

# HealthLeaders<sup>Media</sup> | Intelligence



## Healthcare Consumerism Buzz Survey August 2014

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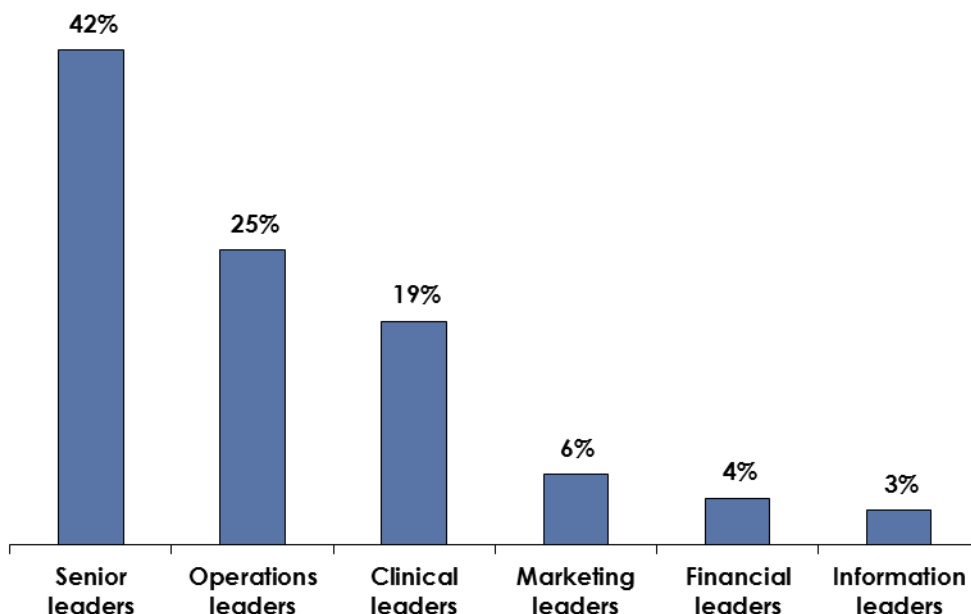
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# Methodology

- A three-question survey on healthcare consumerism was sent to members of the HealthLeaders Media Council in August 2014
- The HealthLeaders Media Council comprises executives from healthcare provider organizations who collectively deliver the most unbiased industry intelligence available
- A total of 176 completed surveys are included in the analysis
- The margin of error for a base of 176 is +/-7.4% at the 95% confidence interval

# Respondent Profile

# Respondent Profile – Title



Base = 176

## 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

## Clinical leaders

Chief of Cardiology, Chief of Neurology, Chief of Oncology, Chief of Orthopedics, Chief of Radiology, Chief Nursing Officer, 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

## Information leaders

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

## 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	40%
Health system (IDN/IDS)	27%
Physician org (MSO, IPA, PHO, clinic)	14%
Long-term care/SNF	6%
Health plan/insurer	6%
Ancillary, allied provider	4%
Government, education/academic	3%

**Base = 176**



# Respondent Profile – Size of Organization

## Number of beds

	Percent
1–199	55%
200–499	30%
500+	15%
Base = 71 (hospitals)	

## Number of sites

	Percent
1–5	17%
6–20	36%
21–49	47%
Base = 47 (health systems)	

