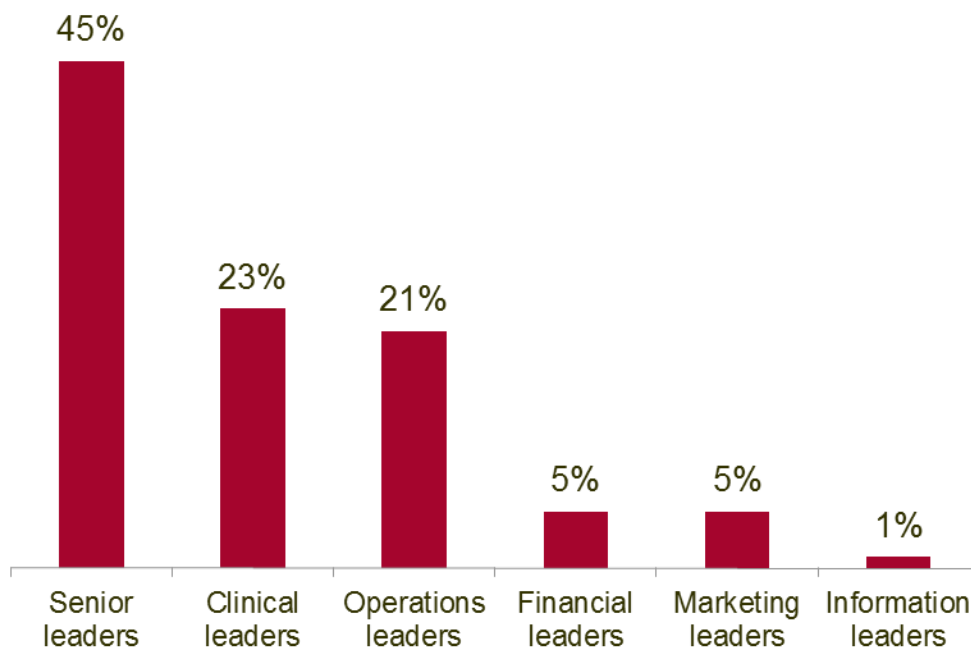# Methodology

- A three-question survey on population health was sent to members of the HealthLeaders Media Council in January 2016

- The HealthLeaders Media Council comprises executives from healthcare provider organizations who collectively deliver the most unbiased industry intelligence available

- A total of 161 completed surveys are included in the analysis

- The margin of error for a base of 161 is +/-7.7% at the 95% confidence interval

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Respondent Profile

Respondent Profile – Title

45%

23%

21%

5%   5%

1%

Senior leaders | Clinical leaders | Operations leaders | Financial leaders | Marketing leaders | Information leaders

Base = 161

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	37%
Health system	34%
Physician org	15%
Long-term care/SNF	7%
Health plan/insurer	4%
Government, education/academic	2%
Ancillary, allied provider	2%

Base = 161

Respondent Profile – Size of Organization

Number of beds

	Percent
1–199	49%
200–499	31%
500+	20%
Base = 59 (hospitals)	

Number of sites

	Percent
1–5	20%
6–20	31%
21–49	48%
Base = 54 (health systems)	

Number of physicians

	Percent
1–9	42%
10–49	25%
50+	33%
Base = 24 (physician orgs)	

