

List of Tables

Table 1 Steps of the Physician Choice Experiment.....	2
Table 2 ARMS of the Physician Choice Experiment.....	3

List of Figures

Figure 1 Tutorial Page 1.....	5
Figure 2 Tutorial Page 2.....	6
Figure 3 Tutorial Page 3.....	7
Figure 4 Tutorial Page 4.....	8
Figure 5 Start Page of the Web Site.....	9
Figure 6 Data Selection Screen ARM #4.....	10
Figure 7 Performance Overview Screen.....	11
Figure 8 Performance Overview ARM #2.....	12
Figure 9 Service Quality Tab.....	13
Figure 10 Treatment Quality Tab.....	14
Figure 11 Patient Reviews Tab.....	15
Figure 12 Physician Choice Confirmation.....	16

Appendix A: Data Selection Screens for all Six ARMS of the Experiment	18
---	----

Physician Choice Experiment(s)

Introduction

The Physician Choice Experiment consists of a series of steps in which respondents are transferred from the Knowledge Networks Web site to the SelectMD Web site and then back to Knowledge Networks. Table 1 summarizes the steps of the experiment.

Table 1 Steps of the Physician Choice Experiment

Step 1	Respondent views the Knowledge Networks introduction to the experiment											
↓												
Step 2	Respondent completes the pre-test questionnaire on Knowledge Networks' Web site											
↓												
Step 3	Respondent is transferred to SelectMD Tutorial and views the 4-page tutorial											
↓												
Step 4	Respondent uses SelectMD Web site to “select” a physician											
	Start screen displayed; then respondent is assigned/sent to one of six ARMS											
	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">ARM 1</td> <td style="width: 15%; text-align: center;">ARM 2</td> <td style="width: 15%; text-align: center;">ARM 3</td> <td style="width: 15%; text-align: center;">ARM 4</td> <td style="width: 15%; text-align: center;">ARM 5</td> <td style="width: 15%; text-align: center;">ARM 6</td> </tr> <tr> <td style="text-align: center;">Control</td> <td colspan="5" style="text-align: center;">Experimental</td> </tr> </table>	ARM 1	ARM 2	ARM 3	ARM 4	ARM 5	ARM 6	Control	Experimental			
ARM 1	ARM 2	ARM 3	ARM 4	ARM 5	ARM 6							
Control	Experimental											
↓												
Step 5	Respondent is transferred back to the Knowledge Networks Web site											
↓												
Step 6	Respondent completes the post-test questionnaire on the Knowledge Networks Web site											
↓												
Step 7	Respondent views conclusion and thank you on the Knowledge Networks											

	Web site
--	----------

The Physician Choice Experiment consists of six ARMS: one of which is a control ARM and five of which are experimental ARMS. (See Table 2.) The ARMS differ based on the types of information displayed to the respondents and on the number of physicians listed on the SelectMD Web site.

As many as four types of information will be shown depending upon the ARM involved. The information types are as follows:

- Performance Overview: Summary of the information available in the ARM. (Shown to all, but with varying content.)
- Service Quality: Survey data using CAHPS items and fabricated CAHPS data.
- Treatment Quality: Fabricated HEDIS-like data.
- Patient Reviews: Mimics volunteered patient comments about doctors.

ARMS numbered 1-4 present different sets of information to respondents. ARM 5 presents the same information as ARM 3 but offers a larger choice set – the number of doctors listed doubles from 12 (ARM 3) to 24 (ARM 5). ARM 6 presents the same information as ARM 4, but offers the same larger choice set of 24 physicians.

The ARMS are described in detail in Table 2.

Table 2 ARMS of the Physician Choice Experiment

ARM Numbers	Tabs				Choice Set Size (Number of Physicians)
	Performance Overview	Service Quality (CAHPS scores)	Treatment Quality (HEDIS scores)	Patient Reviews (Volunteered comments)	
Control					
1	✓	✓			12
Experimental					
2	✓	✓	✓		12
3	✓	✓		✓	12
4	✓	✓	✓	✓	12
Experimental, Larger Choice Set					
5	✓	✓		✓	24
6	✓	✓	✓	✓	24

About This Document

This document shows example screenshots for one of the ARMS of the experiment. The selected example is ARM #4 because it presents the largest amount of data. (ARM 4 is highlighted in Table 2.) All of the screenshots come from Steps 3 and 4 of the experiment.

To see the SelectMD Web site, please go to: <http://www.selectmd.org/site/intro/>.

User name: wowza
Password: cahps15

The experiment opens with an introduction from Knowledge Networks followed by a Pre-test Questionnaire. Upon completion of the Pre-test Questionnaire, respondents are provided with an introduction to the SelectMD tutorial pages and transferred to the SelectMD Web site. The respondents view the tutorial pages and then enter the main SelectMD site.

Tutorial Page 1

(Phase 3)

Figure 1 is the first tutorial screen respondents will see. It is intended to explain what they will find on the SelectMD Web site and to familiarize them with the labels the site will use. When respondents are finished with this page, they will click “Continue” at the lower right hand side of the page.

