

**Attachment F**  
**SelectMD 2.0 Consumer Choice Experiment**

**List of Outcome and Process Variables**

**Outcome Variables**

Related to Clinician Choice

Selected “Best” Clinician Based on Standardized Metrics (Dichotomous)

Selected a “Dominated” Clinician (a “poor” choice, in that there are other options that are as good or better on every standardized metric)

Satisfaction with choice of physician

Difficulty choosing a physician

Likelihood of seeking out comparable performance metrics in real life

Likelihood of recommending web site to others

Related to Learning About Clinician Choice

Increased (before and after web-site exposure) awareness of trade-offs among dimensions of clinician performance

Increased (before and after web-site exposure) awareness of variability of clinician quality across types of patients

Learning (before and after web-site exposure) about additional aspects of clinician performance as important for assessing quality

Related to Consumer Empowerment

Increased (before and after web-site exposure) levels of patient activation

Proportion of information on website explored by participants

Proportion of information on website that participants found useful for choice

**Clinician Choice Experiment: Process Variables**

Choosing clinicians based on emotional heuristics rather than comparative performance

Willingness to examine component measures of aggregate performance metrics (CAHPS, HEDIS, patient safety)

Difficulty telling which doctor was best based on patient survey results (CAHPS)

Difficulty telling which doctor was best providing recommended preventive care (HEDIS)

Difficulty telling which doctor was best providing recommended medical care for Conditions (HEDIS)

Difficulty telling which doctor was best based on patient safety methods

Difficulty telling which doctor was best from comments on individual patient experiences

Limited time viewing particular pages on the website

Limiting number of clinicians considered

## **Individual Characteristics of Participants in Experiment:**

Exposure to doctor quality information in last 12 months  
Exposure to hospital quality information in last 12 months  
Exposure to health plan quality information in last 12 months  
Active searching for information on doctor quality from the internet

Perceived trade-offs among different dimensions of quality  
Perceived variability of clinician quality across different types of patients

Self-rated health status  
Doctor or clinic visits in last 12 months

Maximizing versus satisficing in decisions  
Decision making style: rational, intuitive, avoidant, dependent  
Ability to apply decision rules to consumer choices

Patient activation prior to exposure to SelectMD website

Willingness to make trade-offs among aspects of quality when selecting a clinician  
Emotionality of choices involving medical care

Standard demographic information on participants is available from GfK and will be merged with the data collected from participants.]