

The online journal & forum on patient safety & health care quality



Agency for Healthcare  
Research & Quality



# AHRQ WebM&M: Reader Survey Results



# Survey Techniques and Results

- Survey ran from May 5<sup>th</sup> to June 8<sup>th</sup>, 2004
- 542 respondents
- Overall, user satisfaction for the site averaged about 70% “excellent” and 30% “good”
- 77% of respondents were registered users
- 95% of users have never submitted a case

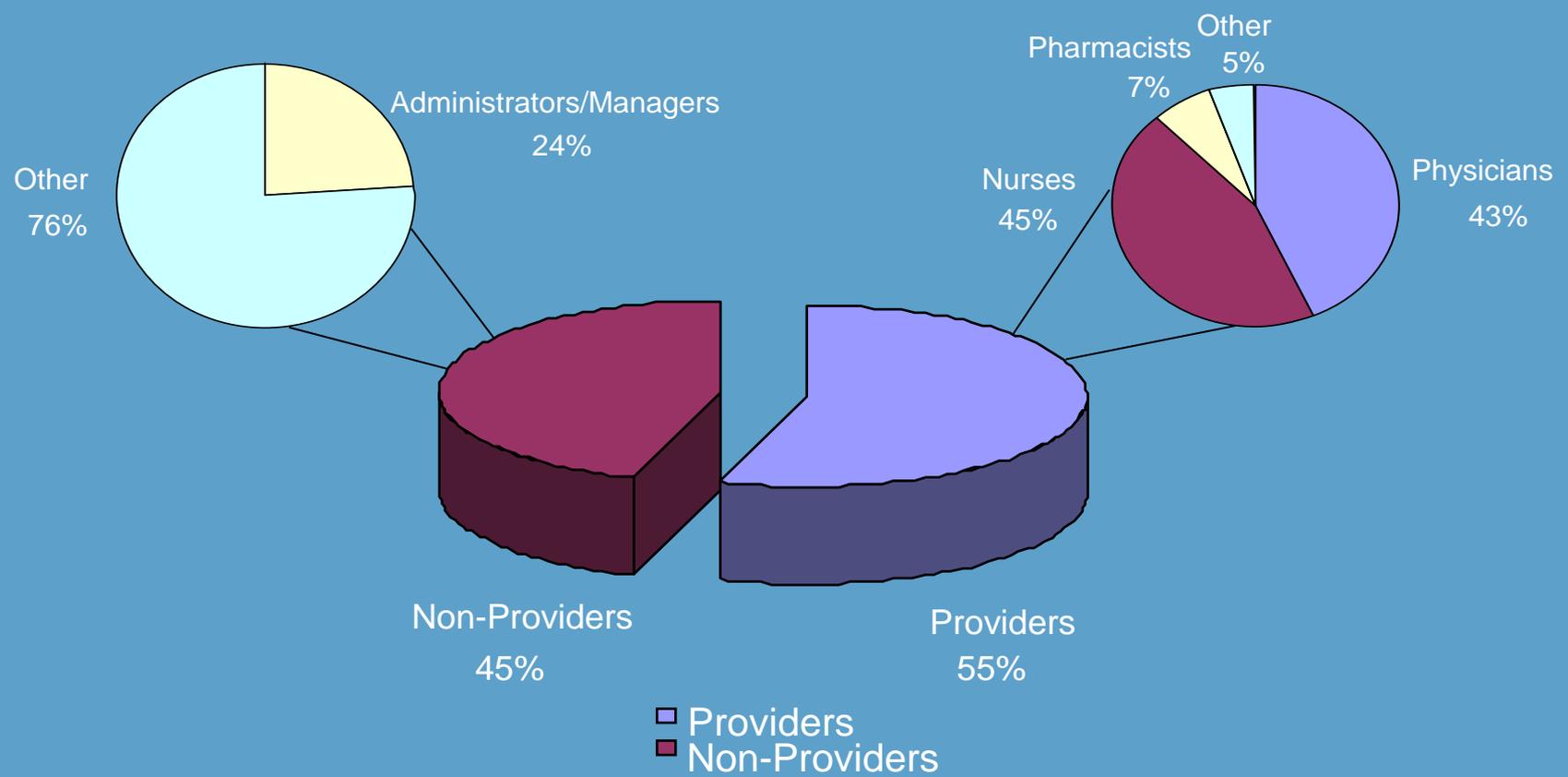


## Visitor Characteristics

- 55% were health care providers; 45% non-providers (i.e., administrators, risk managers)
- Approximately equal numbers of nurses (24%) and physicians (22%) responded
- 79% had visited the site more than 5 times
