




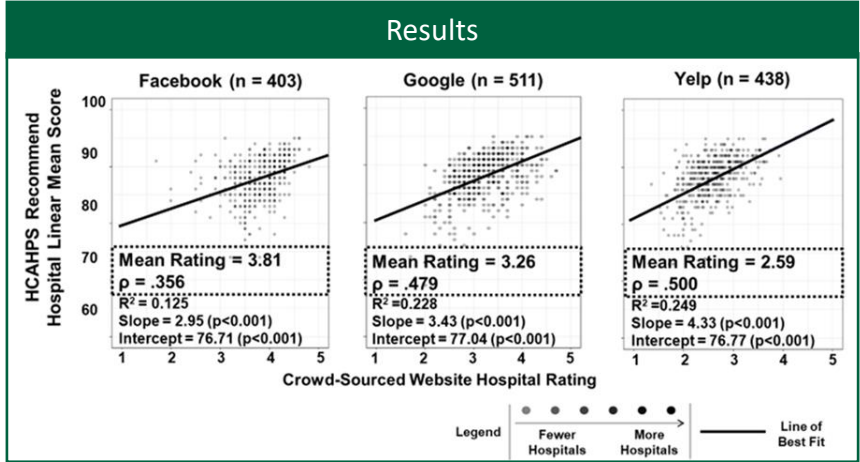
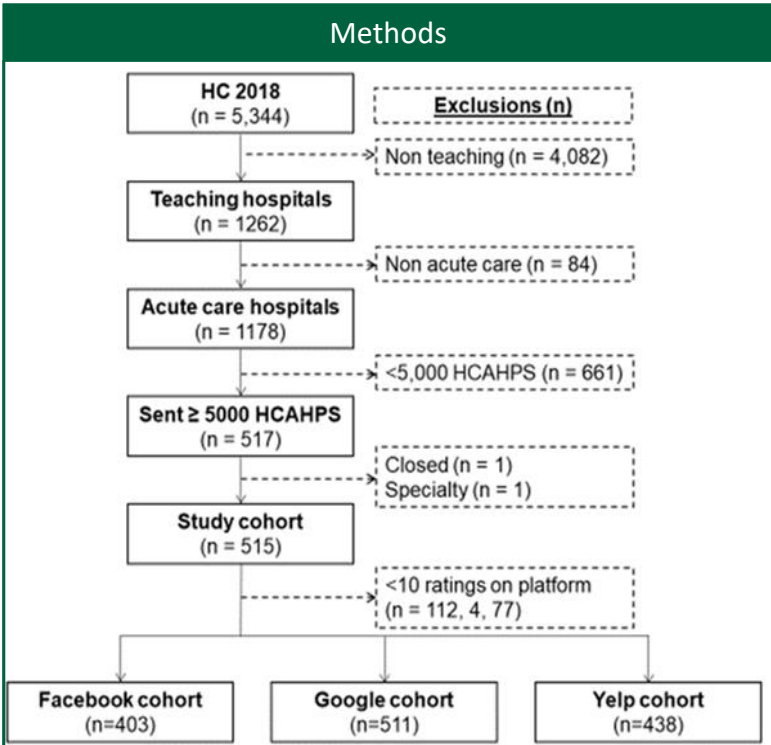


Introduction

-  Location
-  Cost
-  Word of mouth
-  Crowd-sourced ratings
-  Authoritative sources

Crowd-sourced ratings:
Unstructured, unprompted ratings on social media sites

Authoritative sources:
Structured, validated measures like HCAHPS scores (satisfaction) and AHRQ PSIs (safety)



PSI (rate)	HCAHPS	Yelp	Google	Facebook
Iatrogenic Pneumothorax	0.03 (0.48)	0.06 (0.16)	-0.06 (0.17)	0.07 (0.14)
Peri-op Hemorrhage	0.07 (0.11)	0.01 (0.85)	-0.04 (0.29)	0.02 (0.55)
Post-op AKI	0.01 (0.80)	0.04 (.35)	-0.05 (0.25)	-0.02 (0.59)
Post-op Resp. Failure	-0.27 (<.01)	-0.17 (<.01)	-0.10 (0.03)	-0.23 (<.01)
Peri-op PE or DVT	-0.19 (<.01)	-0.08 (0.08)	-0.12 (<.01)	0.04 (0.37)
Post-op sepsis	-0.15 (<.01)	-0.13 (<.01)	-0.06 (0.17)	-0.05 (0.29)
Post-op Wound Dehiscence	-0.01 (0.80)	-0.03 (0.47)	-0.04 (0.03)	0.04 (0.39)
Accidental puncture	0.03 (0.46)	0.05 (0.22)	-0.06 (0.14)	0.05 (0.30)
Deaths in surg inpatients	-0.10 (0.03)	-0.17 (<.01)	0.01 (0.98)	-0.04 (0.43)
Composite	-0.24 (<.01)	-0.16 (<.01)	-0.13 (<.01)	-0.06 (.19)

- ### Conclusion
1. Platforms with **lower mean ratings** were more strongly correlated with a validated measure of patient satisfaction
 2. The **differences between platforms** were larger than the differences between hospitals on a given platform
 3. There was a **weak negative correlation** between some surgical complication rates and online patient ratings

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