Figure 1 Tutorial Page 1

SelectMD
from The Better Health Coalition

What You'll See on the SelectMD website

Service Quality (How patients rate their experience):
This information comes from a scientific poll of each doctor's patients. Many of the doctor's patients were asked the same set of questions about the care they received. The scores summarize their responses.

Treatment Quality (Whether the doctor provides effective care):
This information comes from the doctors' records of the care they've provided to patients. These scores reflect how often the doctor provided services that are important to patients with certain common medical problems. Nearly every doctor has some patients with these sorts of medical problems.

Patient Reviews (What some patients say about the doctor):
These comments are volunteered by some patients who have taken the time to provide feedback about the doctor. Patients may comment on whatever they think is important.

Continue to Next Page 

Tutorial Page 2 (Phase 3)

Figure 2 is the second screen of the tutorial. It is intended to introduce respondents to the various things they can do while they are on the SelectMD Web site. When respondents are finished with this page, they will click “Continue” at the lower right hand side of the page.

Figure 2 Tutorial Page 2

SelectMD
from The Better Health Coalition

What You Can Do on the SelectMD website

Review and compare summary scores for each doctor
(Using the Performance Overview tab)
These scores show you how well the doctor did overall. The summary score combines information about several aspects of care into a single rating.

Review and compare detailed scores
(Using the Service Quality & Treatment Quality tabs)
These scores show you how well the doctor did on each aspect of care that went into the summary score. To see scores in specific areas:

- Click on the tabs at the top of the page (for all doctors):
- Click on the [View details](#) button (for one doctor).

Read the comments from patients about each doctor
(Using the Patient Reviews tab)

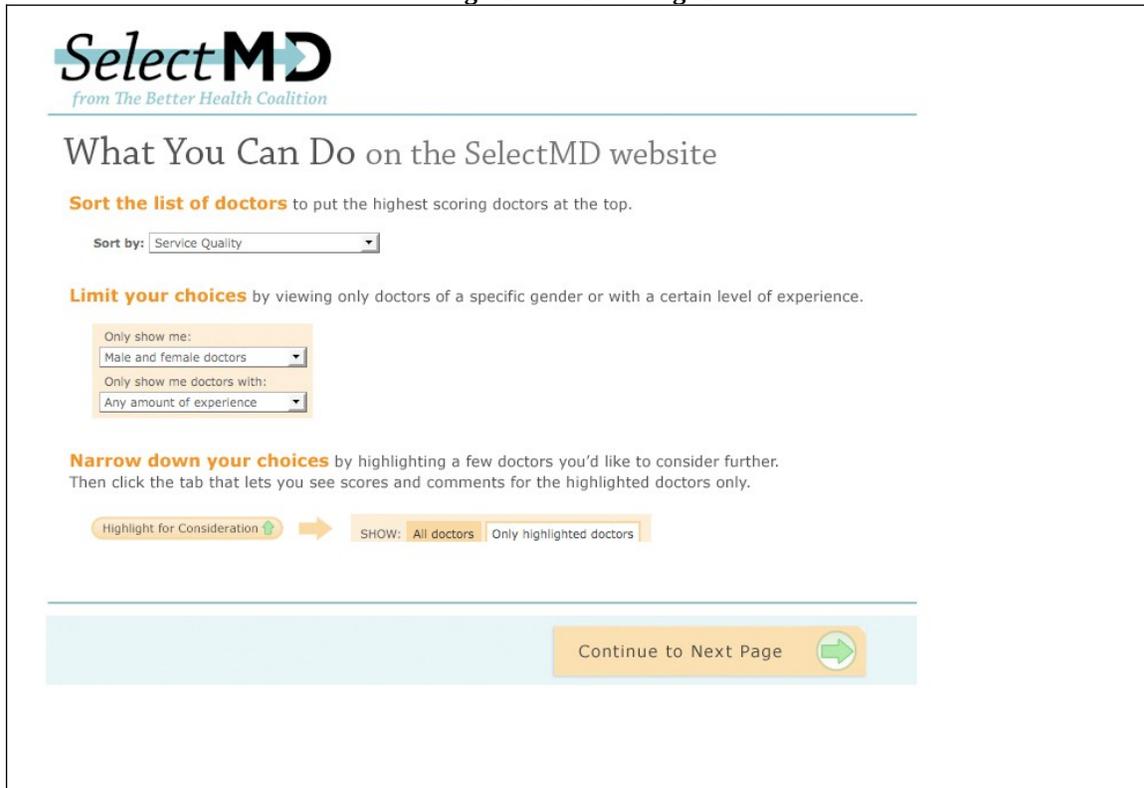
- Click on the tabs at the top of the page (for all doctors):
- Click on the [Read more](#) button (for one doctor).

Continue to Next Page 

Tutorial Page 3 (Phase 3)

Figure 3 shows a screenshot of the third page of the tutorial. It introduces the respondent to the sorting and filtering functions available on the site. When respondents are finished with this page, they will click “Continue” at the lower right hand side of the page.