- 91% viewed more than one commentary when they visited the site
- 45% used the Internet > 20 times per week

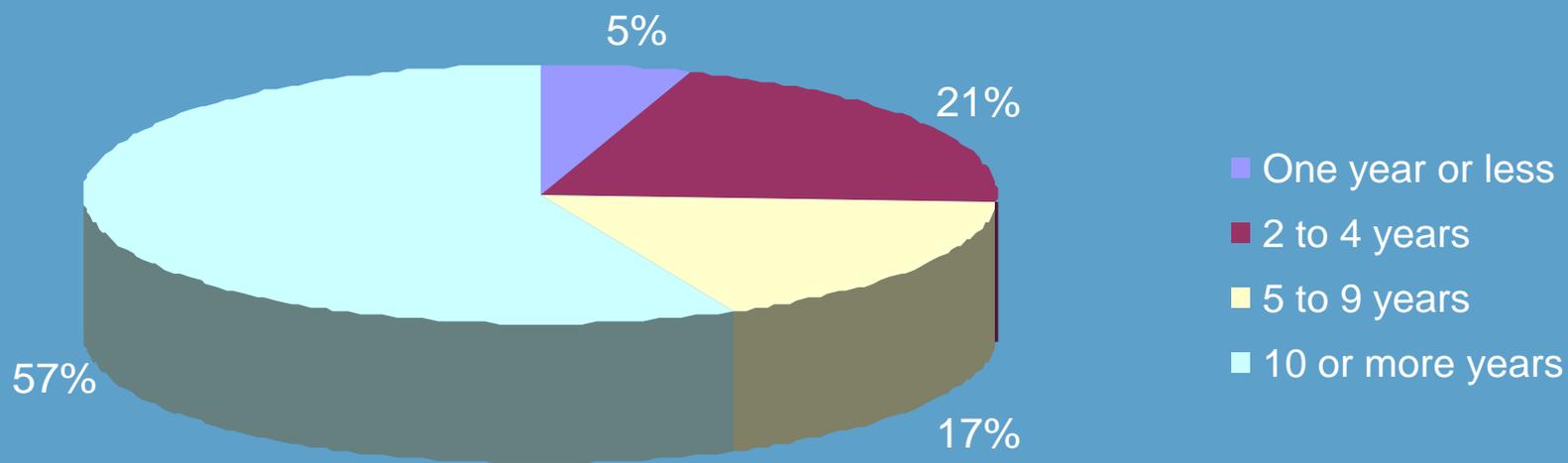


# Breakdown of Users by Roles





## Users' Self-reported Number of Years in Present Role





## Primary Institutional Affiliation of Users

<b>Academic Institution, University, or Medical School</b>	<b>108 (19.9%)</b>
<b>Hospital (Excludes Ambulatory Care/Outpatient Clinic, Emergency Department)</b>	<b>255 (47.0%)</b>
<b>Outpatient Clinic and Emergency Department</b>	<b>49 (9.0%)</b>
<b>State or Local Government Agency, Federal Government Agency</b>	<b>39 (7.2%)</b>
<b>Other</b>	<b>91 (16.8%)</b>
<b>Total</b>	<b>542 (100%)</b>



