Appendix. Study questionnaire

In this survey, we ask for your opinion regarding the methods used for selecting the "best cancer doctors." Please read the following examples, and provide your opinion.

Example 1. Selection by the peer evaluation system

The "best doctor in America" is selected through an annual survey of approximately 50,000 medical doctors with the question "If you or a loved one needed a doctor in your specialty, to whom would you refer them?" This results in a list of the "best doctors", which comprises around 5% of the specialists in any given field. Their hospitals are then using these results for advertisement.

Example 2. Selection by the media personnel

Several media programs in Korea (e.g. "Best doctor" by EBS) select doctors by undisclosed, self-defined standards and have them appear on their programs. The hospitals then use this for advertisement.

Question 1. What do you think about the selection method in example 1? Please indicate how much you agree with the following sentences.

	Strongly disagree	Disagree	Agree	Strongly agree
The selection method is credible				
The selection method is fair				

The selection method is valid				
The result would be helpful for the patients to select their doctor				
I would consider this information if one of my family members was affected by cancer				
This would help to improve the quality of cancer care				

Question 2. What do you think about the selection method in example 2? Please indicate how much you agree with the following sentences.

	Strongly disagree	Disagree	Agree	Strongly agree
The selection method is credible				
The selection method is fair				
The selection method is valid				
The result would be helpful for the patients to select their doctor				
I would consider this information if one of my family members was affected by cancer				
This would help to improve the quality of				

cancer care				