Figure 3 Tutorial Page 3



The screenshot displays the SelectMD website interface. At the top left is the logo "SelectMD" with the tagline "from The Better Health Coalition". Below the logo is a horizontal line. The main heading is "What You Can Do on the SelectMD website".

The first section is titled "Sort the list of doctors" and includes the instruction "to put the highest scoring doctors at the top." Below this is a dropdown menu labeled "Sort by:" with "Service Quality" selected.

The second section is titled "Limit your choices" and includes the instruction "by viewing only doctors of a specific gender or with a certain level of experience." Below this are two stacked dropdown menus: "Only show me:" with "Male and female doctors" selected, and "Only show me doctors with:" with "Any amount of experience" selected.

The third section is titled "Narrow down your choices" and includes the instruction "by highlighting a few doctors you'd like to consider further. Then click the tab that lets you see scores and comments for the highlighted doctors only." Below this is a button labeled "Highlight for Consideration" with a green arrow icon, followed by a right-pointing arrow and a "SHOW:" section with two tabs: "All doctors" (selected) and "Only highlighted doctors".

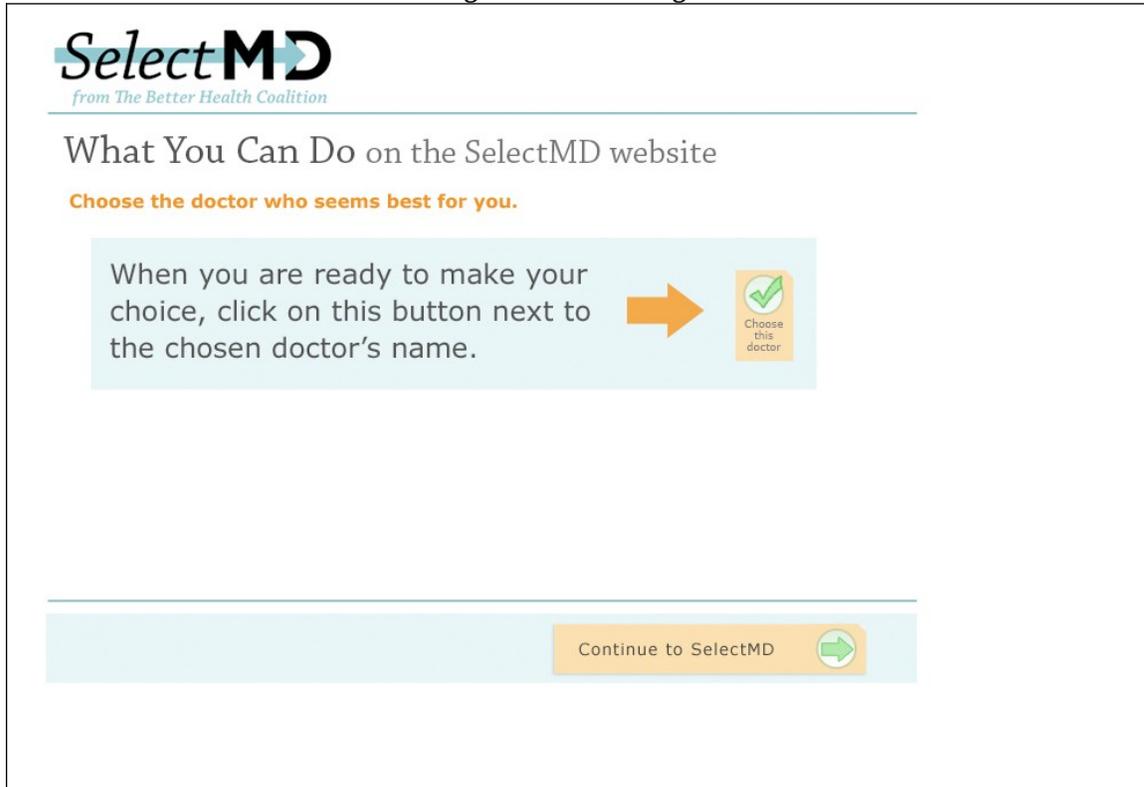
At the bottom right of the page is a large light blue button labeled "Continue to Next Page" with a green arrow icon.

Tutorial Page 4

(Phase 3)

Figure 4 shows the fourth and final screen in the tutorial. It introduces the respondent to how they will “choose” a doctor. When respondents are finished with this page, they will click “Continue” at the lower right hand side of the page. This will bring the respondent to the Start page of the SelectMD Web site.

Figure 4 Tutorial Page 4



Select MD Start Screen

(Phase 4)

Figure 5 is the Start screen for the SelectMD web site. All respondents will see this screen. All respondents will choose a type of doctor, enter their zip code, and select the number of miles they are willing to travel. This screen is intended to increase the feeling of reality on the site. However, the data and options subsequently presented do not vary with the choices respondents make on this screen.

When respondents have finished making choices, they hit the submit button in the lower right hand corner of the screen.

