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Investigating the Factors Affecting an Older Adult's Dental Care Provider Choice

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Investigating the Factors Affecting an Older Adult's Dental Care Provider Choice

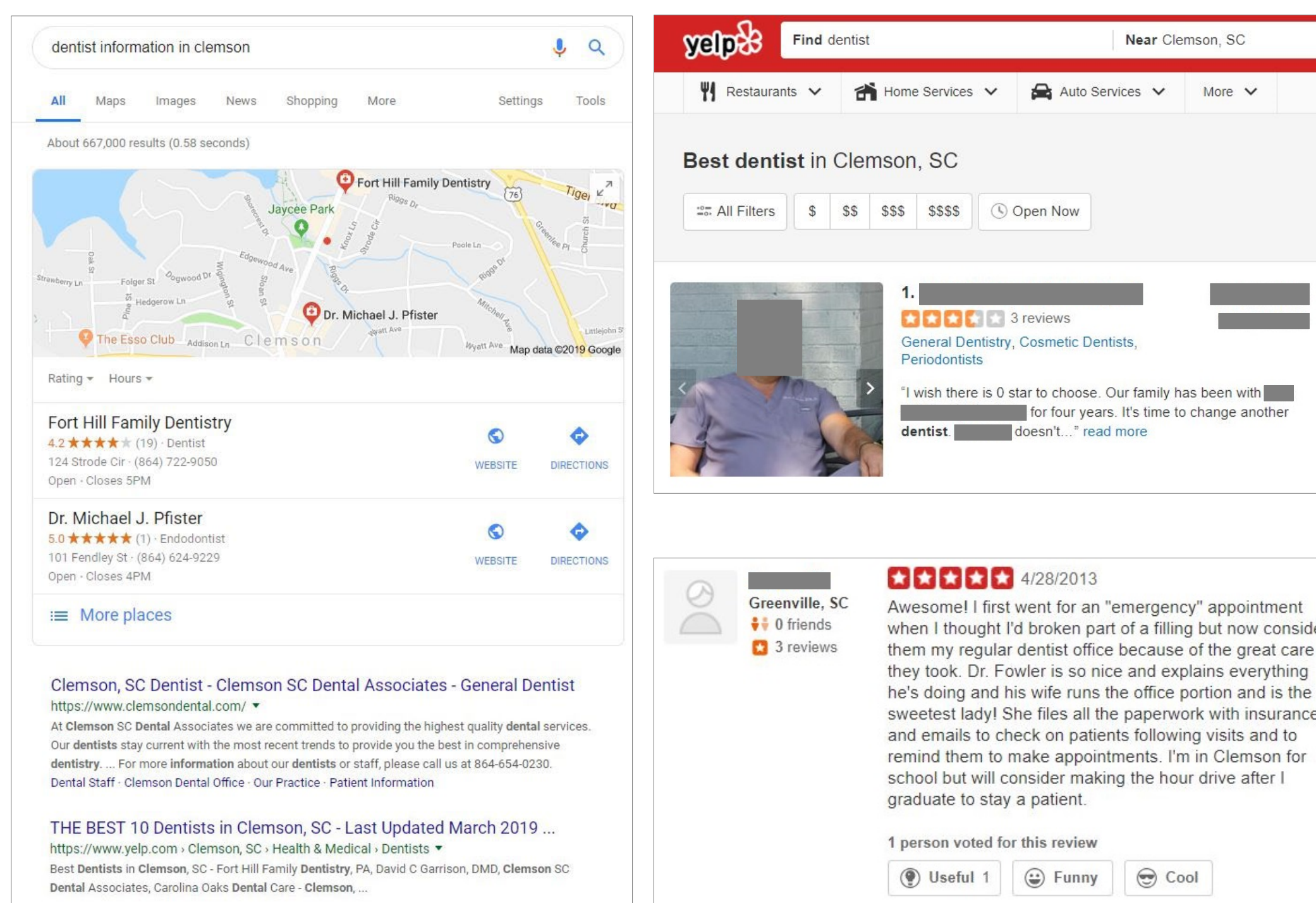


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Introduction

- With the increase and ease of access of internet-based resources, healthcare seekers can use different online platforms to make healthcare related decisions.
- Healthcare related information are primarily in the form of:
 - Public reports:** Official data provided by federal agencies.
 - Anecdotal comments:** Information provided by other users.



