



## Outpatient Revenue

*An independent HealthLeaders Media survey supported by*

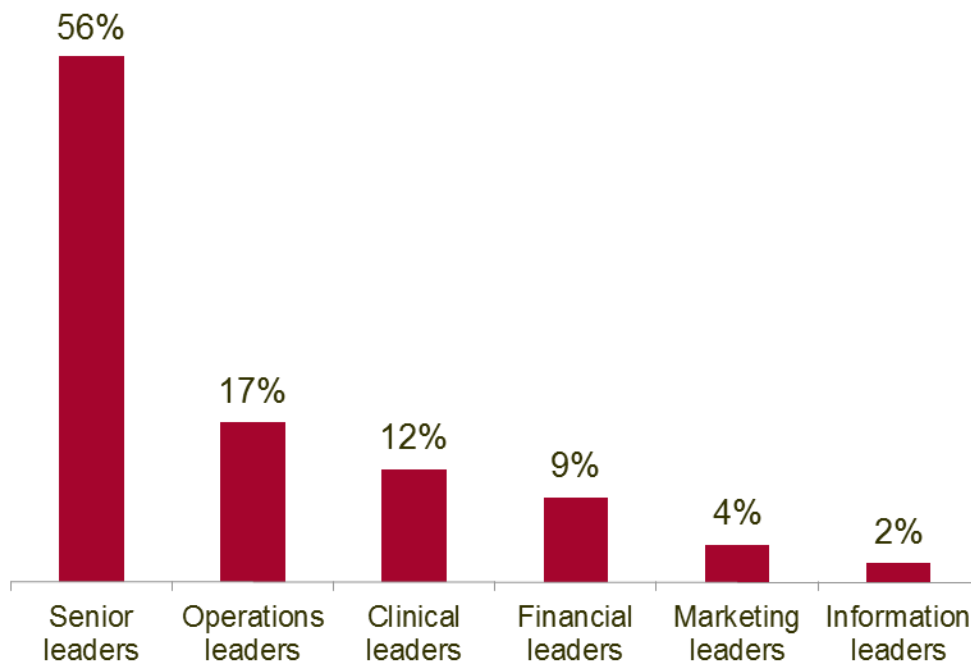


## Methodology

- A three-question survey on outpatient revenue was sent to members of the HealthLeaders Media Council in December 2015
- The HealthLeaders Media Council comprises executives from healthcare provider organizations who collectively deliver the most unbiased industry intelligence available
- A total of 131 completed surveys are included in the analysis
- The margin of error for a base of 131 is +/-8.6% at the 95% confidence interval

# Respondent Profile

## Respondent Profile – Title



Base = 131

### Senior leaders

CEO, Administrator, Chief Operations Officer, Chief Medical Officer, Chief Financial Officer, Executive Dir., Partner, Board Member, Principal Owner, President, Chief of Staff, Chief Information Officer, Chief Nursing Officer, Chief Medical Information Officer

### Clinical leaders

Chief of Cardiology, Chief of Neurology, Chief of Oncology, Chief of Orthopedics, Chief of Radiology, Dir. of Ambulatory Services, Dir. of Clinical Services, Dir. of Emergency Services, Dir. of Inpatient Services, Dir. of Intensive Care Services, Dir. of Nursing, Dir. of Rehabilitation Services, Service Line Director, Dir. of Surgical/Perioperative Services, Medical Director, VP Clinical Informatics, VP Clinical Quality, VP Clinical Services, VP Medical Affairs (Physician Mgmt/MD), VP Nursing

### Operations leaders

Chief Compliance Officer, Chief Purchasing Officer, Asst. Administrator, Chief Counsel, Dir. of Patient Safety, Dir. of Purchasing, Dir. of Quality, Dir. of Safety, VP/Dir. Compliance, VP/Dir. Human Resources, VP/Dir. Operations/Administration, Other VP

### Financial leaders

VP/Dir. Finance, HIM Director, Director of Case Management, Director of Patient Financial Services, Director of RAC, Director of Reimbursement, Director of Revenue Cycle

### Marketing leaders

VP/Dir. Marketing/Sales, VP/Dir. Media Relations

### Information leaders

Chief Technology Officer, VP/Dir. Technology/MIS/IT

## Respondent Profile – Employment

*Which of the following best describes your place of employment?*

	Percent
Hospital	46%
Health system	28%
Physician org	14%
Long-term care/SNF	4%
Government, education/academic	4%
Health plan/insurer	3%
Ancillary, allied provider	2%

