



Patient Engagement Priorities

An independent HealthLeaders Media survey supported by

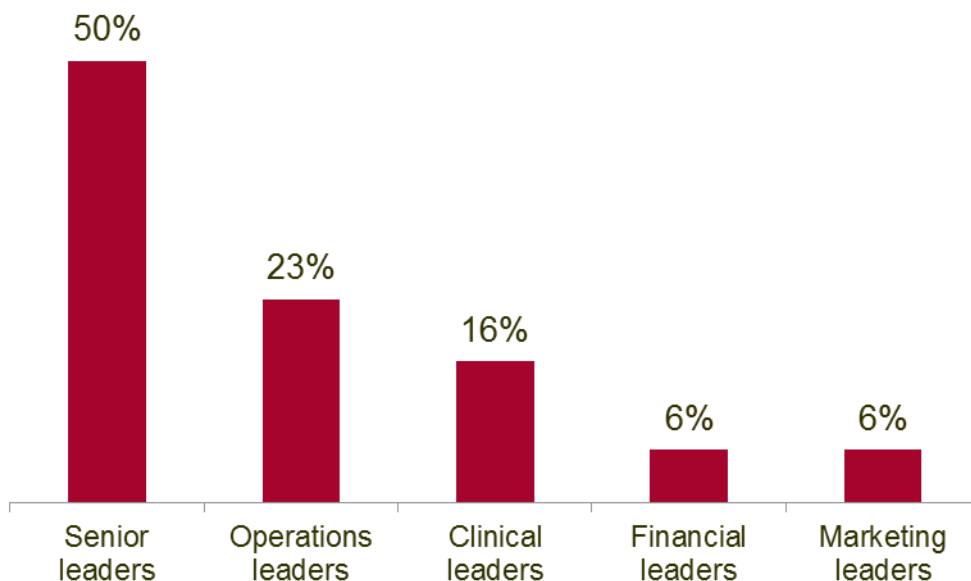


Methodology

- A three-question survey on patient engagement priorities was sent to members of the HealthLeaders Media Council in July 2015
- The HealthLeaders Media Council comprises executives from healthcare provider organizations who collectively deliver the most unbiased industry intelligence available
- A total of 140 completed surveys are included in the analysis
- The margin of error for a base of 140 is +/-8.3% at the 95% confidence interval

Respondent Profile

Respondent Profile – Title



Base = 140

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

Respondent Profile – Employment

Which of the following best describes your place of employment?

	Percent
Hospital	41%
Health system (IDN/IDS)	22%
Physician org (MSO, IPA, PHO, clinic)	16%
Long-term care/SNF	6%
Ancillary, allied provider	6%
Health plan/insurer	5%
Government, education/academic	3%

Base = 140

Respondent Profile – Size of Organization

Number of beds

	Percent
1–199	52%
200–499	31%
500+	17%
Base = 58 (hospitals)	

Number of sites

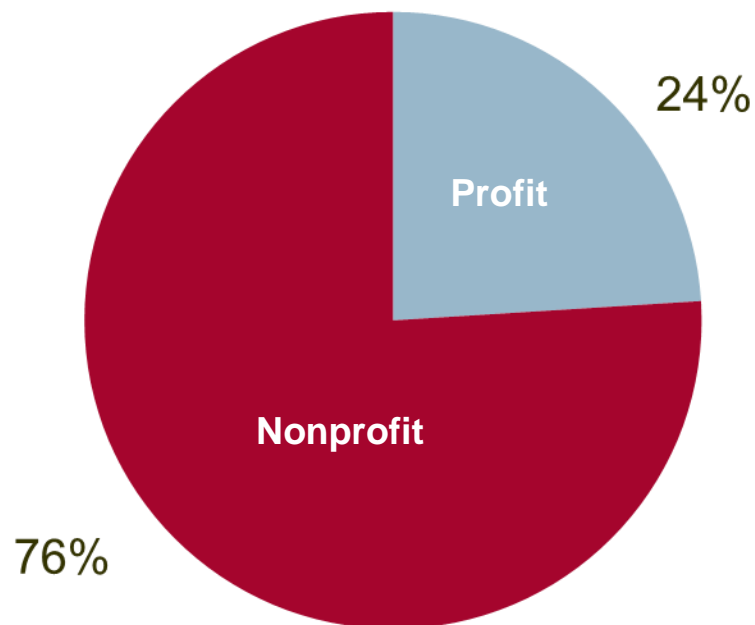
	Percent
1–5	10%
6–20	39%
21–49	52%
Base = 31 (health systems)	

Number of physicians

	Percent
1–9	36%
10–49	27%
50+	36%
Base = 22 (physician orgs)	

Respondent Profile – Type of Organization

Which best describes your type of organization?