Introduction (cont'd)

- Consumers consider anecdotal comments more convincing than the healthcare public reports since they are primarily narratives of patient experiences while the public reports focus on statistical summaries of information and technical jargons (Huppertz & Carlson, 2010)
- However, online reviews are limited as they are anecdotal in content & may not be as trustworthy as public reports which are more extensive and representative of the population.
- Goal:** To investigate how users engage with the anecdotal comments and other factors available on such portal and how do they weigh each information into their decision making.
- Hypothesis:** Bedside manner rating moderates the relationship between the nature of review and the level of trust in the information, with the level of trust increasing as the bedside manner rating increases and the nature of the review changes from negative to positive.

Methods

Participants:

- 310 participants (153 males/156 females); Age range = 61-84 years (Mean = 68 years, SD = 4.8 years)

Apparatus:

- Qualtrics Research Suite to develop the study and collect the data

Independent Variables (IV):

- Nature of the review:* positive, negative, or no review
- Staff rating:* high or low rating
- Cleanliness rating:* high or low rating
- Bedside manner:* high or low rating

Dependent Variables (DV):

- Trust in the information provided
- Likelihood of choosing the dentist
- Confidence in the decision
- Ranking of the decision aids

Experimental Design:

- 3*2*2*2 within subject experimental design
- The order of the conditions was randomized