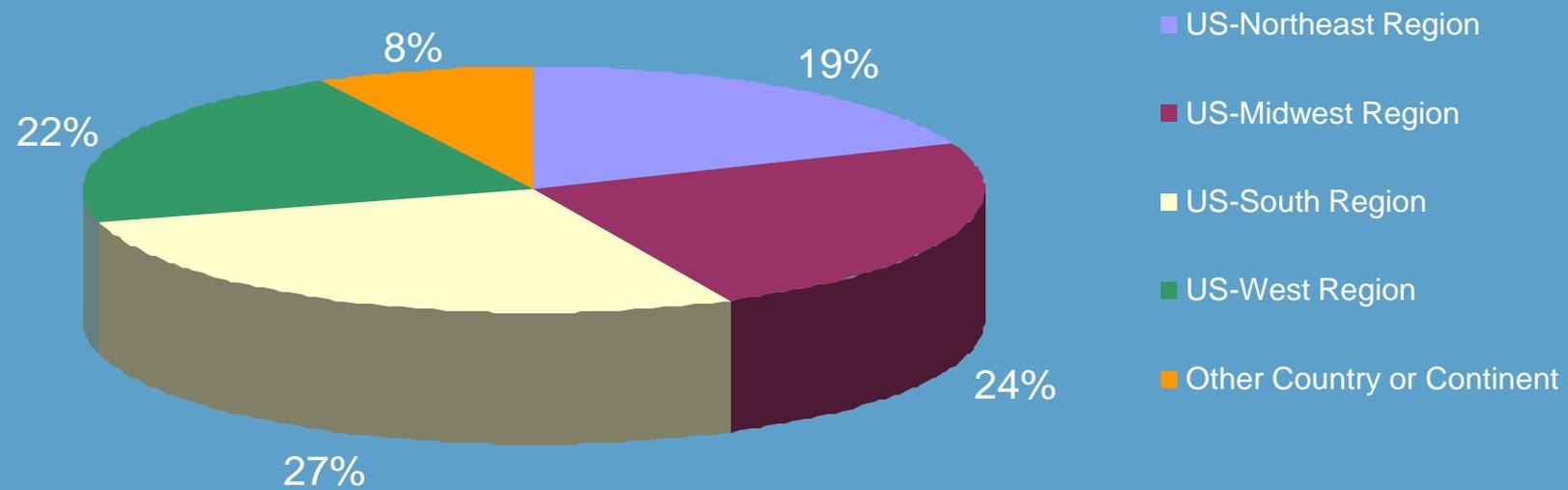
## Highest Degree Achieved

<b>Associate's</b>	<b>20 (3.7%)</b>
<b>Bachelor's</b>	<b>140 (25.8%)</b>
<b>Master's</b>	<b>162 (29.9%)</b>
<b>Medical (MD)</b>	<b>141 (26.0%)</b>
<b>Law (JD)</b>	<b>12 (2.2%)</b>
<b>Other Doctoral (PhD, PharmD, DrPH, EdD, etc.)</b>	<b>47 (8.7%)</b>
<b>Other Degree</b>	<b>14 (2.6%)</b>
<b>None</b>	<b>6 (1.1%)</b>
<b>Total</b>	<b>542 (100%)</b>

*Average year that respondents completed their degree was 1986 (range, 1930-2004; median, 1986; mode, 1981).*