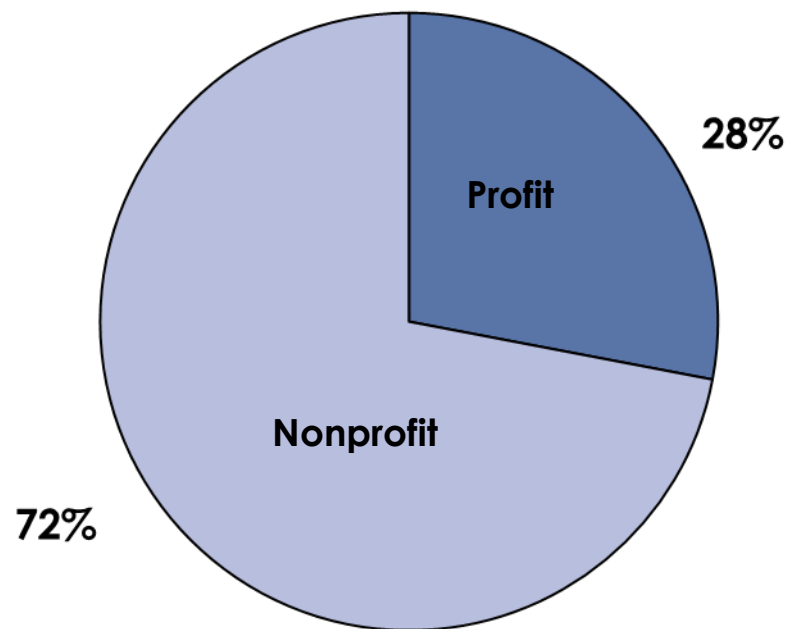
## Number of physicians

	Percent
1–9	38%
10–49	17%
50+	46%
Base = 24 (physician orgs)	