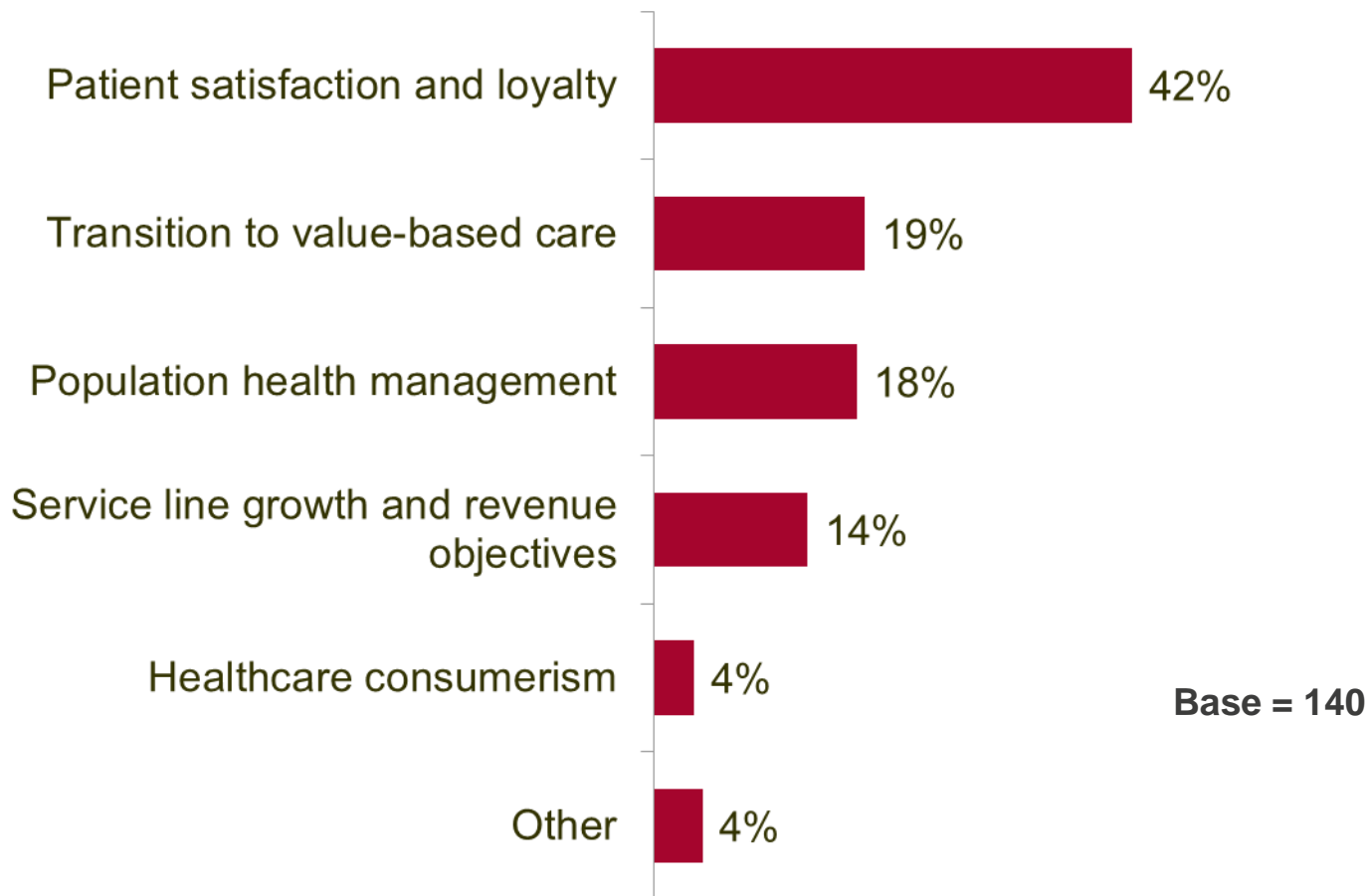


Base = 140

Survey Results

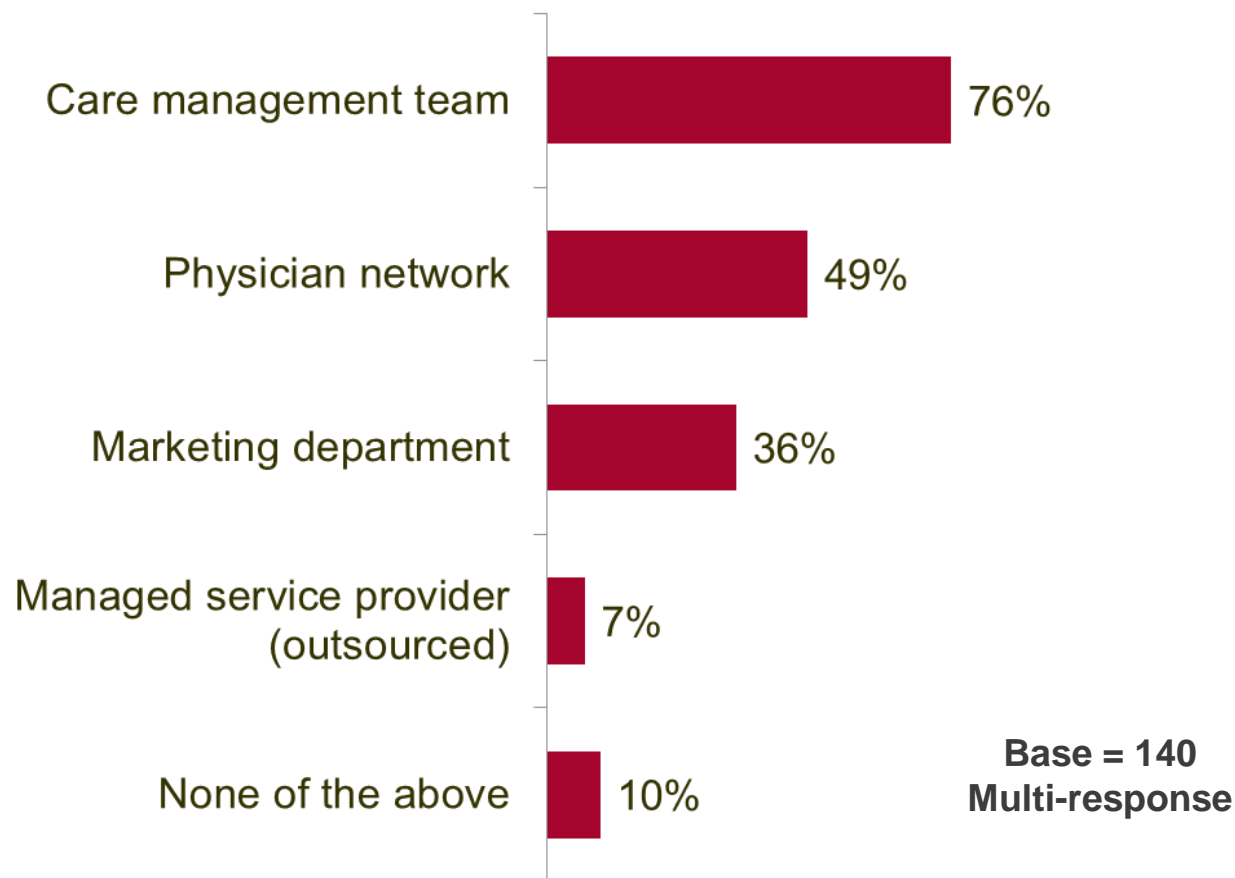
Primary Driving Force Behind Patient Engagement

What is the primary driving force behind your organization's patient engagement initiatives?