Figure 5 Start Page of the Web Site

SelectMD Finding a primary care doctor who is right for you.
from The Better Health Coalition

Identifying the doctor who's right for you can be challenging - even overwhelming.
This site is designed to help you find a doctor whose practice will deliver the kind of high-quality care and service you want to receive.

When you choose a doctor you may want to consider the following:

- The type of doctor
- How far you'd have to travel
- The gender of the doctor
- What patients say about their experiences with the doctor and staff
- How well the doctor cares for people like you

This site is a service of The Better Health Coalition
[Learn More >](#)

1 ▶ Please choose a type of doctor.

Internist
A doctor trained to deal with a wide range of adult health care needs.

Family Practitioner
A doctor trained to deal with the health care needs of adults and children.

2 ▶ Now, please enter your ZIP code.

3 ▶ And finally, indicate how many miles you are willing to travel.

Submit →

Copyright © 2008 The Better Health Coalition

Data Selection Screens

(Phase 4)

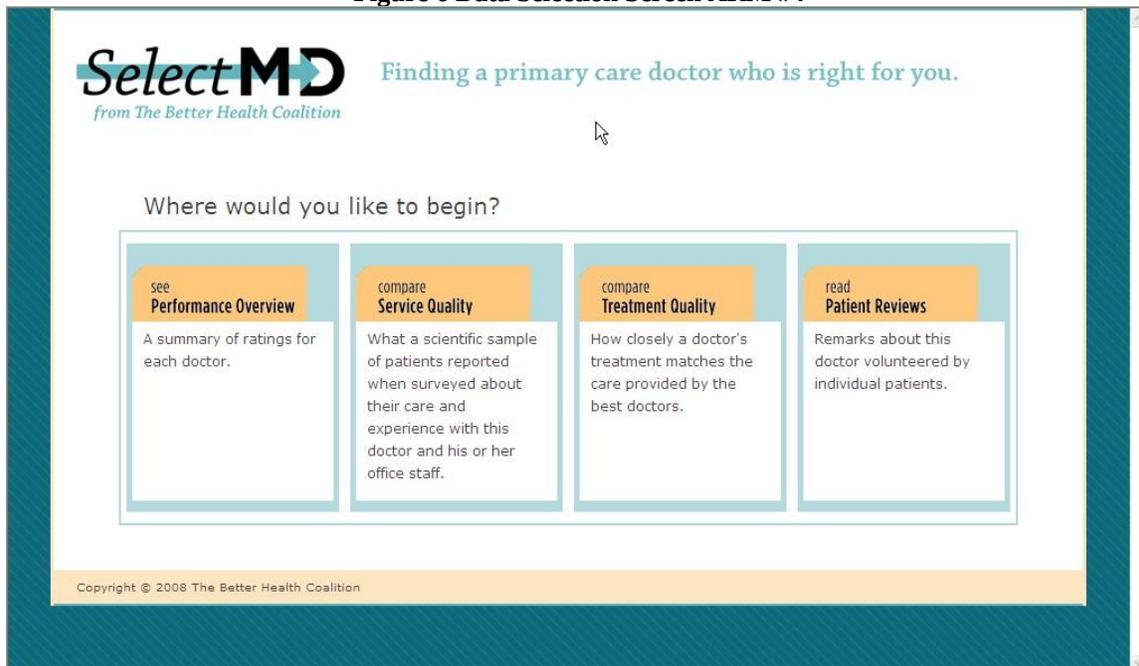
Figure 6 shows what happens after respondents hit the “submit” button on the previous screen. The respondent is taken to one of six Data Selection screens, depending upon the ARM of the experiment in which they are participating. The screenshot shown below displays the Data Selection screen respondents will see if they are in ARM #4, the most complex ARM of the experiment. All the Data Selection Screens are shown in Appendix A.

Tabs displayed on the Data Selection screen for ARM #4 are:

- Performance Overview
- Service Quality (CAHPS scores)
- Treatment Quality (HEDIS scores)
- Patient Reviews (Patient comments)

Respondents will select among the tabs. The next few pages will show what is displayed when the respondent selects each tab. Respondents may select any of the tabs in any order and can display only one tab at a time. They must select at least one tab in order to choose a doctor.

Figure 6 Data Selection Screen ARM #4



Performance Overview Screen

(Phase 4)

Figure 7 is a screenshot of what respondents see when they select the Performance Overview Tab. The screen is scrollable and includes a total of 12 Physicians for ARMS 1-4. The physicians are initially listed in alphabetical order, but they can be sorted, highlighted, or filtered by the respondents. For ARMS 5 and 6 the list will include 24 physicians. All physician names were created with a random name generator.

For ARM #4, the Performance Overview provides a summary of the measures of Service Quality (CAHPS), Treatment Quality (HEDIS) and Patient Reviews (Patient Comments) for 12 physicians. (See Figure 7.)