## Respondent Profile – Type of Organization

*Which best describes your type of organization?*



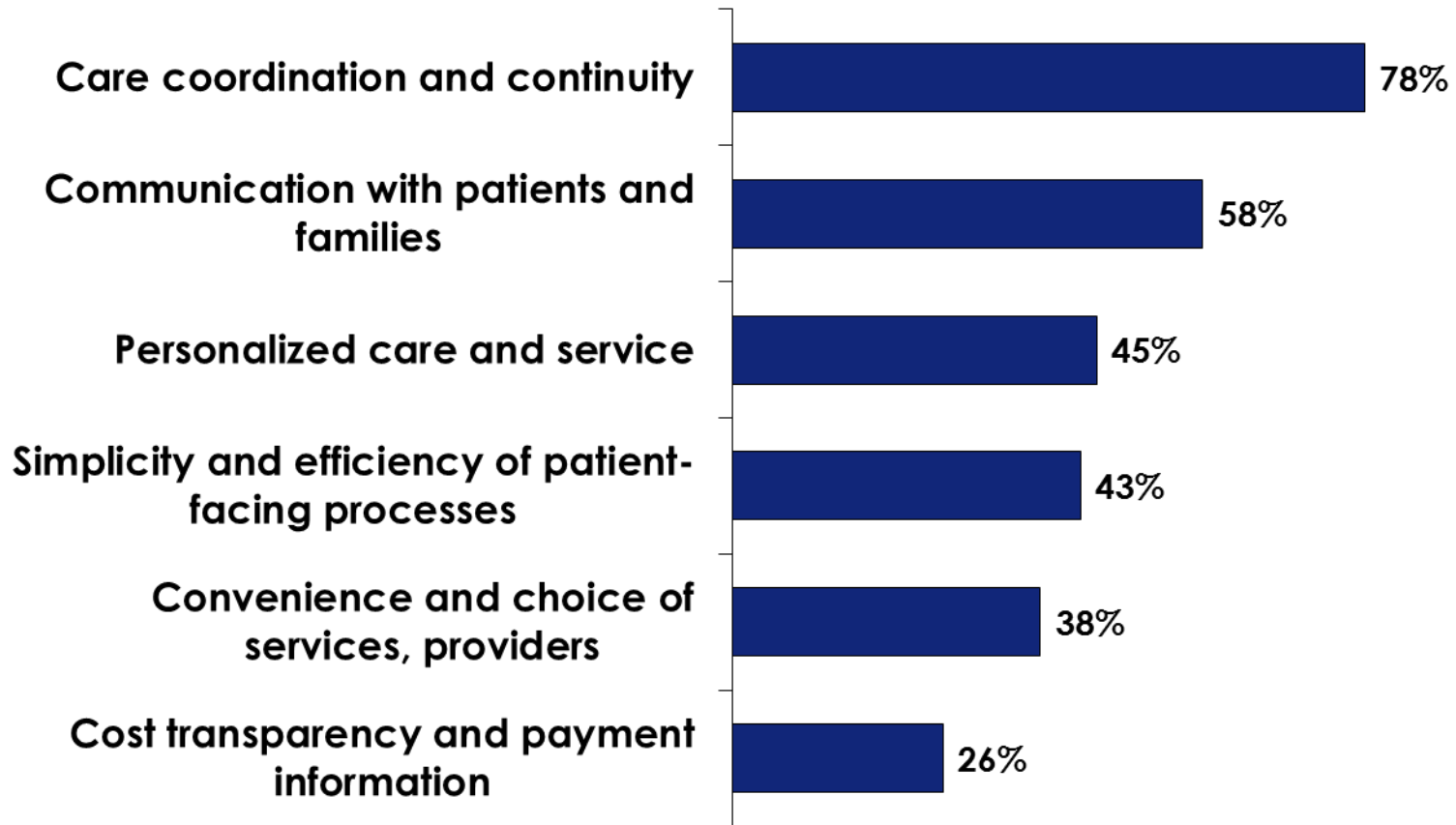
Base = 176

# Survey Results



## Most Focused Patient-Centered Areas

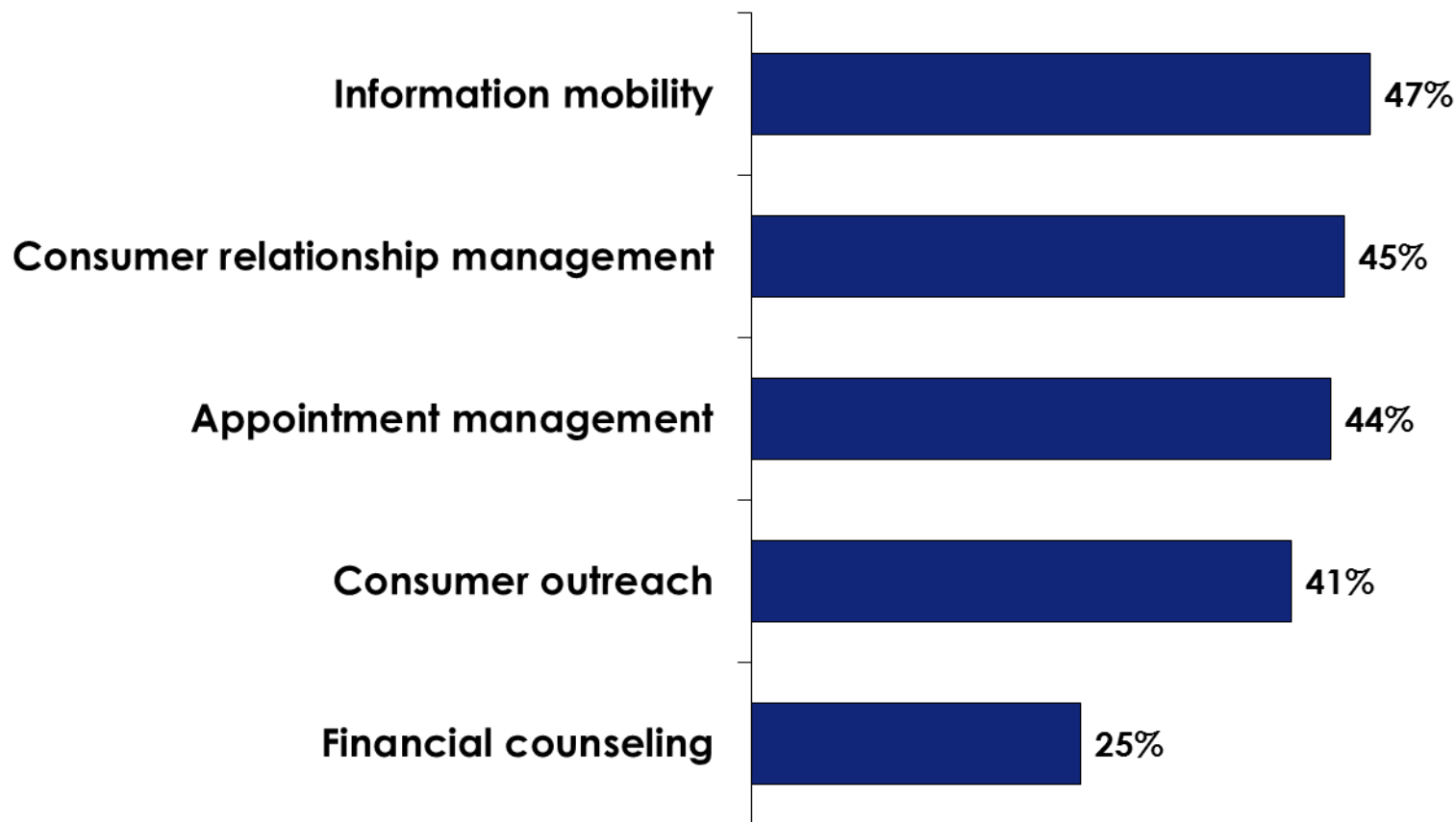
*What patient-centered areas is your organization most focused on to expand and secure market share?*



