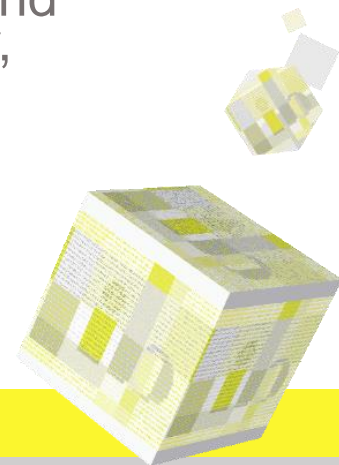


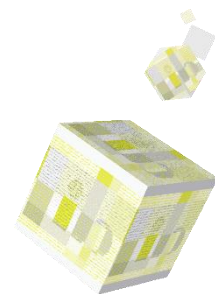
A Content Analysis of Online Physician Information

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Introduction



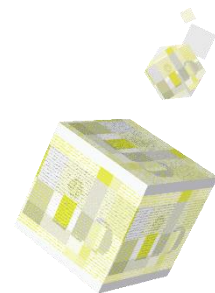
- Physician information is a type of information prevalent on the Internet, and may include a physician's professional and personal information, for example, the educational and medical practice background and merits records.
- With quality physician information, patients can research their physicians online by examining professional and personal information as well as patient reviews prior to their medical visits.
- Physician information is important because it provides decision support for patient.

Review of Literature



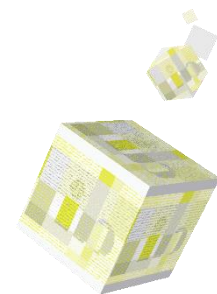
- The review of literature contains two parts
 - The first part discussed the information asymmetry in the healthcare setting, and how information disclosure as a mean of patient empowerment, may solve the problem of information asymmetry
 - The second part reviews the literature on healthcare provider information and physician information

Methods



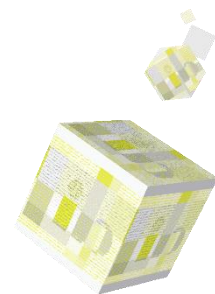
- This study utilized content analysis to investigate four research questions
 - What is the type of website that hosts online physician information?
 - What is the content of the physician's personal information and to what level does it disclosed?
 - What is the content of the physician's professional information and to what level does it disclosed?
 - How is the online physician information described?
- In addition, this study also looks at the distribution of online physician information across medical specialties and website types, to help citizens and patients select the physician information based on their needs, and to allow information provider to assess the information presentation in order to improve information quality.

Results



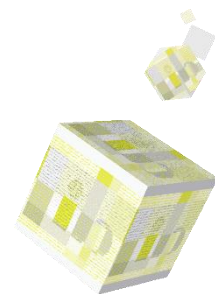
- The most common type of website that hosted physician information is social media.
- Less than half of online physician information disclosed physician's personal information, and most frequently disclosed type of information was physicians' gender.
- Online physician information showed great diversity in disclosing professional information, and most frequently disclosed type of information was physicians' practice information.
- Physician information displayed physicians' personal image through visual appeal.

Discussion



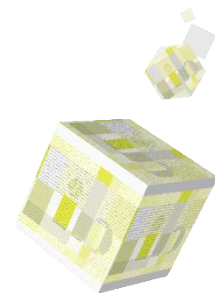
- This study confirms previous literature that citizens and patients consider the disclosure of physicians' personal information more professional than simply disclosing professional information. Disclosure of personal information may help patients relieve the feeling of uneasiness.
- Disclosure of gender information may help patients choose the physicians of a particular gender, and it matters in so medical specialties.
- Display of images of physicians and practice environment increase the transparency of the medical quality.

Conclusion



- This study provides advice for patients who need physician information, and information providers in the aspect that
 - Patients are advised to consult hospitals' or physicians' official websites for authoritative physician information
 - Information providers are advised to provide physicians' personal and visual information, to increase the diversity of physician information
- Direction of future research may involve the relationship of the demographic background of physicians, medical specialties, and website types; the use of survey of interview to identify the patients' behavior of searching and using physician information; and assessment of information quality of physician information.

InSight



Thank you!

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