Figure 7 Performance Overview Screen

The screenshot displays the 'SelectMD' interface. At the top left is the logo 'SelectMD from The Better Health Coalition'. To the right, a legend explains the star ratings: 5 stars for 'Well above average', 4 stars for 'Above average', 3 stars for 'About the same as the average', 2 stars for 'Below average', and 1 star for 'Well below average'. A callout box on the right says 'Once you've decided on a doctor, click on one of the "Choose this doctor" buttons below.' Below the legend are three tabs: 'Performance Overview' (selected), 'Service Quality', and 'Treatment Quality'. A filter section shows 'VIEWING MALE AND FEMALE DOCTORS WITH ANY AMOUNT OF EXPERIENCE.' and 'SHOW: All doctors | Only highlighted doctors'. A 'Sort by: Doctor's last name' dropdown is also present. The main content area lists three physicians:

Physician Name	Gender	Experience	Service Quality	Treatment Quality	Patient Reviews	Action
Orson Alban	Male	12 years	4 stars	4 stars	5 comments	Choose this doctor
Dorinda Bekki	Female	16 years	5 stars	4 stars	6 comments	Choose this doctor
Candice Cindy	Female	22 years	3 stars	4 stars	5 comments	Choose this doctor

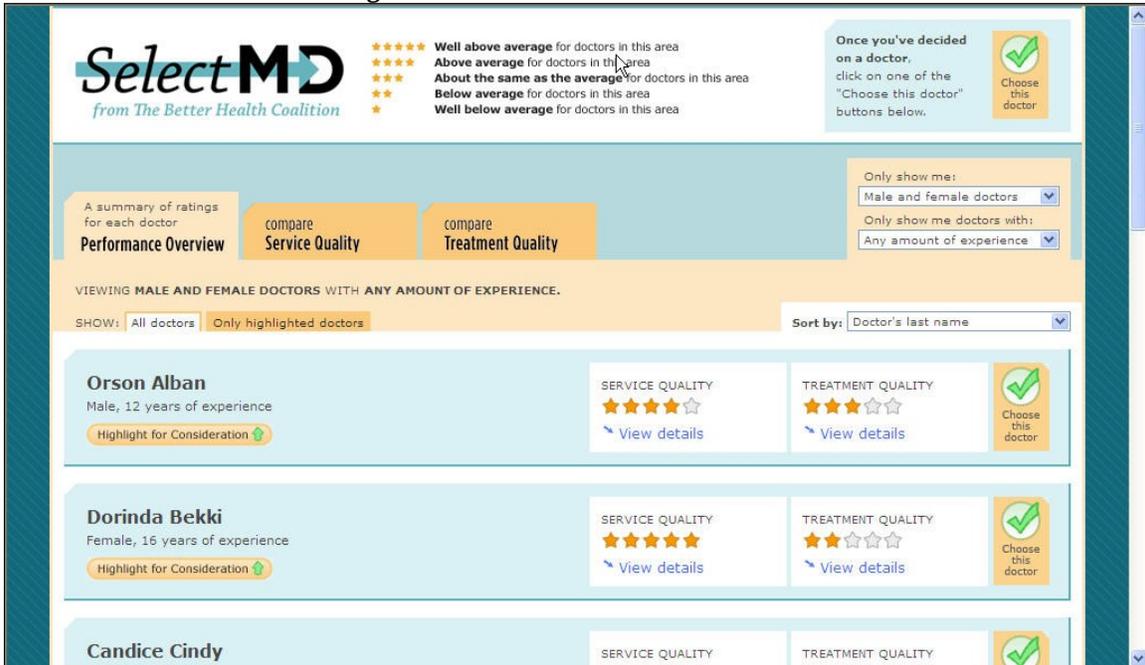
This page is scrollable

Only a portion of the page is shown here.

For ARMS with less data, the Performance Overview page will include summaries of the data that is included that ARM. For example, the Performance Overview for ARM #2 will include summaries of the Service Quality and Treatment Quality data, but no Patient Reviews information will appear. (See Figure 8.)

This page is scrollable. Doctors initially appear in alphabetical order, but can be sorted, highlighted, or filtered by respondents.

Figure 8 Performance Overview ARM #2



This page is scrollable
Only a portion of the page is shown here.

Service Quality Screen (Phase 4)

Figure 9 displays a screenshot of what the respondents will see when the Service Quality tab is chosen. The Service Quality tab presents CAHPS data attributed to individual doctors. The data shown for individual physicians will not vary across ARMS; however, more data is presented for ARMS 5 and 6 because these ARMS list 24 physicians. ARMS 1-4 will list 12 physicians. The page is scrollable. Physicians are initially listed in alphabetical order, but can be sorted, highlighted or filtered by the respondent.

Figure 9 Service Quality Tab

SelectMD
from The Better Health Coalition

★★★★★ Well above average for doctors in this area
★★★★ Above average for doctors in this area
★★★ About the same as the average for doctors in this area
★★ Below average for doctors in this area
★ Well below average for doctors in this area

Once you've decided on a doctor, click on one of the "Choose this doctor" buttons below.

Only show me:
Male and female doctors
Only show me doctors with:
Any amount of experience

Performance Overview | compare Service Quality | compare Treatment Quality | read Patient Reviews

VIEWING MALE AND FEMALE DOCTORS WITH ANY AMOUNT OF EXPERIENCE.

