellence for 36 of the most common diseases, conditions and procedures as well as the hospital-wide Healthgrades quality distinctions achieved by these facilities. Users can then examine which of the physician's affiliated hospitals have earned five-star ratings where there are statistically significantly better patient outcomes.

Healthgrades objectively measures hospital quality based on the number of patients who experienced complications or died as a result of their procedure or treatment. Healthgrades designates hospitals with five stars (better than expected), three stars (as expected), or one star (worse than expected) based on their performance in specific conditions and procedures.

3. Overall Patient Satisfaction

Healthgrades has collected nearly 5 million patient satisfaction surveys using nine questions to help prospective patients understand everything from whether current patients would recommend this doctor, how well they explain medical conditions, to how much time they spend with the patient and the ease of scheduling appointments.

In the new Healthgrades search path, Patient Satisfaction information is clearly displayed with the context of the total number of surveys collected on a given physician, the star rating (1-5) for likelihood to recommend to family and friends, and whether that rating is above or below the national average. A simple click on a provider's Patient Satisfaction section will allow consumers to explore the ratings given for each of the nine questions.

Search, Filtering and Sorting Capabilities

Consumers can search for providers by:

- Provider name
- Conditions treated
- Procedures performed
- 1,100 practicing specialties
- 600 diseases, conditions and procedures (representing more than 90 percent of all inpatient hospital admissions)
- An additional 800 disease, conditions and procedures to be added in November

Once a consumer performs an initial search, they can further refine, filter and sort their results based on:

- Overall best match (default)
- Patient satisfaction
- Experience match
- Hospital quality
- Practicing specialty
- Insurance accepted
- Provider qualifications
- Distance
- Gender

Data Sources

Healthgrades new search experience is powered by content sourced directly from providers and publicly and commercially available data.