

<a>Social Media Use and its Impact on Physician Review Website Ratings in Hip and Knee Orthopedics

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INTRODUCTION: Growing social media (SM) use and an increased focus on consumer-driven healthcare has led to a larger number of patients rating surgeons on physician review websites (PRW). This study aims to quantify surgeon's professional SM presence, and to evaluate its relationship to PRW ratings. We hypothesize that surgeons with SM presence have higher PRW ratings than surgeons without SM presence.

METHODS: This is a cross-sectional study of the American Association of Hip and Knee Surgeons members as of June 15th, 2021. SM (Facebook, Twitter, Instagram or YouTube) presence and PRW (Google(G), Healthgrades(HG) and Vitals(V)) ratings were collected. PRW overall score, number of ratings and number of comments among surgeons with and without SM presence were compared with student t-tests. Percentages of surgeons with PRW overall score of ≥ 4.0 vs. < 4.0 were compared with chi-square tests, Odds Ratio (95% Confidence Interval) were reported.

RESULTS: Of the 2455 surgeons in this study, 550 (22%) had at least one professional SM account. When compared to surgeons without SM presence, surgeons with SM presence had significantly higher G, HG and V overall scores (G:4.1 vs. 3.7; HG:4.3 vs. 4.1; V:4.0 vs. 3.8; $p < 0.01$), significantly higher number of ratings (G:36.9 vs. 26.5; HG:56.8 vs. 38.3; V:45.6 vs. 30.9; $p < 0.01$) and significantly higher number of comments (G:24.4 vs. 16.4; HG:35.2 vs. 22.0; V:21.5 vs. 12.3; $p < 0.01$). Surgeons with SM presence were 1.8 (1.4-2.3; $p < 0.01$), 1.5 (1.2-1.9; $p < 0.01$) and 1.5 (1.2-1.9; $p < 0.01$) times more likely to have a G, HG and V score of ≥ 4.0 , respectively, than surgeons without SM presence.

DISCUSSION AND CONCLUSION: While less than a quarter of the 2455 surgeons in this study have a professional SM presence, their SM presence is significantly associated with higher PRW overall scores, number of ratings and number of comments. These findings suggest that a professional SM presence may increase surgeon PRW ratings.