

Supplemental Table S1 lists the types of complaints that were mentioned in at least 1% of the negative reviews evaluated (i.e., ≥ 10 of the 956 reviews). Each type of complaint was further classified according to who was identified as being responsible, i.e., the: 1) Orthodontist, 2) Clinical Assistants, 3) Non-Clinical Office Staff, 4) Not Specified. Because a single online review could contain the same type of complaint about different personnel, an individual review could be counted more than once regarding who was responsible. Therefore, the number of online reviews mentioning a type of complaint is not the sum of the reviews that were attributed to personnel categories for that complaint.

Types of Complaints in Online Reviews	Number (%) of 956 Reviews	Number (%) of Reviews Per Complaint Attributed to Each Source			
		Orthodontist	Clin. Assistants	Office Staff	Not Specified
QUALITY OF CARE / SERVICE	509 (53.2%)				
Bad outcome (not relapse) / Not finish / Complications	204 (21.3%)	164 (80.4%)	5 (2.5%)	1 (0.5%)	34 (16.7%)
Errors: Poor skill, ability, office organization	173 (18.1%)	84 (48.6%)	60 (34.7%)	24 (13.9%)	31 (17.9%)
No time for patient / Factory environment / Inattentive	135 (14.1%)	108 (80.0%)	5 (3.7%)	6 (4.4%)	24 (17.8%)
Disagree with: Plan / Approach / Need for treatment	98 (10.3%)	93 (94.9%)	0 (0.0%)	3 (3.1%)	2 (2.0%)
Pain complaints / Procedures uncomfortable	68 (7.1%)	37 (54.4%)	19 (27.9%)	3 (4.4%)	10 (14.7%)
Broken (or poor quality): Appliance / Brackets / Wire	55 (5.8%)	20 (36.4%)	13 (23.6%)	1 (1.8%)	22 (40.0%)
Not hygienic / Not sanitary	22 (2.3%)	17 (77.3%)	2 (9.1%)	1 (4.5%)	4 (18.2%)
Poor interdisciplinary care / referral / sending records	20 (2.1%)	9 (45.0%)	0 (0.0%)	6 (30.0%)	6 (30.0%)
INTERPERSONAL	497 (52.0%)				
Impolite / Rude / Mean / Arrogant / Insult / Humiliate	225 (23.5%)	96 (42.7%)	29 (12.9%)	96 (42.7%)	28 (12.4%)
Uncaring / Patient not priority / Patient ignored	129 (13.5%)	60 (46.5%)	13 (10.1%)	41 (31.8%)	25 (19.4%)
Dishonest / Lie / Distrust / Cheated	109 (11.4%)	54 (49.5%)	6 (5.5%)	33 (30.3%)	24 (22.0%)
Poor personality - social skills / Awkward / Unfriendly	95 (9.9%)	53 (55.8%)	9 (9.5%)	27 (28.4%)	12 (12.6%)
Disrespectful / Demeaning / Condescending	73 (7.6%)	50 (68.5%)	5 (6.8%)	10 (13.7%)	11 (15.1%)
Blaming patient for: Results / Tardiness / Crooked teeth	45 (4.7%)	30 (66.7%)	5 (11.1%)	8 (17.8%)	4 (8.9%)
Insensitive (ethnic, cultural) / Inconsiderate / Judgmental	44 (4.6%)	28 (63.6%)	8 (18.2%)	6 (13.6%)	3 (6.8%)
Aggressive / Argue / Angry / Harass	40 (4.2%)	33 (82.5%)	1 (2.5%)	7 (17.5%)	1 (2.5%)
MONEY / FINANCIAL	448 (46.9%)				
Money before patients / Greedy	149 (15.6%)	93 (62.4%)	0 (0.0%)	14 (9.4%)	47 (31.5%)
Extra (hidden) costs / Price change / Overcharge	104 (10.9%)	47 (45.2%)	0 (0.0%)	38 (36.5%)	20 (19.2%)
Too (very) expensive / Treatment not worth money	101 (10.6%)	68 (67.3%)	0 (0.0%)	7 (6.9%)	26 (25.7%)
Billing / Insurance / Flex spending account problems	84 (8.8%)	9 (10.7%)	1 (1.2%)	69 (82.1%)	6 (7.1%)

More money than others	53 (5.5%)	40 (75.5%)	0 (0.0%)	5 (9.4%)	8 (15.1%)
Paid for services not: Completed / Delivered / No refund	47 (4.9%)	26 (55.3%)	1 (2.1%)	13 (27.7%)	9 (19.1%)
Hard sell / Salesman / Pushy / Rushed to start treatment	43 (4.5%)	23 (53.5%)	1 (2.3%)	10 (23.3%)	11 (25.6%)
Re-treatment too expensive	13 (1.4%)	9 (69.2%)	0 (0.0%)	1 (7.7%)	3 (23.1%)
TIME	256 (26.8%)				
Long wait / Running behind / Rushed	93 (9.7%)	28 (30.1%)	4 (4.3%)	22 (23.7%)	44 (47.3%)
Treatment duration too long	80 (8.4%)	59 (73.8%)	2 (2.5%)	1 (1.3%)	19 (23.8%)
Appointments: Poor availability / Inflexible scheduling	70 (7.3%)	9 (12.9%)	0 (0.0%)	39 (55.7%)	22 (31.4%)
Scheduling errors / changes	25 (2.6%)	0 (0.0%)	1 (4.0%)	23 (92.0%)	1 (4.0%)
Duration of treatment appointments is too long	11 (1.2%)	4 (36.4%)	2 (18.2%)	0 (0.0%)	6 (54.5%)
COMMUNICATION	228 (23.8%)				
Didn't answer questions / Didn't return call	91 (9.5%)	23 (25.3%)	2 (2.2%)	69 (75.8%)	3 (3.3%)
Inaccessible (not answer phone) / Don't acknowledge	55 (5.8%)	9 (16.4%)	1 (1.8%)	42 (76.4%)	3 (5.5%)
Doesn't listen to patient / Misunderstands patient	47 (4.9%)	32 (68.1%)	3 (6.4%)	10 (21.3%)	4 (8.5%)
Didn't explain well / Gave inaccurate information	44 (4.6%)	22 (50.0%)	8 (18.2%)	10 (22.7%)	10 (22.7%)
Does not give treatment plan / details / options / updates	25 (2.6%)	19 (76.0%)	2 (8.0%)	4 (16.0%)	3 (12.0%)
UNPROFESSIONAL	102 (10.7%)	39 (38.2%)	11 (10.8%)	37 (36.3%)	25 (24.5%)