Dr. Elizabeth Walker, DDS
★★★★☆
 Accepting new patients

Expertise:
 Dental Pain Specialist
 Dentist
 Dental implants

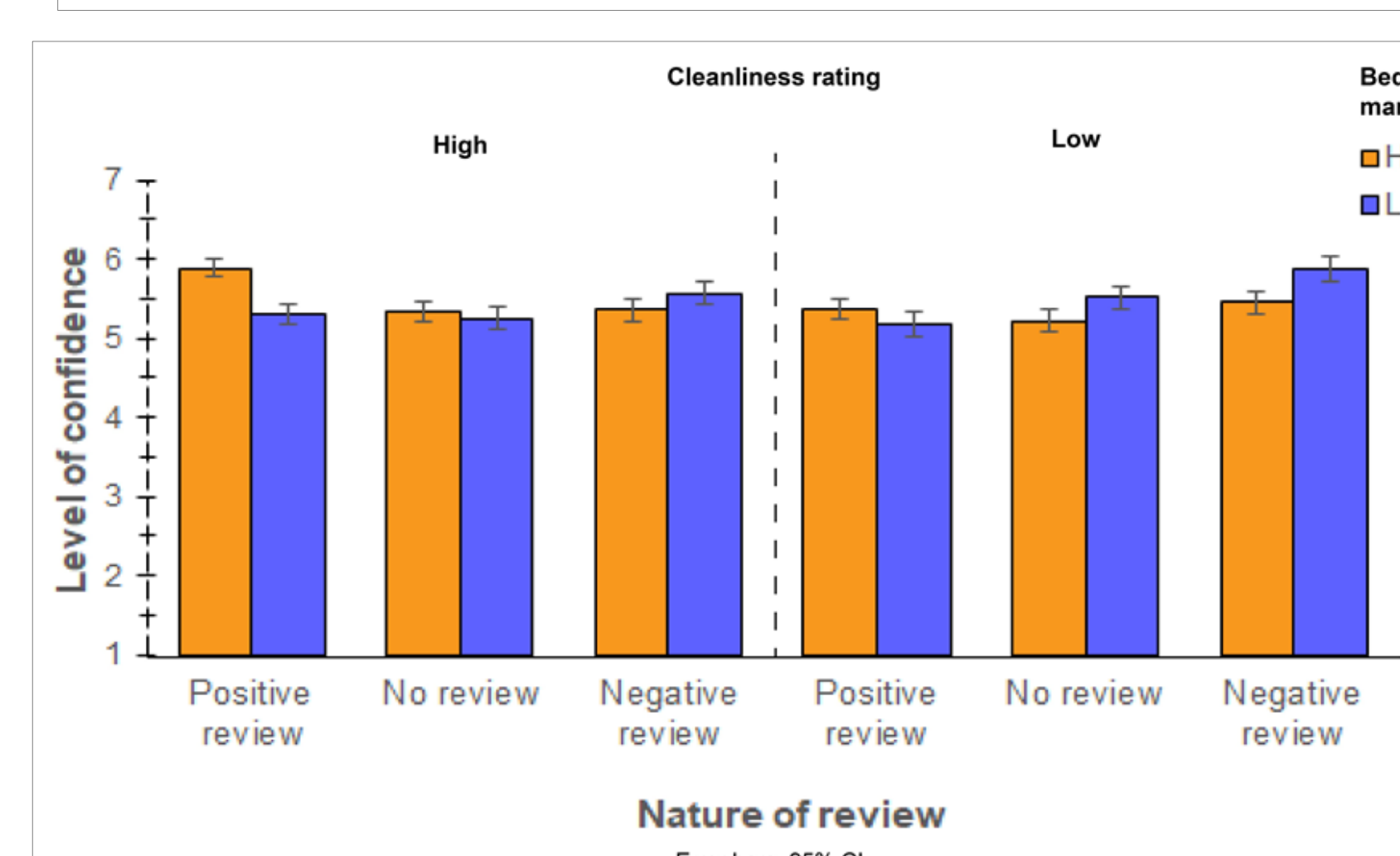
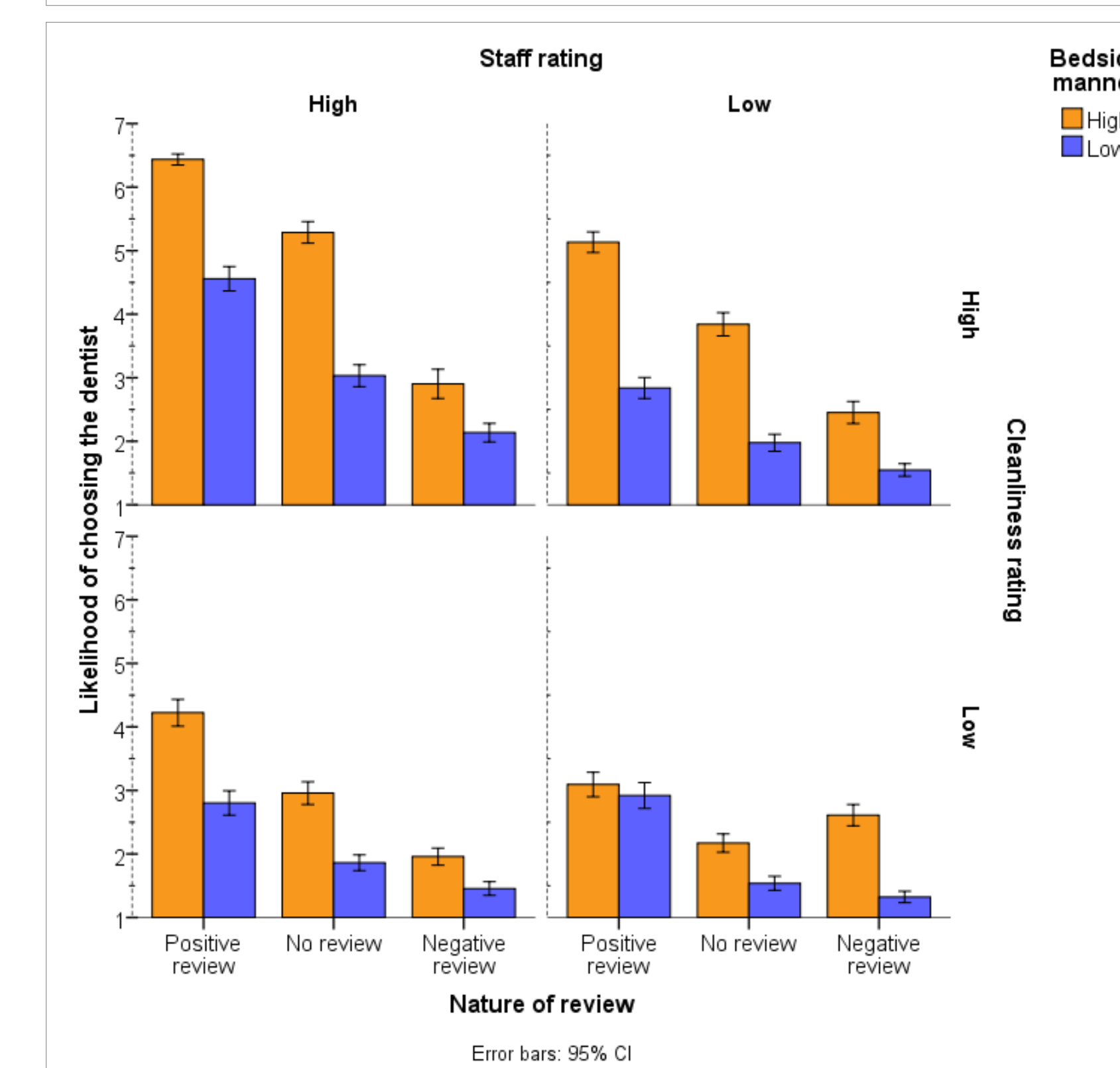
