Website

A website is a collection of related web pages that are typically accessed through a web browser. It is a digital representation of a business, organization, individual, or topic that provides information, services, and/or products to users on the internet.

Websites can vary in complexity and purpose, ranging from simple personal blogs to complex e-commerce platforms or social media networks. A website typically consists of a combination of text, images, videos, and other media, as well as interactive elements such as forms, buttons, and links.

Websites are hosted on servers and can be accessed by typing in the website's domain name or URL (Uniform Resource Locator) into a web browser's address bar. Websites can also be found through search engines or shared through social media platforms.

Patient satisfaction ratings are increasingly used for hospital rankings, referral base, and physician reimbursement. As such, online physician rating websites (PRWs) are quickly becoming a topic of interest.

To analyze the distribution of neurosurgeons' ratings on the 3 most widely used PRWs, and examine factors associated with positive and negative ratings.

We used a key term search to identify board-certified neurosurgeons on 3 widely used PRWs: RateMD.com, Healthgrades.com, and Vitals.com. Data were collected on average rating and number of ratings. Demographic, training-related and practice-related data, as well as location of practice, and place of training were also collected. RESULTS:

Data was non-normally distributed ($P < .001$ for all 3). Having fewer reviews was associated with higher variance in ratings between PRWs for a given surgeon (odds ratio 0.99, $P = .001$). All surgeons below the 25th percentile with respect to the number of reviews that had been written about them were eliminated. Of the remaining surgeons ($n = 3054$), the median composite score was 4.11 out of 5, interquartile range (3.69, 4.44). Surgeons had higher median modified composite scores if they were fellowship-trained ($P = .0001$) or graduated from a top 25 medical school ($P = .0117$), but not if they graduated from a top 25 residency ($P = .1056$). Surgeons located in major cities had higher median composite scores ($P = .0025$). CONCLUSION:

Online ratings for neurosurgeons must be evaluated in context. Median ratings are generally high, but variable between websites. Median scores also vary among regions and practice settings. Higher scores were associated with ranking of medical school, recent graduation, and fellowship training completion [1)].

Five websites were selected through a Google search for RTP after concussion, including a federal government institution (Centers for Disease Control and Prevention) website, a national high school association (National Federation of State High School Associations) website, a popular nationally recognized medical website for patients (WebMD), a popular parent-driven website for parents of children who participate in sports (MomsTeam), and the website of a private concussion clinic (Sports Concussion Institute), along with a university hospital website (University of Michigan Medicine). Eight

specific items from the Zurich Sport Concussion Consensus Statement 2012 were used as the gold standard for RTP recommendations. Three independent reviewers graded each website for each of the 8 recommendations (A = states guideline recommendations appropriately; B = mentions guideline recommendation; C = does not mention guideline recommendation; F = makes inappropriate recommendation). RESULTS A grade of A was assigned for 45.8% of the recommendations, B for 25.0%, C for 25.0%, and F for 4.2%. All the websites were assigned an A grade for the recommendation of no RTP on the day of injury. Only 1 website (WebMD) mentioned medication usage in conjunction with the Zurich statement, and only 2 websites (Sports Concussion Institute and University of Michigan Medicine) mentioned appropriate management of persistent symptoms. None of these websites commented correctly on all 8 guideline recommendations. CONCLUSIONS Online resources are inconsistent in relaying guideline recommendations for RTP and provide a potential source of confusion in the management of concussion for athletes and their parents, which can result in inappropriate RTP decisions.

1)

Cloney M, Hopkins B, Shlobin N, Dahdaleh NS. Online Ratings of Neurosurgeons: An Examination of Web Data and its Implications. Neurosurgery. 2018 Apr 3. doi: 10.1093/neuros/nyy064. [Epub ahead of print] PubMed PMID: 29618127.