

What Consumers Say about Nursing Homes in Online Reviews



Caitlyn Kellogg, BA, Yujun Zhu, MSG, Valeria Cardenas, MASM, Katalina Vazquez, Kayla Johari, Anna Rahman, PhD, Susan Enguidanos, PhD

Background

- Although patient-centered care is valued of our health-care system, no studies have examined what consumers say in online reviews about NHs. Insight into themes addressed in these reviews could inform improvement efforts that promote patient-centered NH care.

Methods

- From a list of all NHs in California, we drew a purposeful sample of 51 NHs, selecting facilities representing a range of geographical areas and occupancy rates.
- Two research teams analyzed the reviews using grounded theory to identify codes and tracked how frequently each code was mentioned.

Results

- We evaluated 264 reviews, identifying 24 codes, grouped under five categories. The average number of Yelp reviews per NHs was 5.2. The average of the 51 overall Yelp ratings for the sample was 3 stars.

Percentage of All Yelp Reviews (Selected Results)

Attitude/Caring	53.41%
Responsiveness	29.92%
Cleanliness	25%
Patient improvement	15.15%
Insurance/Cost/Payment	11.74%

Yelp Review Examples

Quality of Staff Care and Staffing

"...In addition, the staff was very professional and responsive as to care. There is a case manager there and a doctor who is on the premises Monday thru Friday for patients and I thought she was very responsive to my concerns and a very good doctor..."

"This place is the worst place for anyone to recover or be at. My father was treated like crap here very, very unprofessional staff when transport(ing) him to his dialysis his socks had holes in them from being dragged on the ground...I'M WARNING YOU DON'T LET YOUR LOVED ONE STAY HERE ONE NIGHT AT ALL!!!!!!! This place DOES NOT deserve a star but I have to select one for this to post, ZERO STARS TO THE GROUND!!

Physical Facility and Setting

"...The facility is very clean and peaceful. They have a homelike atmosphere where the staff members make you feel like family..."

Clinical Care and Management

"...My mom made a rapid recovery with their good care, including the efforts of their PTs and OTs... In fact, they take immense pride in their work and in seeing patients recover..."

Resident Safety/Security

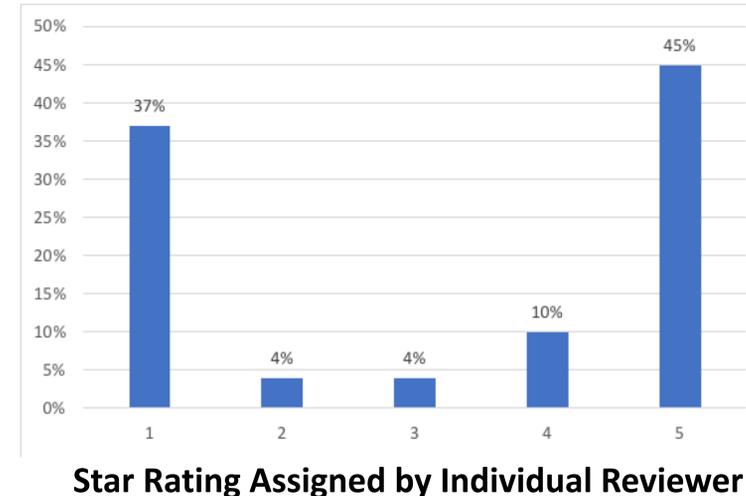
"...My father had several falls since his stay at (facility name) which is unacceptable, I do understand things occur, however repeat incident is unacceptable..."

Financial Issues

"This Alzheimer's facility is highly discriminatory against Medicare/Medicaid in the intake process... we were dumped for a "cash-paying customer"



Distribution: Individual Yelp Star Ratings



Discussion

Take Away Findings

- The major topics addressed in consumers' Yelp reviews of NHs were staff treatment of residents and the physical environment. Topics, such as clinical care areas, addressed by NHC and similar rating sites seem of less concern.
- These findings are consistent with other NH studies.

Limitations:

- Used a small California-only sample.
- There are concerns about Yelp, including potentially false reviews and improperly suppressed reviews.

Recommendation:

- When choosing NHS, we recommended consumers consult diverse systems because they provide complementary information.