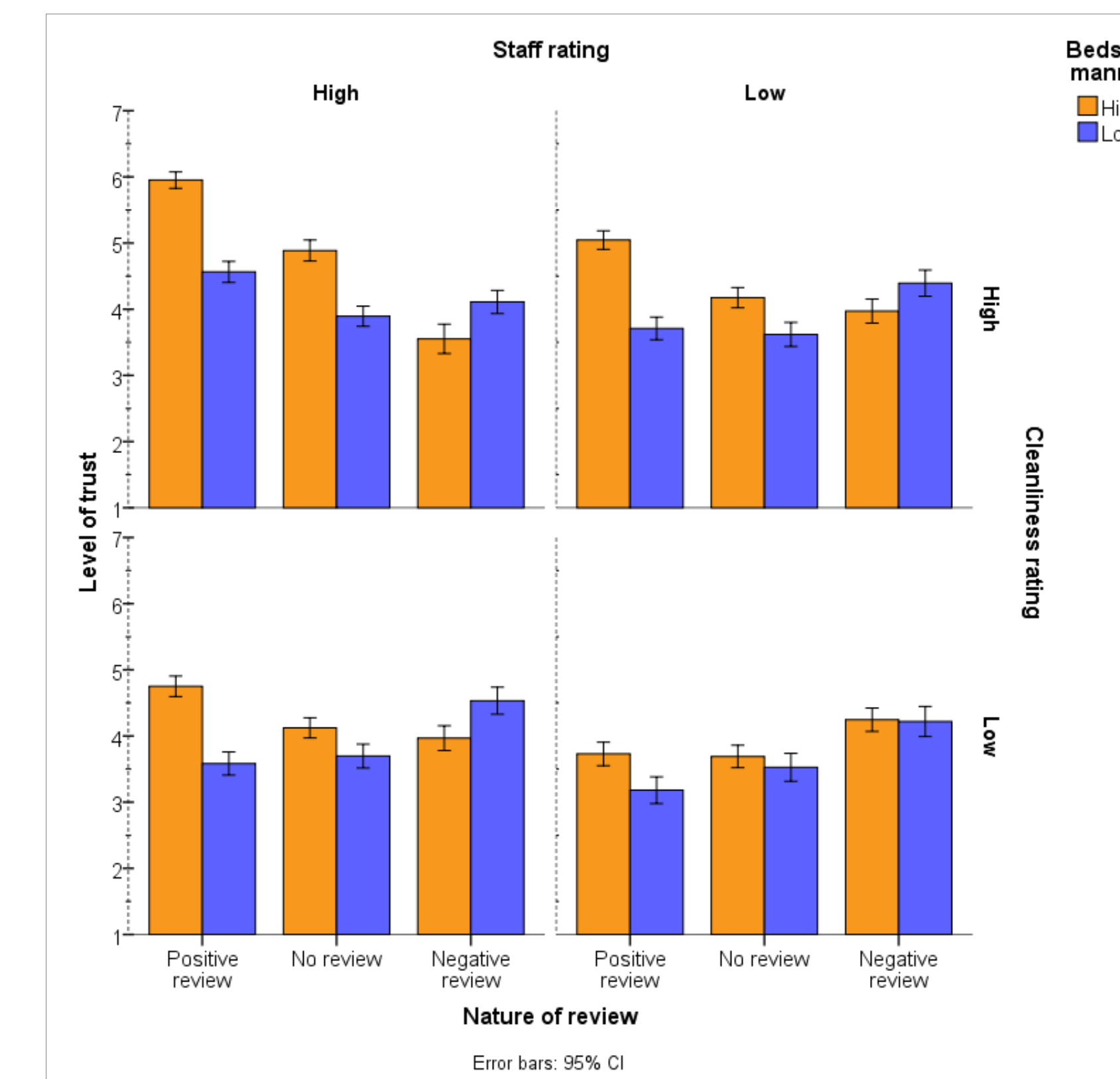
Patient review
 Every experience I have had with the doctor has met and exceeded my expectations. Stellar job from start to finish! All staff is amazing professional and gentle too!