Respondent Profile – Type of Organization

Which best describes your type of organization?
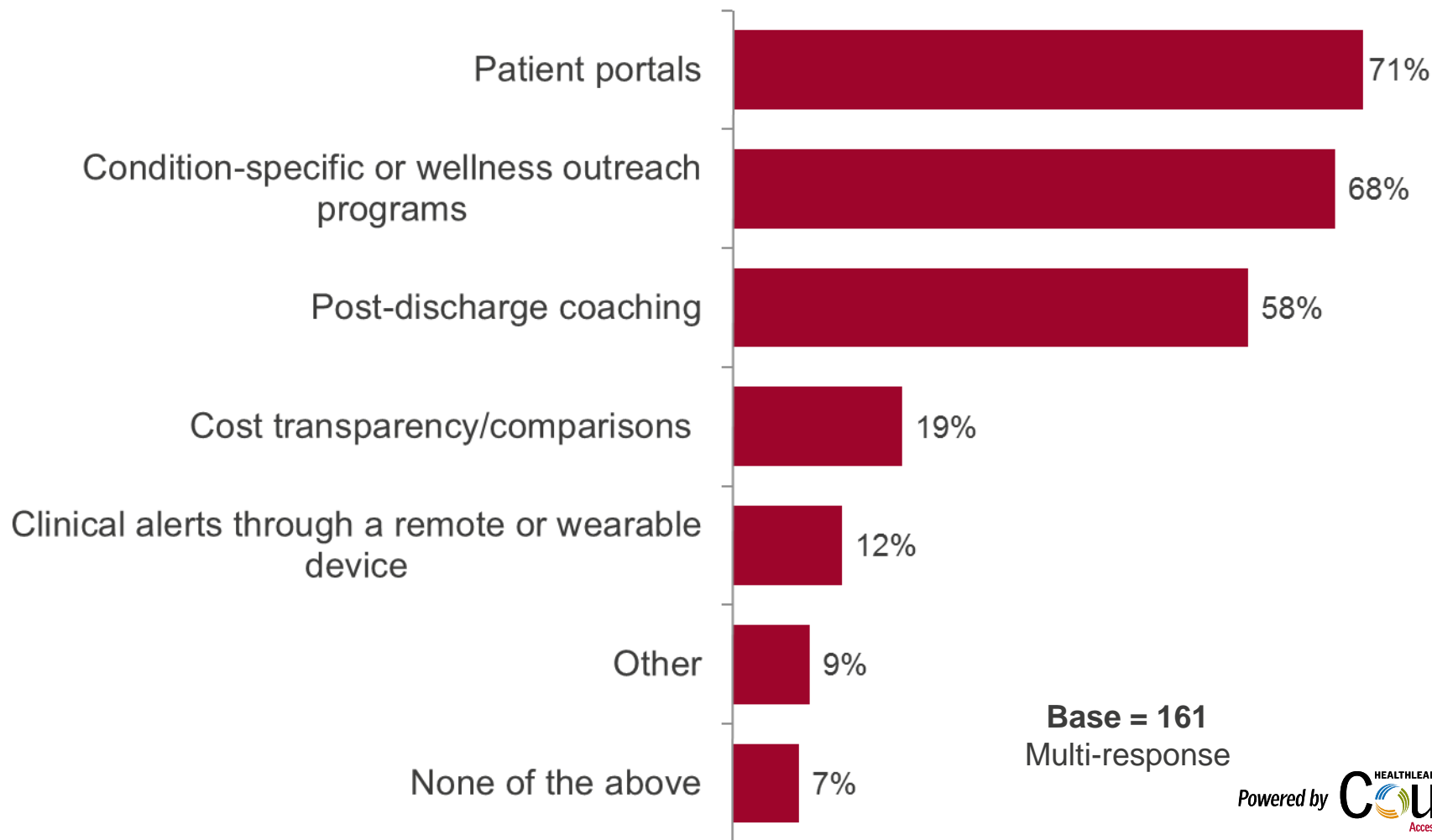

Profit 28%

Nonprofit 72%
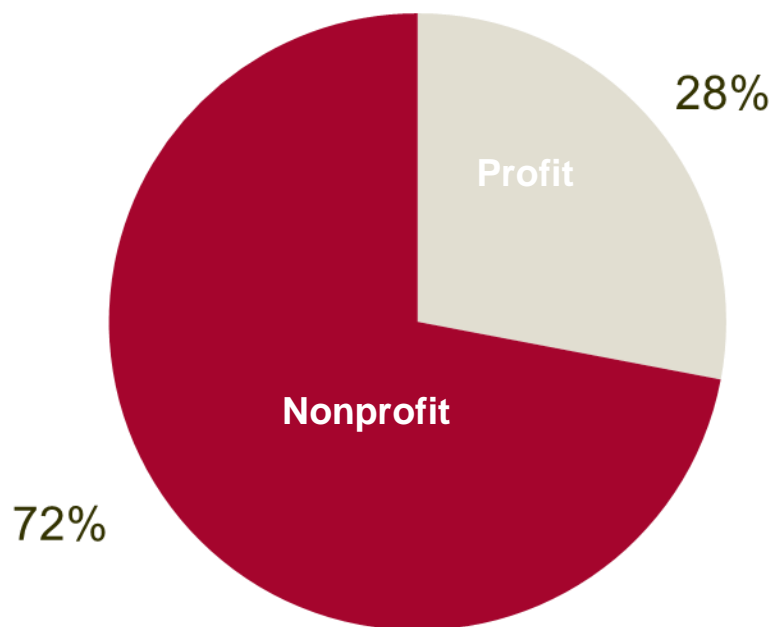
Base = 161

Survey Results

Population Health Tools Used to Engage Patients

What kind of tools does your organization use to engage patients in population health?

