

Table 1

Mean Ratings of Common Patient Concerns on a Seven Point Scale

Concern	N	Mean	Standard Deviation
Cost	88	4.78	2.08
Discount	88	4.02	1.99
Credentials	87	6.05	1.39
Name	88	5.7	1.75
Confidentiality	87	6.4	1.44
Security	86	6.22	1.67
Speed	88	5.55	1.6
Location	88	4.03	1.96
Gender	88	2.94	1.94
Satisfied	88	4.55	1.86