Patient rating

Staff rating ★★★★☆	Bedside manner ★☆☆☆☆	Cleanliness rating ★★★★☆
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Results

- IBM SPSS Statistics 24 was used to analyze the data.
- Four-way repeated measures ANOVA with 95% confidence level was used to test the effect of the IVs on the DVs.
- Statistically significant four-way interaction between the IVs and the level of trust in the information, $F(1.79, 554.37) = 9.05, p < 0.001$, and the likelihood of choosing the dentist, $F(2, 618) = 49.47, p < 0.001$.
- Statistically significant three way interaction between nature of the review, the bedside manner and cleanliness rating on confidence in the decision, $F(2, 618) = 9.03, p < 0.001$.



Discussion

- Contradictory information including low ratings but a positive review resulted in a loss of trust in the information and a lack of confidence in their decision.
- When the participants were provided with a stimulus involving two or more variables with low ratings, they trusted the negative review slightly more than the positive review and the no review conditions.
- As the ratings declined from high to low, the participants were less likely to choose the dentist. This supports previous research showing that a user is less likely to choose a product with low ratings than with high ratings (Metzger & Flanagin, 2010).
- Participants were more likely to choose the dentist with positive reviews but low ratings than one with negative reviews but high ratings, suggesting that the nature of the review was an influential factor in their final decision, as can also be seen from the ranking question.
- One potential reason for this finding is that the reviews provided qualitative information supplementing the more quantitative information from the ratings.
- Staff rating was ranked as the least influential factor, perhaps because the users recognized the lack of the need for significant interactions with the staff members in order to be treated.
- When at least one of the ratings was low, they had a higher confidence in their decision not to use the dentist when the review was negative. This finding suggests that the people are more confident in basing their decision on the negative review than a positive one when the ratings are inconsistent. In other words, they are more confident about rejecting than accepting the dentist in this situation.
- Overall, we conclude that in addition, to reviews, decision aids such as bedside manner and cleanliness ratings are vital cues that aid in the end user's decision-making process.

Future Work

- Future studies will focus on understanding the workload demands, along with the use of multiple reviews in the study.
- This type of investigation could potentially provide additional information that would help in developing effective information presentation strategies for optimum decision making.

References

- Huppertz, J. W., & Carlson, J. P. (2010). Consumers' use of HCAHPS ratings and word-of-mouth in hospital choice. *Health Services Research, 45*(6 Pt 1), 1602–1613.
- Metzger, M. J., & Flanagin, A. J. (2010). Social and heuristic approaches to credibility evaluation online. *The Journal of Communication*. Retrieved from <https://academic.oup.com/joc/article-abstract/60/3/413/4098547>



General information	Survey of patients' experiences	Timely & effective care	Complications & deaths	Unplanned hospital visits	Use of medical imaging	Payment & value of care															
GHS OCONEE MEMORIAL HOSPITAL 256 MEMORIAL DRIVE BENEFICA, SC 29672 (864) 482-3100 Distance: 10.7 miles	Overall rating: ★★★★☆ Learn more about the overall ratings	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆															
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