Base = 176  
Multi-response

## Patient Experience Investments

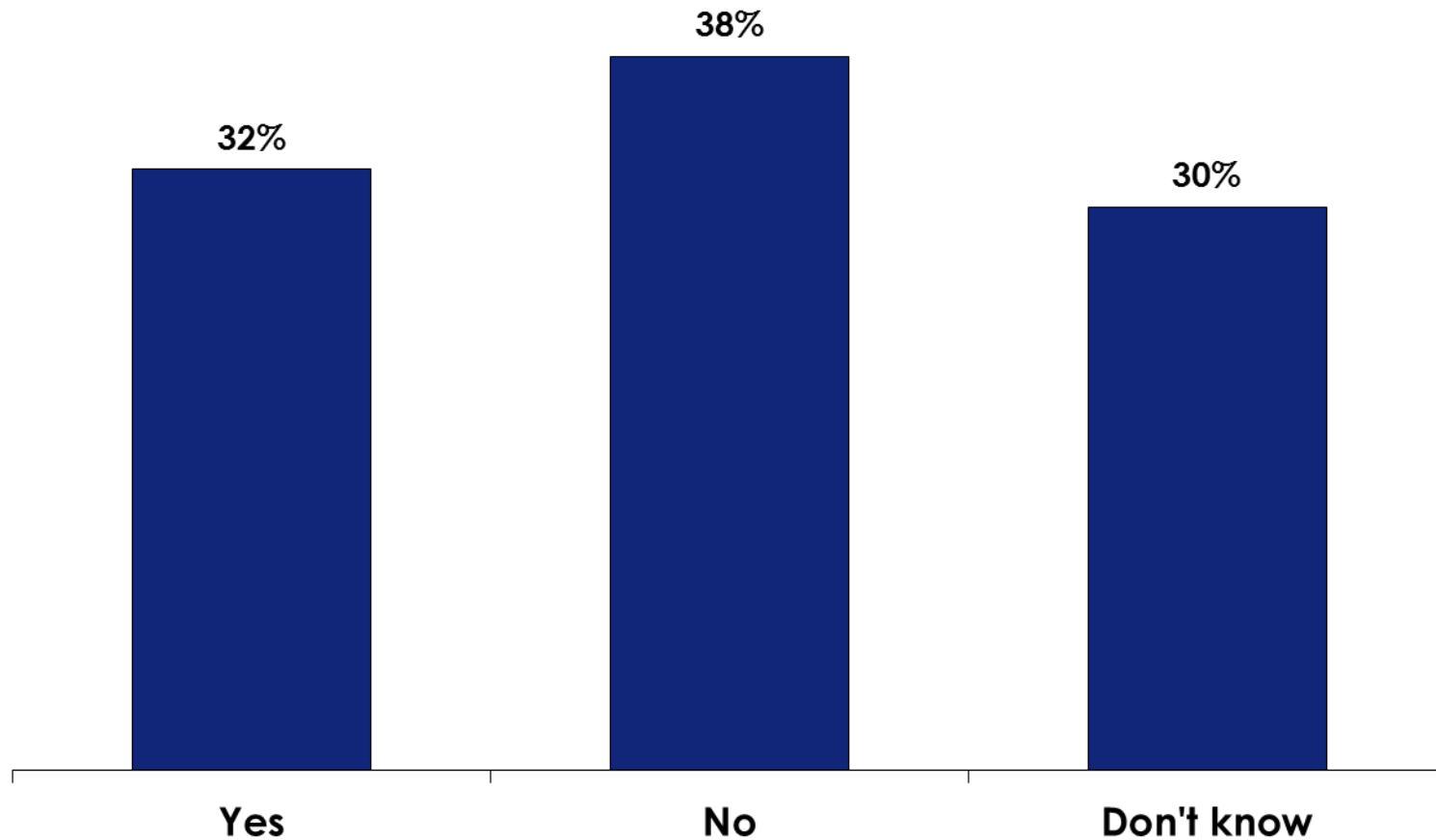
*To meet the demands of healthcare consumers, in what specific areas is your organization investing to enhance the patient experience?*



Base = 176  
Multi-response

## Readiness for Healthcare Consumerism

*Do you think your organization is ready for the financial and operational impact of healthcare consumerism?*



Base = 176