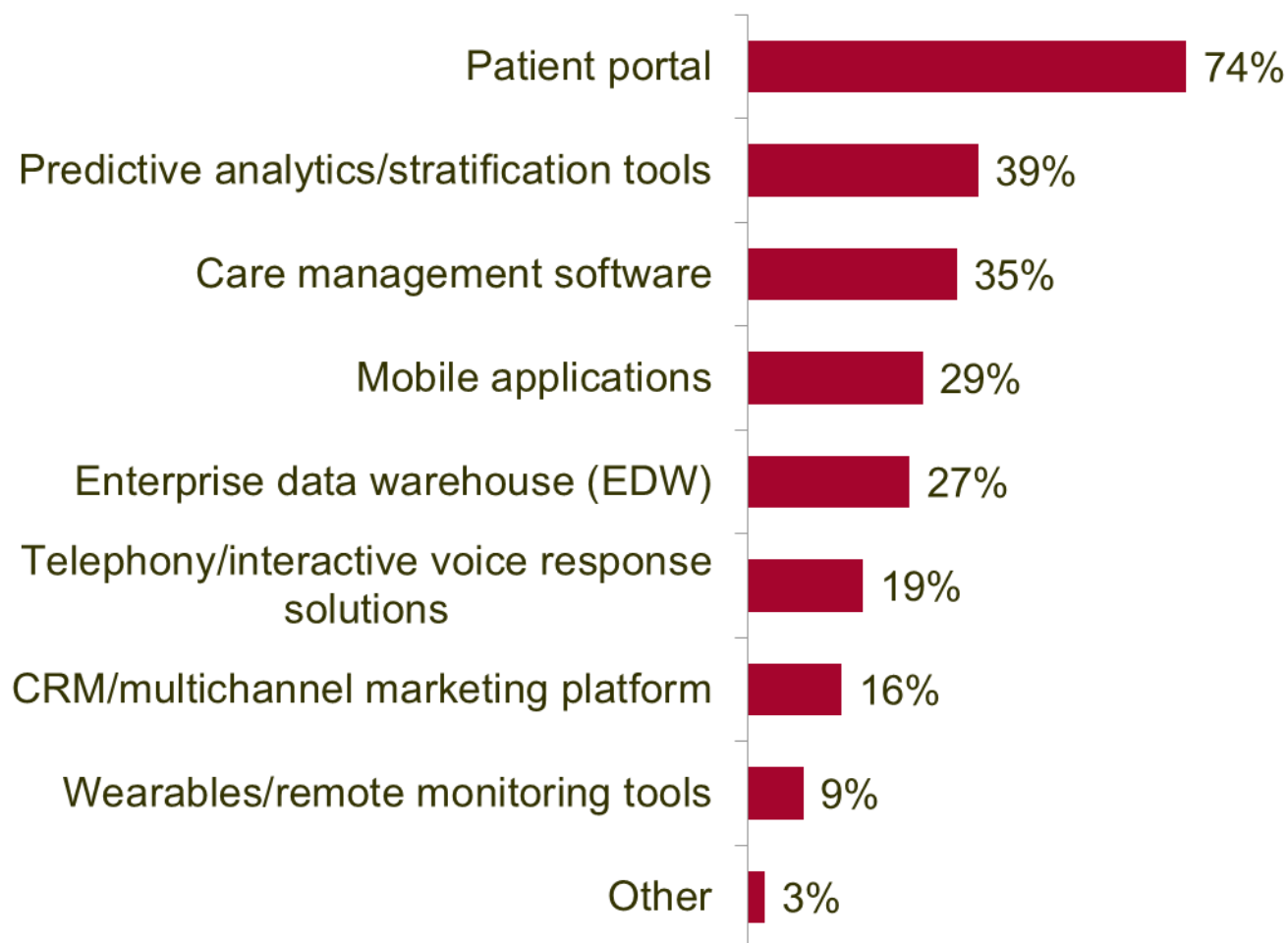
Patient Engagement Initiatives for Population Health

In what areas will your organization implement and manage patient engagement initiatives as part of a population health strategy?



Most Important Technology Investments for Patient Engagement

What are your organization's most important technology investments for supporting patient engagement as part of a population health strategy?



Base = 140
Multi-response