SHOW: All doctors | Only highlighted doctors | Sort by: Doctor's last name

Service Quality: What patients typically report when surveyed about their care and experience with this doctor and his or her office staff. Source: Better Health Coalition patient survey 2008	Getting appointments and health care when needed	How well this doctor communicates	Courteous and helpful office staff	Overall rating of doctor	
Orson Alban Male, 12 years of experience Highlight for Consideration	★★★★☆	★★★★☆	★★★☆☆	★★★★★	Choose this doctor
Dorinda Bekki Female, 16 years of experience Highlight for Consideration	★★★★☆	★★★★★	★★★★☆	★★★★★	Choose this doctor
Candice Cindy Female, 22 years of experience	★★★★☆	★★★☆☆	★★★☆☆	★★★☆☆	Choose this doctor

This page is scrollable
Only a portion of the page is shown here.

Treatment Quality Screen

(Phase 4)

Figure 10 displays a screenshot of what the respondents will see when the Treatment Quality tab is chosen. The data shown on this screen is intended to mimic HEDIS data. Data for individual physicians will not vary across ARMS. However, for ARMS 1-4 the number of Physicians listed on the page is 12 and for ARMS 5 and 6 the number of Physicians listed is 24. The page is scrollable. Physicians are initially listed in alphabetical order, but can be sorted, highlighted or filtered by the respondent.

Figure 10 Treatment Quality Tab

SelectMD
from The Better Health Coalition

★★★★★ Well above average for doctors in this area
★★★★ Above average for doctors in this area
★★★ About the same as the average for doctors in this area
★★ Below average for doctors in this area
★ Well below average for doctors in this area

Once you've decided on a doctor, click on one of the "Choose this doctor" buttons below.

Only show me: Male and female doctors
Only show me doctors with: Any amount of experience

VIEWING MALE AND FEMALE DOCTORS WITH ANY AMOUNT OF EXPERIENCE.

SHOW: All doctors Only highlighted doctors Sort by: Doctor's last name

Treatment Quality: How closely this doctor's treatment matches the care provided by the best doctors. Source: Better Health Coalition study of medical records 2008	Quality score for prevention and screening	Quality score for asthma care	Quality score for diabetes care	Quality score for heart disease care	
Orson Alban Male, 12 years of experience Highlight for Consideration	★★★☆☆	★★★★☆	★★★★☆	★★★☆☆	Choose this doctor
Dorinda Bekki Female, 16 years of experience Highlight for Consideration	★★★☆☆	★★★★☆	★★★★☆	★★★☆☆	Choose this doctor
Candice Cindy Female, 22 years of experience	★★★★☆	★☆☆☆☆	★★★★★	★☆☆☆☆	Choose this doctor

This page is scrollable
Only a portion of the page is shown here.

Patient Reviews Screen

(Phase 4)

Figure 11 displays a screenshot of what the respondents will see when the Patient Reviews tab is chosen. The data shown for individual physicians is the same for all ARMS in which it is displayed. However, for ARMS 1-4 the number of physicians listed on the page is 12 and for ARMS 5 and 6 the number of physicians listed is 24. The page is scrollable. Physicians are initially listed in alphabetical order, but can be sorted, highlighted or filtered by the respondent.

The Patient Reviews are comments volunteered by patients. They are drawn from two sources. One source is actual patient comments found on physician rating web sites. These comments were modified and masked so that real names or identifying information is removed. The other source of comments is a set of fabricated comments created by the researchers using words and phrases with known emotional valence.

Figure 11 Patient Reviews Tab

The screenshot shows the SelectMD interface. At the top left is the logo "SelectMD from The Better Health Coalition". To the right is a star rating legend: 5 stars for "Well above average", 4 stars for "Above average", 3 stars for "About the same as the average", 2 stars for "Below average", and 1 star for "Well below average". On the right side, there is a box with the text "Once you've decided on a doctor, click on one of the 'Choose this doctor' buttons below." and a "Choose this doctor" button with a green checkmark. Below the logo is a navigation menu with four tabs: "Performance Overview", "compare Service Quality", "compare Treatment Quality", and "read Patient Reviews". To the right of the menu are two dropdown menus: "Only show me:" with "Male and female doctors" selected, and "Only show me doctors with:" with "Any amount of experience" selected. Below the menu is a filter bar: "VIEWING MALE AND FEMALE DOCTORS WITH ANY AMOUNT OF EXPERIENCE." and "SHOW: All doctors | Only highlighted doctors". To the right of the filter bar is a "Sort by:" dropdown menu with "Doctor's last name" selected. The main content area is divided into two columns. The left column lists doctors: "Orson Alban" (Male, 12 years experience), "Dorinda Bekki" (Female, 16 years experience), and "Candice Cindy" (Female, 22 years experience). Each doctor has a "View comments" link and a "Highlight for Consideration" button. The right column shows "Comments about Dr. Orson Alban". The first comment is: "Good place for young kids. Waiting room's a playroom. Doctor's easygo in. Explains things good at there level." - W.U -- MARCH 9, 2008 😊. The second comment is: "People at the front desk are the best. Really efficient but polite and warm. They're always on top of things. Doctor Alban is terrific. He's friendly. Knows just when to joke around. When you need a hug. He's been treating my family for years. There's no more devoted doctor." - B.F -- OCTOBER 13, 2008 😊. A "Choose this doctor" button with a green checkmark is located to the right of the comments.