**Base = 131**

## Respondent Profile – Size of Organization

Number of beds

	Percent
1–199	52%
200–499	22%
500+	27%
<b>Base = 60 (hospitals)</b>	

Number of sites

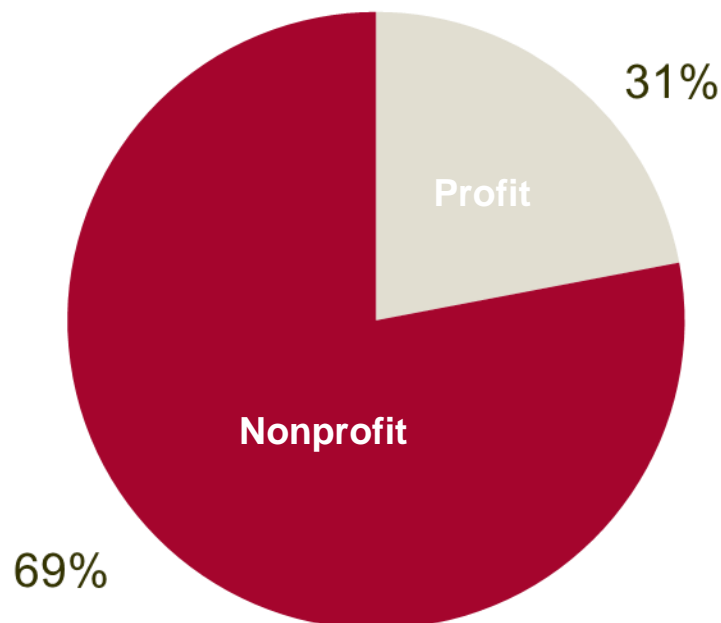
	Percent
1–5	19%
6–20	32%
21–49	49%
<b>Base = 37 (health systems)</b>	

