Multimedia Appendix 2

Caption: A copy of the vignettes used during interviews with the GPs
Vignette 1
Study A
An example\(^1\) of feedback left on NHS Choices

What else can I say.
Eve visited [redacted] in April 2012.

<table>
<thead>
<tr>
<th>Overall rating</th>
<th>What I liked</th>
<th>What could be improved</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://example.com/emoji" alt="not recommend" /></td>
<td>Receptionists, Opening hours, Location</td>
<td>I have seen my GP probably 4 times in the last few years. I must say they rush too much, appointments are only about 2 minutes long, they don’t listen what I say. When I try to explain the problem they stop me saying “I know”, “enough”. They don’t discuss anything with me, I can only sit in silence and wait to get my prescription (they don’t say much, they won’t ask me anything apart from “do you still smoke?”). Nothing like conversation. And when I went there last time, after they used the otoscope to look into my ear, they had only wiped it with the paper tissue and put it back on the desk, on some documents (God bless the next patient with same problem as I had a really bad pus in my ear.)</td>
</tr>
<tr>
<td><img src="https://example.com/emoji" alt="always" /> I am able to get through to the practice by telephone</td>
<td><img src="https://example.com/emoji" alt="usually" /> I am able to get an appointment when I want one</td>
<td><img src="https://example.com/emoji" alt="always" /> I am able to get through to the practice by telephone</td>
</tr>
</tbody>
</table>

Anything else to add?
When I visit the surgery with my son (2yr) I need to leave the buggy downstairs and walk up the stairs carrying my boy. I don’t like to leave the pushchair unattended but there is no lift.

See all comments about this GP that mention:
Appointments, Noise levels, Opening hours, Prescriptions

Added 17 April 12

Report this content as offensive or unsuitable

\(^1\) This piece of feedback was left for a GP surgery on the NHS Choices website. This was randomly selected as a negative type of patient feedback from the ones scrolling on the front page of NHS Choices.
Vignette 2
Study A

An example$^2$ of feedback left on NHS Choices

Would definitely recommend this surgery
Anonymous visited [redacted] in February 2012.

Overall rating
- I would recommend to a friend
- I am able to get through to the practice by telephone
  - Always
- I am able to get an appointment when I want one
  - Usually
- I am treated with dignity and respect by the staff
  - Always
- This GP practice involves me in decisions about my care and treatment
  - Always
- This GP practice provides accurate and up to date information on services and opening hours
  - Yes

What I liked
I constantly receive excellent care from my doctor here, and the people on reception are friendly and helpful even when they're obviously busy. If I want to be seen urgently I'm happy to see any of the doctors, and so it's never a problem. All my details are on their computer anyhow so they always know what my problems are. I've been a patient here for nearly twenty years and wouldn't hesitate to recommend it. My doctor is just lovely, listens and spends time with me and I never feel a nuisance. I'm very happy as a patient at this surgery.

See all comments about this GP that mention:
Attentive, Doctors, Patient care, Reception, Surgery

Added 01 February 12

Report this content as offensive or unsuitable

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$^2$ This piece of feedback was left for a GP surgery on the NHS Choices website. This was randomly selected as a positive type of patient feedback from the ones scrolling on the front page of NHS Choices.
Vignette 3
Study A
An example\(^3\) of feedback left on iwantgreatcare.org

\(^3\) This piece of feedback was left for a GP on the iwantgreatcare.org website. This was randomly selected as patient feedback that is both negative and positive.