This page is scrollable

Only a portion of the page is shown here.

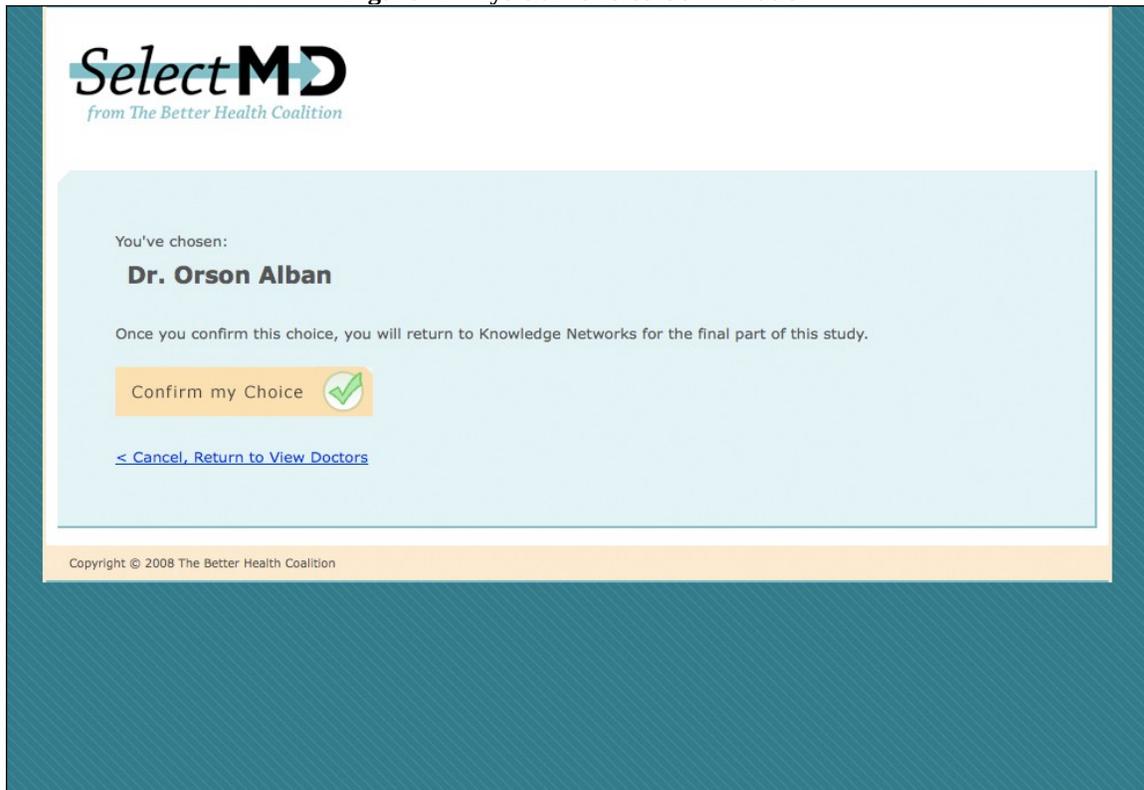
Doctor Confirmation Screen

(Phase 4)

Figure 12 shows a screenshot of the screen that is displayed once a respondent has chosen a doctor. The respondent is asked to confirm their choice. If respondents confirm their choices, they are returned to the Knowledge Networks system to fill out the Post-Test questionnaire. If respondents do not confirm their choices, they are returned to viewing doctors.

Respondents must choose a doctor before they can go on the Post Test questionnaire. However, they may choose a doctor at any point in the experiment after they land on a tab. Respondents do not have to view all of tabs before selecting a doctor. Indeed, they may pick any tab, review the doctors, and make their choice at that point or they may look at other tabs if they wish.

Figure 12 Physician Choice Confirmation



Appendix A: Data Selection Screens for all Six ARMS of the Experiment

Arm #1 Tabs Displayed:

- Performance Overview
- Service Quality (CAHPS scores)

ARM Number	Title	Description
1	Control Arm	CAHPS Scores Only [One Drill-Down Page/Tab, 12 Physicians Listed]

SelectMD Finding a primary care doctor who is right for you.
from The Better Health Coalition

Where would you like to begin?

see Performance Overview

A summary of ratings for each doctor.

compare Service Quality

What a scientific sample of patients reported when surveyed about their care and experience with this doctor and his or her office staff.

