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FOR IMMEDIATE RELEASE

**Rate Your Doctor at DrScore.com for Doctor's Day**  
*Patient Feedback is a Gift that Helps Doctors Improve Health Care*

WINSTON-SALEM, N.C. (March 17, 2009) – In honor of Doctor's Day on March 30, [DrScore.com](http://DrScore.com) is encouraging all patients to give the gift of feedback by rating their doctors online. "The best gift patients can give their doctors and the entire health care system in general is honest, constructive feedback," says Steve Feldman, M.D., DrScore's founder and a practicing dermatologist. "If we truly want to improve the delivery of health care we need to promote access to information for both patients and doctors."

Obtaining patient feedback and utilizing it to make efficient changes in the practice of medicine will help reduce costs across all facets of the health care system. "What we see here at DrScore.com is that the vast majority of patients provide valuable feedback to their health care providers," said Dr. Feldman. "If a health care provider is hesitant to ask patients to rate them online because he or she is concerned that an isolated criticism will skew the score, we say that the best solution is to solicit the input of ALL patients to show the public a more representative score."

Barton Bishop, DPT, chief clinical officer of Sport and Spine Rehab in Washington, D.C., utilizes data from DrScore.com to improve its eight chiropractic and physical therapy practices. "Our mantra is that it's all about the patient experience," said Dr. Bishop. "Analyzing patient satisfaction improves patient outcomes. Patients are simply more responsive to care, and they are more likely to come in for treatment."

As a patient satisfaction expert, Dr. Feldman studies the importance of patient feedback to overall health care. "The nation is again focusing on reducing costs in the health care system, and one key aspect that often gets overlooked is patient satisfaction and how that impacts overall health care costs," said Dr. Feldman. "Satisfied patients are more likely to go see their doctors at their office before they get sicker and have to be treated in a more expensive setting, such as the emergency room or hospital."

With more than 70,000 patient ratings, DrScore.com is supported by physicians who subscribe to the service in return for receiving detailed quarterly patient ratings reports on everything from accessibility of parking to the doctor's quality of care. Plus, patients benefit from the site's free access to information; anyone visiting

[www.DrScore.com](http://www.DrScore.com) can view a doctor's overall rating (on a scale of 1-10) as well as his or her overall scores in four main categories — Exams, Timeliness, Treatment and Staff. The site has safeguards in place to prevent individuals from manipulating the data, which helps ensure that the results provided to the doctors are representative and accurate.

“Doctor’s Day on March 30<sup>th</sup> is the perfect time to encourage all patients to visit <http://www.drscore.com> and complete a brief, five-minute survey about their health care provider,” said Dr. Feldman. “Rating your doctor costs you absolutely nothing, but it is invaluable for the physician and it can also improve your health.”

“We have always believed in the importance of receiving and acting on feedback from our patients,” agreed Dr. Bishop. “Having an external company collecting the data provides a more confidential environment for our patients, and we feel that the feedback is more honest and candid. But it is the analysis of the surveys that is vital. It really helps us pinpoint specific areas where we need to better improve the overall patient experience.”

The DrScore.com site experiences tremendous support for health care providers, according to Dr. Feldman. “The median rating for a doctor with 20 or more ratings through DrScore.com is an impressive 9.3.”

Craig Robbins, M.D., with Pediatric Orthopaedic Specialists of Mississippi in Jackson, has an average score of 9.8 on DrScore.com. “Patient surveys provide real-time, pertinent, and specific feedback about my personal performance as a physician,” he said. “Physicians who are able to monitor on an individual basis, such as with Dr.Score.com, receive timely appraisals of their practice and communication style. My associate and I have found the quarterly feedback reports very helpful to see what kind of care we are providing to our patients.”

This feedback from patients helps health care providers achieve what they want most: to give great medical care. “A physician rating Web site such as DrScore.com is an excellent tool for doctors and patients to collaborate on the path to good health,” explained Dr. Feldman. “As doctors, the feedback we receive from our patients is critical to our success and the success of the health care system overall.”

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### ***About DrScore.com***

*Founded by Steve Feldman, M.D., DrScore.com is an interactive online survey site where patients can rate their physicians, as well as find a physician based on their service level preference.*

*DrScore’s mission is to improve medical care by giving patients a forum for rating their*

*physicians, and by giving doctors an affordable, objective, non-intrusive means of documenting the quality of care that they provide. For more information, visit [www.drscore.com](http://www.drscore.com).*