# Breakdown of Users by Location



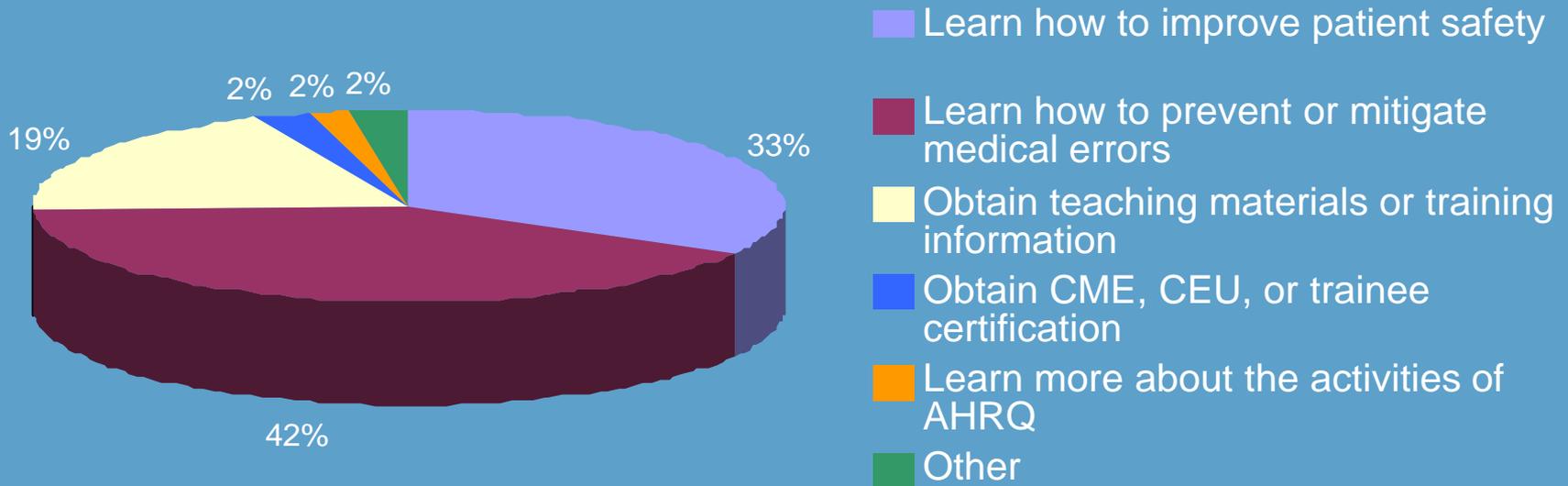


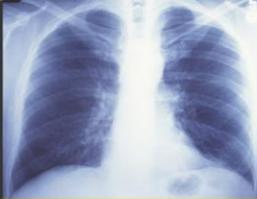
## Source of Referral to AHRQ WebM&M

Link from AHRQ Web site	169 (31.2%)
General-purpose Web search engine (eg, Google, Yahoo, etc.)	24 (4.4%)
Link from another health-related or patient safety Web site (excludes AHRQ Web site)	134 (24.7%)
Print media (eg, medical journals, newspaper, healthcare publications, etc.)	33 (6.1%)
AHRQ print media (eg, brochure, reports, fact sheets, etc.)	28 (5.2%)
Word of mouth from a colleague or friend	100 (18.5%)
Conference	20 (3.7%)
Other	34 (6.3%)
<b>Total</b>	<b>542 (100%)</b>



