

## QUESTIONS AND ANSWERS

*"This may be cliché, but [DrScore is] 'just what the doctor ordered!' Very informative and this will be an excellent tool for me and my staff."*

*– Nigel A. Spier, MD, FACOG*

*You want your patients to experience great medical care. Wouldn't it be great to know what they think about your medical practice? Imagine having quantitative feedback from your patients so you could confirm your impressions and find out what you may be missing. Imagine having data that you could post in your staff common area so you could give your office staff the incentives to improve patients' experiences in your office.*

*You can get these data easily. The DrScore online patient satisfaction survey lets you get detailed patient feedback with no hassles. You can survey all your patients, year round, for one low price. Sign up now and get a year's subscription — 4 quarterly reports — for just \$99 (that's \$100 off the retail price).*

*Let your patients know how much you care about the service you provide them and how much you respect their opinion. Ask them for feedback—to let you know what our office does well and what it can do better.*

*Visit us at [www.DrScore.com](http://www.DrScore.com) to learn more about our patient satisfaction service. You can sign up to receive your report online at [www.DrScore.com/physicianservices](http://www.DrScore.com/physicianservices). We'll send you handout cards and a sign for your office. This small investment in your practice can pay big dividends in helping you motivate employees, identify potential weaknesses, reduce the number of disaffected patients, and improve overall patient satisfaction.*

*DrScore.com is a better way to get patient feedback. Let us help you learn more about your practice.*



*Steven R. Feldman, M.D., Ph.D.  
President*

 **DrScore**

### *Why should I survey patients' satisfaction?*

Medical care is ultimately about helping people and also a service industry. The best medical practices, like other great companies, are committed to service excellence. Successful companies know that the best way to promote excellence is through acting on feedback from customers. By conducting patient satisfaction surveys, you give your patients the clear message that you care about the service you offer them and you value their opinions. Getting feedback from patients lets you identify and correct issues before they become acute problems. DrScore gives you an easy, effective way to document and understand the quality of the care you provide.

### *How does DrScore compare to other patient satisfaction surveys?*

Conducting patient satisfaction surveys in the office can be a major hassle for your staff, interfering with their normal flow of activity. Surveys conducted in the office can't assure patients their anonymity. Paper-based surveys are also costly, and require time and effort to input data. Some survey services contact patients by mail or phone; these are even more costly.

The DrScore survey removes all the hassles of surveying patients in your office. It assures patients their anonymity. By using an adaptive survey design, the DrScore survey collects detailed patient satisfaction information, while minimizing survey burden. DrScore also lets you compare your practice to other medical practices. Finally, the DrScore survey is one of the least costly ways of doing patient satisfaction surveys, allowing you to survey as many patients as you want for far less than other survey services.

### *How do I tell patients about the survey?*

DrScore will provide you handout cards that you or your office staff can give to patients. These cards say, "We care about you and the medical care we provide you. Please take a minute to help us improve our service by completing an anonymous online patient satisfaction survey at [www.DrScore.com](http://www.DrScore.com)." We will also provide you a sign with this message to place at the check out window or other locations in your office.

### *What does the DrScore survey include?*

The best way to know what's in the DrScore survey is for you to visit and complete a survey on your own doctor. You'll see how quick, easy and comprehensive our survey is. It includes a base question about overall patient satisfaction, then an open comment field for patients to say whatever they want, good or bad, about the practice. It then includes standard patient satisfaction items so that you can get data to compare to other benchmarks. It also includes a final section that asks patients if there are any areas for improvements. If the patient identifies any specific area, more detailed questions are asked about that area. These additional questions are based on years of patient satisfaction survey experience that have identified common areas in which medical practices can improve.

*How do I get the reports and what does the DrScore patient satisfaction report include?*

DrScore patient satisfaction survey reports are generally sent electronically to the practice quarterly. The reports include mean scores for the physician, the office practice and the staff, each with comparison to benchmark data on US physicians and physicians in your specialty. Histograms and summary data show the distribution of scores for each of the major areas queried by the survey. Patients' open comments are listed. Most importantly, the DrScore Report describes in detail potential problem areas pointed out by patients.

*How do I use the information?*

Nearly all doctors will find the DrScore Reports a great way to motivate themselves and their patients. Doctors in the U.S. do a terrific job, and that is well recognized by most patients. Posting the DrScore reports in the staff's common area allows the doctor and staff the opportunity to see on a regular basis the exceptional work they are doing. Moreover, by having this quantitative data, the practice can set goals for even higher levels of excellence and reward their staff when these levels are achieved. Some doctors may want to have the information on hand when negotiating payment rates with insurers.

*Why does DrScore make the overall scores public?*

Making physicians' overall scores public is an important feature of the DrScore survey. By giving patients access to these scores, patients realize the importance of completing the surveys. Being able to see and compare scores gives patients a strong incentive to visit the site and participate in the survey service. All too often, the only time the press covers doctors is when some rare error in judgment was made. Making doctors scores public will show what a good job doctors are doing for their patients, day in and day out.

*What happens with the open comments that patients enter into the survey?*

It is essential to give patients the opportunity to make any comments they want. We've reviewed hundred of comments that have come in, and typically they are glowing endorsements of doctors. Often they point to specific issues of importance, both positive and negative. Occasionally, they are negative, but these comments are also helpful. DrScore DOES NOT make any of the open comments public, but does provide the comments verbatim to doctors who register for the DrScore patient satisfaction reporting service as part of the DrScore Report.

*What about disgruntled patients who try to make a doctor look bad?*

By giving disgruntled patients an opportunity to give doctors feedback, DrScore provides these patients a constructive outlet for criticism. DrScore also helps practices identify and correct areas that might frustrate patients to begin with. By doing patient satisfaction surveys and attending to the results, DrScore expects patient, staff and physician satisfaction to increase and malpractice risks to decrease. Still, there will always be some patients who will be dissatisfied, no matter how good the practice is. DrScore discourages people from putting in multiple scores. DrScore feels that patient anonymity is a critical feature, so completely eliminating the possibility of a patient putting in multiple scores is not possible. Nevertheless, our database has numerous safeguards built in, and our staff regularly scans ratings to check for anomalies and possible multi-ratings.

*Are there advertisements on the DrScore website?*

DrScore is committed to improving patients' health and well being. When a patient visits the site to find or rate a doctor, DrScore provides links to patient advocacy groups, physician specialty organizations and the National Library of Medicine website. These links are targeted to each visitor to the site, based on the specialty of the physician they are seeking or rating. DrScore does not charge patient advocacy groups or physician specialty organizations to provide this information. In addition, all information placed on the site is carefully screened to assure it is beneficial for patients.

*What if my practice information on your Web site is not up to date. Can I correct it?*

Yes. You can provide up to date information when you sign up for the DrScore service. Even if you aren't signing up for the service, we'd like to have updated information for you on the site. Simply send the correct information via email to our staff at [physicianservices@DrScore.com](mailto:physicianservices@DrScore.com).

*What does the DrScore service cost?*

The retail price of a one-year subscription to the DrScore service is \$199, with discounts available to new subscribers. You can survey as many patients as you like (hopefully all your patients) for this one low flat fee, with no additional per-patient or per survey charges.