

Survey Methodology

For a National Survey of Physicians

September 2017

Introduction

The ABIM Foundation commissioned PerryUndem Research/Communication to conduct a national survey of physicians. The purpose of this survey was to gauge physicians' attitudes toward the problem of unnecessary tests and procedures in the health care system, views on the causes of the problem, and their perspectives on various solutions. The survey also compared self-reported behaviors between those with and without exposure to the Choosing Wisely® campaign.

Interview Dates and Sample Size

The survey was conducted by telephone from March 9 through April 5, 2017 among a nationally representative sample of $n = 601$ physicians (primary care and specialists) nationwide.

Margin of Error

The margin of sampling error for the total results is + 4.0 percentage points. The margin of error is larger for small subgroups within the total. Following is a table for cell sizes and corresponding margins of error.

	Cell size (unweighted)	Margin of sampling error
Total	N = 601	\pm 4.0 points
Primary care physicians	N = 360	\pm 5.2 points
Specialists	N = 241	\pm 6.3 points
Sees <100 patients per week	N = 345	\pm 5.3 points
Sees 100+ patients per week	N = 242	\pm 6.3 points
Unaided recall of choosing Wisely campaign	N = 142	\pm 8.2 points
No unaided recall	N = 459	\pm 4.6 points
Aided recall	N = 246	\pm 6.3 points
No aided recall	N = 355	\pm 5.2 points
Has seen CW materials	N = 147	\pm 8.1 points
Has not seen materials	N = 454	\pm 4.6 points

Sampling Methods

The sample was purchased from a company licensed to use the American Medical Association's (AMA) Physician Masterfile. To conduct this study, a representative sample of primary care physicians and specialists was randomly drawn from the AMA Physician Masterfile.

The Physician Masterfile includes current and historical data for more than 1.4 million physicians, residents, and medical students in the United States. A record is established when individuals enter medical schools accredited by the Liaison Committee on Medical Education (LCME), or in the case of international medical graduates (IMGs), upon entry into a post-graduate residency training program accredited by the Accreditation Council for Graduate Medical Education (ACGME).

The AMA Masterfile assigns a Medical Education number (ME#) – a unique identifier that is given to each physician to track physicians throughout their careers. Primary care physicians include family medicine/general practice physicians, internal medicine physicians, and pediatricians.

Data

The data were weighted slightly by region, gender, age and type of practice to reflect demographics based on the Association of American Medical Colleges' 2013 State Physician Workforce Data Book.