# Primary Reason for Visiting AHRQ WebM&M Site



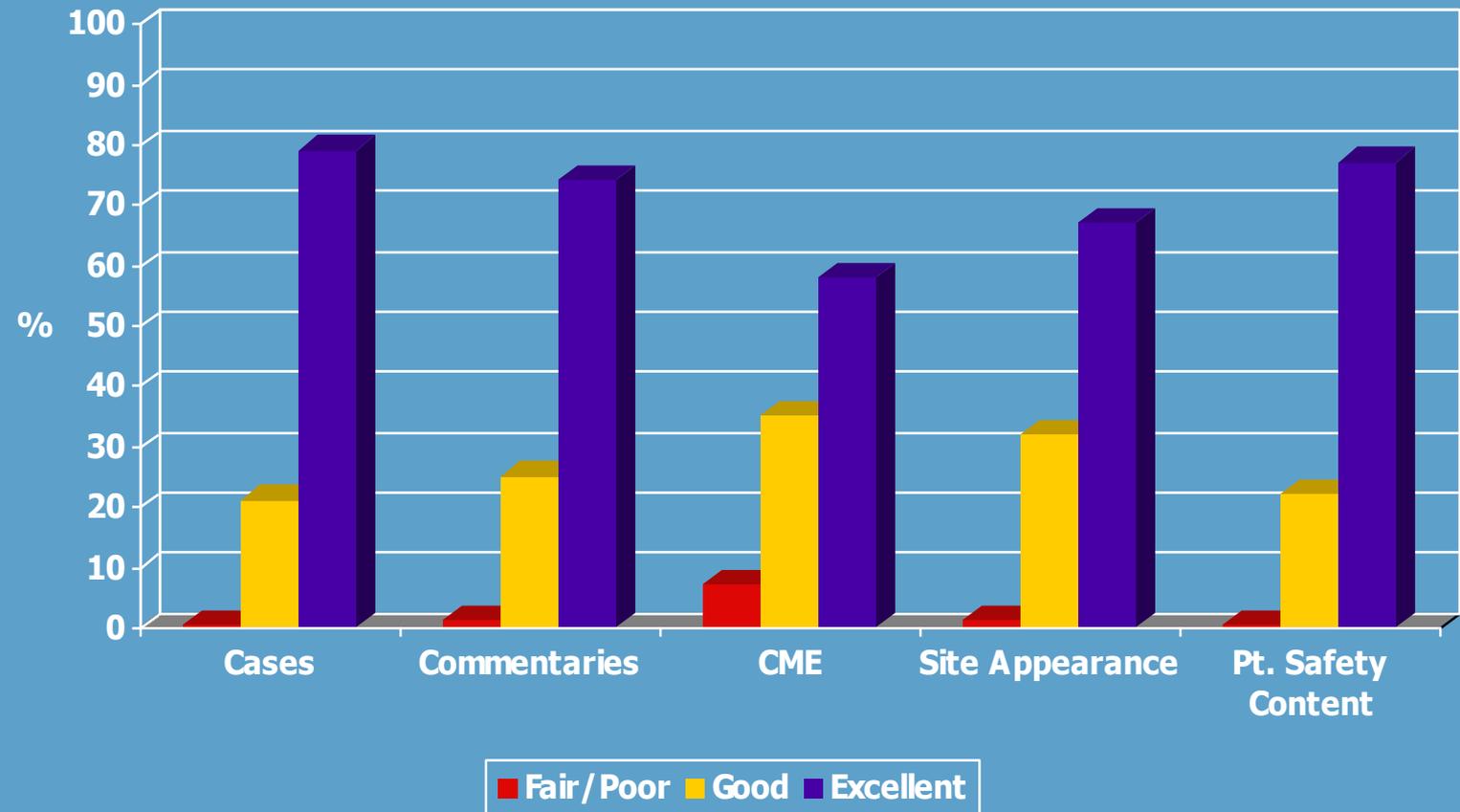


## Site Assessment

- Educational value of site: 75% rated it as "excellent"; 25% "good"
- Practical value: 75% "excellent"; 24% "good"
- Readers felt the site was easy to navigate, with 63% rating it "excellent" and 30% "good"
- 67% rated the clarity of directions and explanations as "excellent"; 29% "good"



# Ratings of Site Content and Design





## Number of Times Used Site to Obtain CME/Trainee Certification

<b>One</b>	<b>151 (76.7%)</b>
<b>Two</b>	<b>10 (5.1%)</b>
<b>Three</b>	<b>6 (3.1%)</b>
<b>Four</b>	<b>8 (4.1%)</b>
<b>Five or more</b>	<b>22 (11.2%)</b>
<b>Total</b>	<b>197 (100%)</b>



## Discussion

- The positive response to the site supports the notion that anonymous, web-based case presentations and commentaries are an effective way to educate both providers and non-providers about patient safety

[webmm.ahrq.gov](http://webmm.ahrq.gov)