Number of physicians

	Percent
1–9	11%
10–49	39%
50+	50%
<b>Base = 18 (physician orgs)</b>	

## Respondent Profile – Type of Organization

*Which best describes your type of organization?*



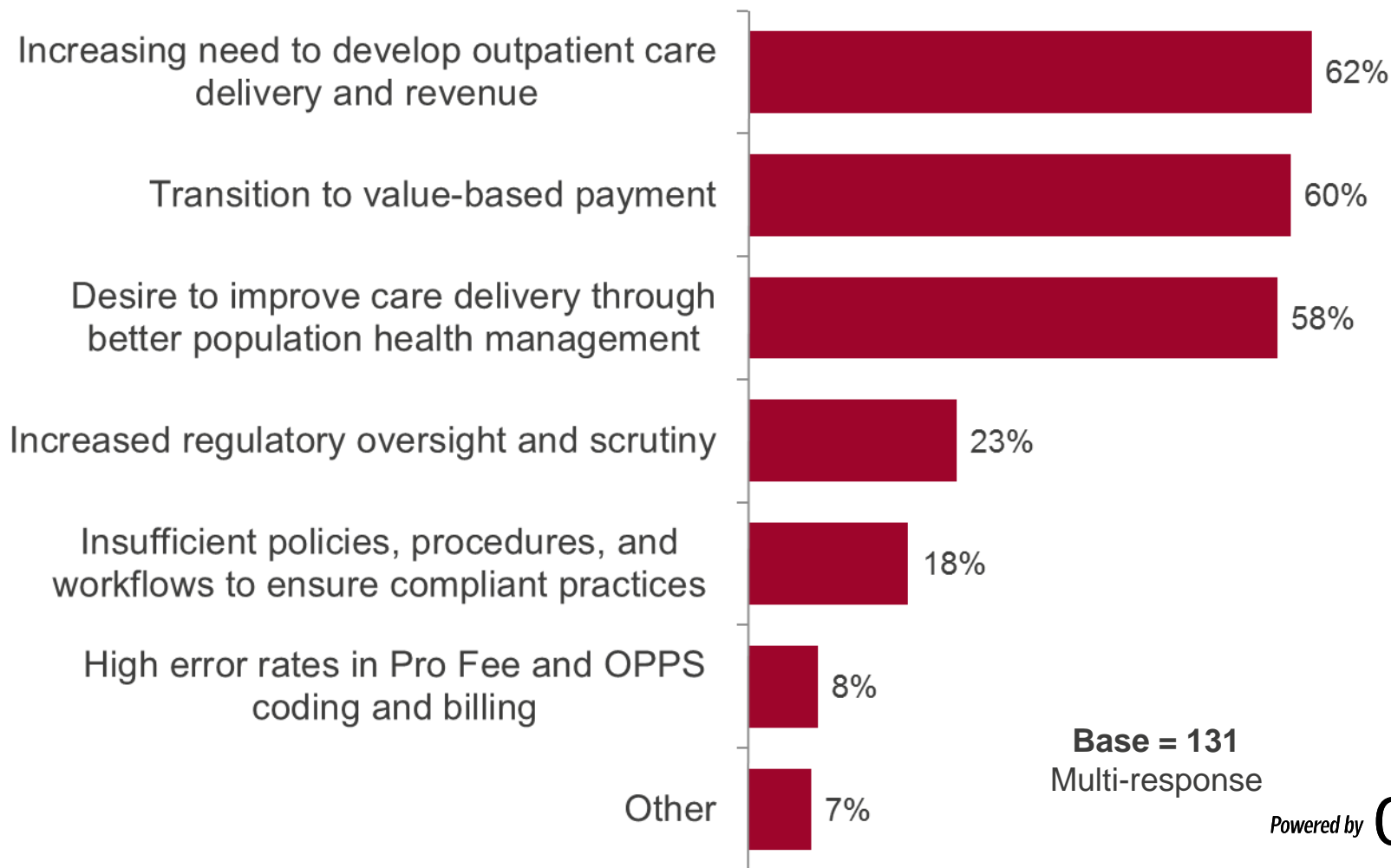
Base = 131

# Survey Results



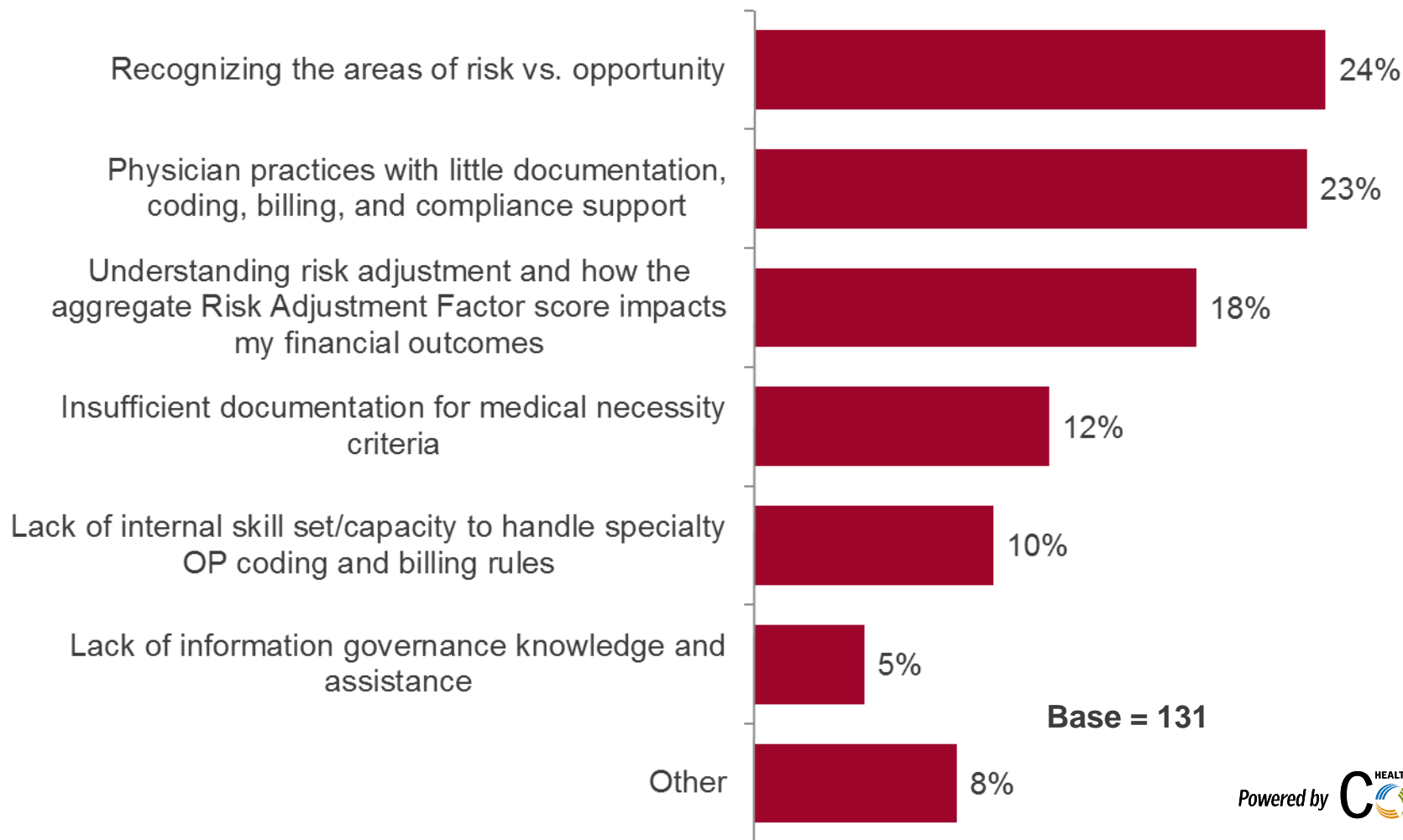
## Drivers to Improve Financial Performance

*What is driving your organization to improve financial performance in your outpatient and/or ambulatory setting?*



## Greatest Challenge in Optimizing Revenue Integrity and Compliance

*What is your organization's single greatest challenge in optimizing revenue integrity and compliance in the outpatient/ambulatory setting?*



## Greatest Risk of Doing Nothing to Improve Financial Performance

*What represents your organization's single greatest risk if you do nothing to improve financial performance in your outpatient and/or ambulatory setting?*

