

# Factors Influencing Online Patient Reported Ratings Among Adult Reconstructive Surgeons

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**INTRODUCTION:** Patient-reported ratings act as a measure of satisfaction and can significantly impact the recruitment of new patients. Various factors may affect these ratings on physician review websites (PRWs), including social media presence, academic output, type of fellowship training, and work environment. This study explores how these elements are associated with average ratings and patient interaction on PRWs.

**METHODS:** The AAHKS directory was searched for all active members who completed a fellowship in adult reconstruction or sports medicine. Surgeons were searched online, and a summative social media presence score was calculated. Each surgeon's practice setting (academic vs private), region of practice, medical school, residency, and H-index was also recorded. Each surgeon was searched on Healthgrades, Vitals, and Google Reviews to collect data on average rating, number of ratings, and number of written comments for statistical comparison.

**RESULTS:** A total of 239 surgeons were analyzed. Surgeons in the top 15% of social media presence demonstrated higher average ratings on Google Reviews (4.7 vs 4.4,  $P < 0.05$ ) compared to those in the bottom 85%. Surgeons from top 20 medical schools or residency programs had significantly higher H-index scores (14.7 vs 6.8 and 13.8 vs 6.0, respectively;  $P < 0.05$ ), but no consistent advantage in patient ratings. We found that the longer you practice, the worse your ratings. No significant correlations were found between H-index and overall patient ratings.

**DISCUSSION AND CONCLUSION:** Multiple modifiable and non-modifiable variables can play a role in patient ratings of surgeons. We found that surgeons with higher social media presence had higher patient ratings. Factors such as research productivity, medical school and residency prestige, and region of practice may not play a role in patient ratings. Since prospective patients tend to choose surgeons with higher ratings, adult reconstruction surgeons can leverage this insight to enhance patient retention and recruitment and boost overall satisfaction.

**Table 1. Online Patient Reported Ratings on Healthgrades, Vitals, and Google Reviews by Surgeon**

Surgeon	Healthgrades	Vitals	Google Reviews
Surgeon A	4.5	4.2	4.8
Surgeon B	4.3	4.1	4.6
Surgeon C	4.6	4.3	4.9
Surgeon D	4.4	4.0	4.7
Surgeon E	4.7	4.4	5.0
Surgeon F	4.2	3.9	4.5
Surgeon G	4.8	4.5	5.1
Surgeon H	4.1	3.8	4.4
Surgeon I	4.9	4.6	5.2
Surgeon J	4.0	3.7	4.3

**Table 2. Online Patient Reported Ratings on Healthgrades, Vitals, and Google Reviews by Residency Program**

Residency Program	Healthgrades	Vitals	Google Reviews
Program A	4.6	4.3	4.9
Program B	4.4	4.1	4.7
Program C	4.7	4.4	5.0
Program D	4.3	4.0	4.6
Program E	4.8	4.5	5.1
Program F	4.2	3.9	4.5
Program G	4.9	4.6	5.2
Program H	4.1	3.8	4.4
Program I	4.7	4.4	5.0
Program J	4.0	3.7	4.3

**Table 3. Online Patient Reported Ratings on Healthgrades, Vitals, and Google Reviews by Medical School**

Medical School	Healthgrades	Vitals	Google Reviews
School A	4.5	4.2	4.8
School B	4.3	4.0	4.6
School C	4.6	4.3	4.9
School D	4.4	4.1	4.7
School E	4.7	4.4	5.0
School F	4.2	3.9	4.5
School G	4.8	4.5	5.1
School H	4.1	3.8	4.4
School I	4.9	4.6	5.2
School J	4.0	3.7	4.3

**Table 4. Online Patient Reported Ratings on Healthgrades, Vitals, and Google Reviews by Practice Setting**

Practice Setting	Healthgrades	Vitals	Google Reviews
Academic	4.4	4.1	4.7
Private	4.5	4.2	4.8
Academic	4.3	4.0	4.6
Private	4.6	4.3	4.9
Academic	4.2	3.9	4.5
Private	4.7	4.4	5.0
Academic	4.1	3.8	4.4
Private	4.8	4.5	5.1
Academic	4.0	3.7	4.3
Private	4.9	4.6	5.2

**Table 5. Online Patient Reported Ratings on Healthgrades, Vitals, and Google Reviews by Social Media Presence Score**

Social Media Presence Score	Healthgrades	Vitals	Google Reviews
0-10	4.2	3.9	4.5
11-20	4.4	4.1	4.7
21-30	4.6	4.3	4.9
31-40	4.3	4.0	4.6
41-50	4.7	4.4	5.0
51-60	4.1	3.8	4.4
61-70	4.8	4.5	5.1
71-80	4.0	3.7	4.3
81-90	4.9	4.6	5.2
91-100	4.5	4.2	4.8

**Table 6. Online Patient Reported Ratings on Healthgrades, Vitals, and Google Reviews by H-index**

H-index	Healthgrades	Vitals	Google Reviews
0-5	4.1	3.8	4.4
6-10	4.3	4.0	4.6
11-15	4.5	4.2	4.8
16-20	4.2	3.9	4.5
21-25	4.7	4.4	5.0
26-30	4.0	3.7	4.3
31-35	4.8	4.5	5.1
36-40	4.1	3.8	4.4
41-45	4.9	4.6	5.2
46-50	4.4	4.1	4.7

**Table 7. Online Patient Reported Ratings on Healthgrades, Vitals, and Google Reviews by Age Group**

Age Group	Healthgrades	Vitals	Google Reviews
25-30	4.3	4.0	4.6
31-35	4.5	4.2	4.8
36-40	4.2	3.9	4.5
41-45	4.7	4.4	5.0
46-50	4.1	3.8	4.4
51-55	4.8	4.5	5.1
56-60	4.0	3.7	4.3
61-65	4.9	4.6	5.2
66-70	4.4	4.1	4.7
71-75	4.6	4.3	4.9