Copyright © 2008 The Better Health Coalition

Arm #2 Tabs Displayed:

- **Performance Overview**
- **Service Quality (CAHPS scores)**
- **Treatment Quality (HEDIS scores)**

ARM Number	Title	Description
2	Experimental Arm 1	CAHPS Plus HEDIS Scores [Two Drill-Down Pages/Tabs, 12 Physicians Listed]

The screenshot displays the SelectMD website interface. At the top left is the logo "SelectMD from The Better Health Coalition". To the right of the logo is the tagline "Finding a primary care doctor who is right for you." Below this, a question asks "Where would you like to begin?". Three tabs are presented in a row:

- see Performance Overview**: A summary of ratings for each doctor.
- compare Service Quality**: What a scientific sample of patients reported when surveyed about their care and experience with this doctor and his or her office staff.
- compare Treatment Quality**: How closely a doctor's treatment matches the care provided by the best doctors.

At the bottom of the interface, there is a copyright notice: "Copyright © 2008 The Better Health Coalition".

Arm #3 Tabs Displayed

- **Performance Overview**
- **Service Quality (CAHPS scores)**
- **Patient Reviews (Patient Comments)**

ARM Number	Title	Description
3	Experimental Arm 2	CAHPS Plus Comments [Two Drill-Down Pages/Tabs, 12 Physicians Listed]

The screenshot displays the SelectMD website interface. At the top left is the logo "SelectMD" with the tagline "from The Better Health Coalition". To the right of the logo is the text "Finding a primary care doctor who is right for you." Below this, a question asks "Where would you like to begin?". Three interactive tabs are presented in a row:

- see Performance Overview**: A summary of ratings for each doctor.
- compare Service Quality**: What a scientific sample of patients reported when surveyed about their care and experience with this doctor and his or her office staff.
- read Patient Reviews**: Remarks about this doctor volunteered by individual patients.

At the bottom of the page, a copyright notice reads "Copyright © 2008 The Better Health Coalition".

Arm #4 Tabs Displayed:

- **Performance Overview**
- **Service Quality (CAHPS scores)**
- **Treatment Quality (HEDIS scores)**
- **Patient Reviews (Patient Comments)**

ARM Number	Title	Description
4	Experimental Arm 3	CAHPS Plus HEDIS Scores Plus Comments [Three Drill-Down Pages/Tabs, 12 Physicians Listed]

The screenshot displays the SelectMD website interface. At the top left is the logo "SelectMD" with the tagline "from The Better Health Coalition". To the right of the logo is the text "Finding a primary care doctor who is right for you." Below this is a question "Where would you like to begin?". Underneath the question are four interactive cards, each with a title and a brief description:

- see Performance Overview**: A summary of ratings for each doctor.
- compare Service Quality**: What a scientific sample of patients reported when surveyed about their care and experience with this doctor and his or her office staff.
- compare Treatment Quality**: How closely a doctor's treatment matches the care provided by the best doctors.
- read Patient Reviews**: Remarks about this doctor volunteered by individual patients.

At the bottom of the page, there is a copyright notice: "Copyright © 2008 The Better Health Coalition".

Arm #5 Tabs Displayed:

- **Performance Overview**
- **Service Quality (CAHPS scores)**
- **Patient Reviews (Patient Comments)**
- **Larger Choice Set**

ARM Number	Title	Description
5	Experimental Arm 4	CAHPS Plus Comments; Larger Choice Set [Two Drill-Down Pages/Tabs, 24 Physicians Listed]

The screenshot displays the SelectMD website interface. At the top left is the logo "SelectMD" with the tagline "from The Better Health Coalition". To the right of the logo is the text "Finding a primary care doctor who is right for you." Below this, a question "Where would you like to begin?" is followed by three interactive cards:

- see Performance Overview**: A summary of ratings for each doctor.
- compare Service Quality**: What a scientific sample of patients reported when surveyed about their care and experience with this doctor and his or her office staff.
- read Patient Reviews**: Remarks about this doctor volunteered by individual patients.

At the bottom of the page, a copyright notice reads "Copyright © 2008 The Better Health Coalition".

Arm #6 Tabs Displayed:

- **Performance Overview**
- **Service Quality (CAHPS scores)**
- **Treatment Quality (HEDIS scores)**
- **Patient Reviews (Patient Comments)**
- **Larger Choice Set**

ARM Number	Title	Description
6	Experimental Arm 5	CAHPS Plus HEDIS Scores Plus Comments; Larger Choice Set [Three Drill-Down Pages/Tabs, 24 Physicians Listed]

The screenshot shows the SelectMD website interface. At the top left is the logo "SelectMD" with the tagline "from The Better Health Coalition". To the right of the logo is the text "Finding a primary care doctor who is right for you." Below this is the question "Where would you like to begin?". There are four interactive cards arranged horizontally:

- see Performance Overview**: A summary of ratings for each doctor.
- compare Service Quality**: What a scientific sample of patients reported when surveyed about their care and experience with this doctor and his or her office staff.
- compare Treatment Quality**: How closely a doctor's treatment matches the care provided by the best doctors.
- read Patient Reviews**: Remarks about this doctor volunteered by individual patients.

At the bottom of the page, there is a copyright notice: "Copyright © 2008 The Better Health Coalition".