

Doctor Personas in Online Health Community Based on Patients' Feedback

Research-in-Progress

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Abstract

Due to the limited medical information possessed by patients, there exists significant information asymmetry between patients and doctors in online health communities (OHCs). Patients have to rely on information from various sources to choose the right doctor, which includes the patient-generated information. This study used data from 826 doctors and their patients who had provided feedback in an OHC. The descriptive statistics of the variables revealed the characteristics of doctors and feedback patients. A doctor personas label system in OHCs was constructed based on these variables, with the feedback patient category being one of the attribute labels. Three categories of feedback patients were determined by clustering the patient-generated information: Text-sharing, Surgery-treating, and State-improving. This study proposed a method taking feedback patients into consideration for constructing doctor personas in OHCs and identified three categories of feedback patients. The results of this study can help doctors to understand the characteristics of their feedback patients and operators of OHCs to improve the design features to encourage patients providing feedback.

Keywords: Online health community, Doctor Personas, Online feedback mechanism, Patient-generated information