Tool	Percentage
Patient portals	71%
Condition-specific or wellness outreach programs	68%
Post-discharge coaching	58%
Cost transparency/comparisons	19%
Clinical alerts through a remote or wearable device	12%
Other	9%
None of the above	7%

Base = 161
Multi-response

Percentage of High-Risk Population Engaged in Health Program

What percentage of your high-risk/high-utilization population is currently engaged in a population health program?
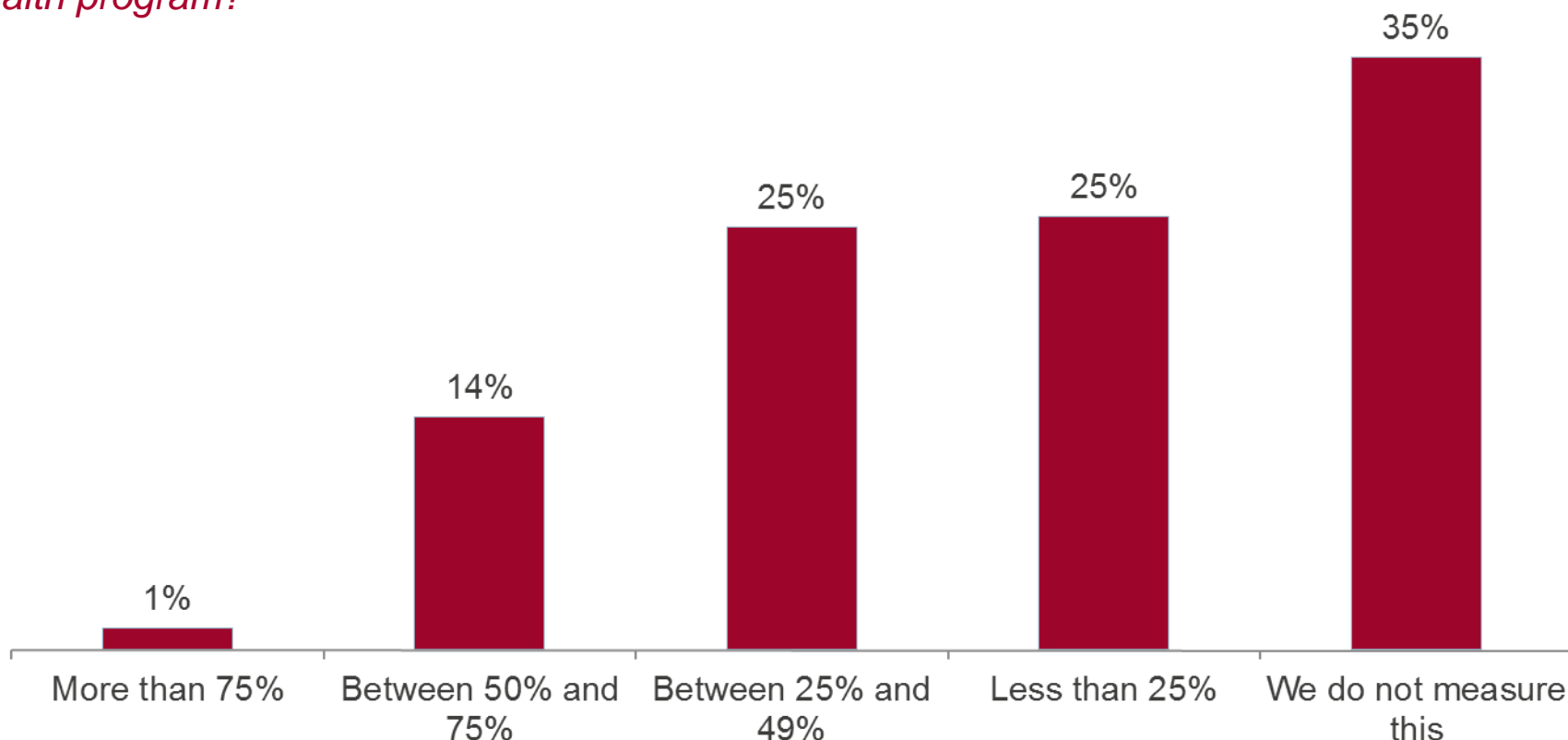
Base = 161

Greatest Obstacle to Patient Engagement Goals

What is your organization's biggest obstacle to reaching its patient engagement goals?

Obstacle	Percentage
Lack of budget for patient engagement initiatives	38%
Low awareness of available programs	17%
Ineffective care distribution channels	11%
Lack of technology resources	8%
Lack of physician support	4%
Other	14%
None of the above	8%

Base = 161