

HealthLeaders^{Media} | Intelligence



Healthcare Analytics Buzz Survey July 2014

MCKESSON

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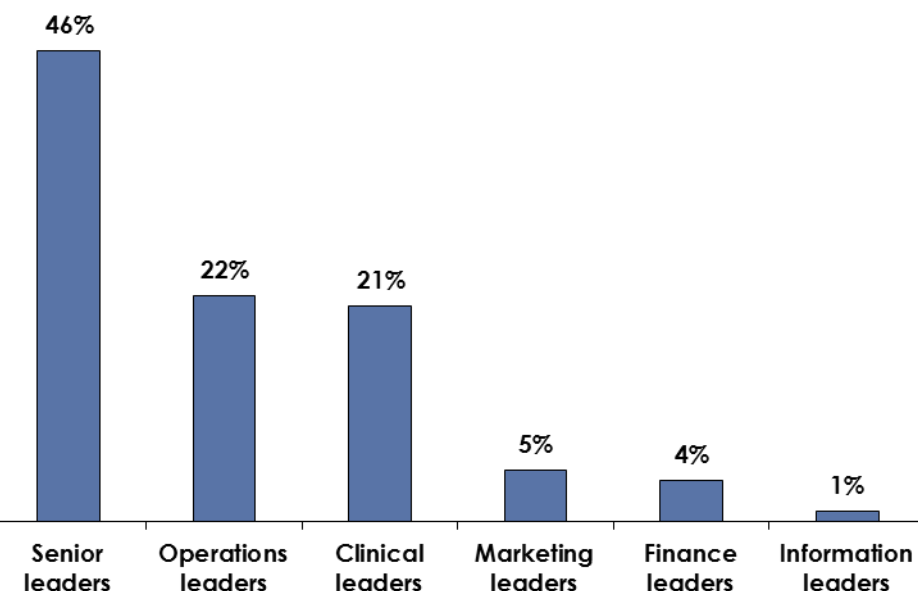
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Methodology

- A brief survey on healthcare analytics was sent to members of the HealthLeaders Media Council in July 2014
- The HealthLeaders Media Council comprises executives from healthcare provider organizations who collectively deliver the most unbiased industry intelligence available
- A total of 147 completed surveys are included in the analysis
- The margin of error for a sample size of 147 is +/-8.1% at the 95% confidence interval

Respondent Profile

Respondent Profile – Title



Base = 147

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	39%
Health system (IDN/IDS)	31%
Physician org (MSO, IPA, PHO, clinic)	12%
Ancillary, allied provider	6%
Long-term care/SNF	5%
Health plan/insurer	4%
Government, education/academic	3%

Base = 147



Respondent Profile – Size of Organization

Number of beds

	Percent
1–199	41%
200–499	34%
500+	24%
Base = 58 (hospitals)	

Number of sites

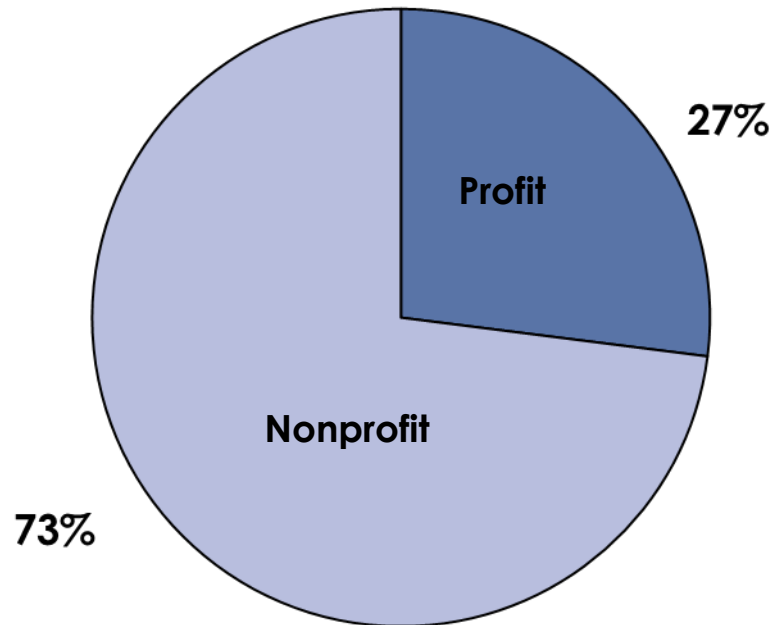
	Percent
1–5	22%
6–20	27%
21–49	51%
Base = 45 (health systems)	

Number of physicians

	Percent
1–9	18%
10–49	29%
50+	53%
Base = 17 (physician orgs)	

Respondent Profile – Type of Organization

Which best describes your type of organization?



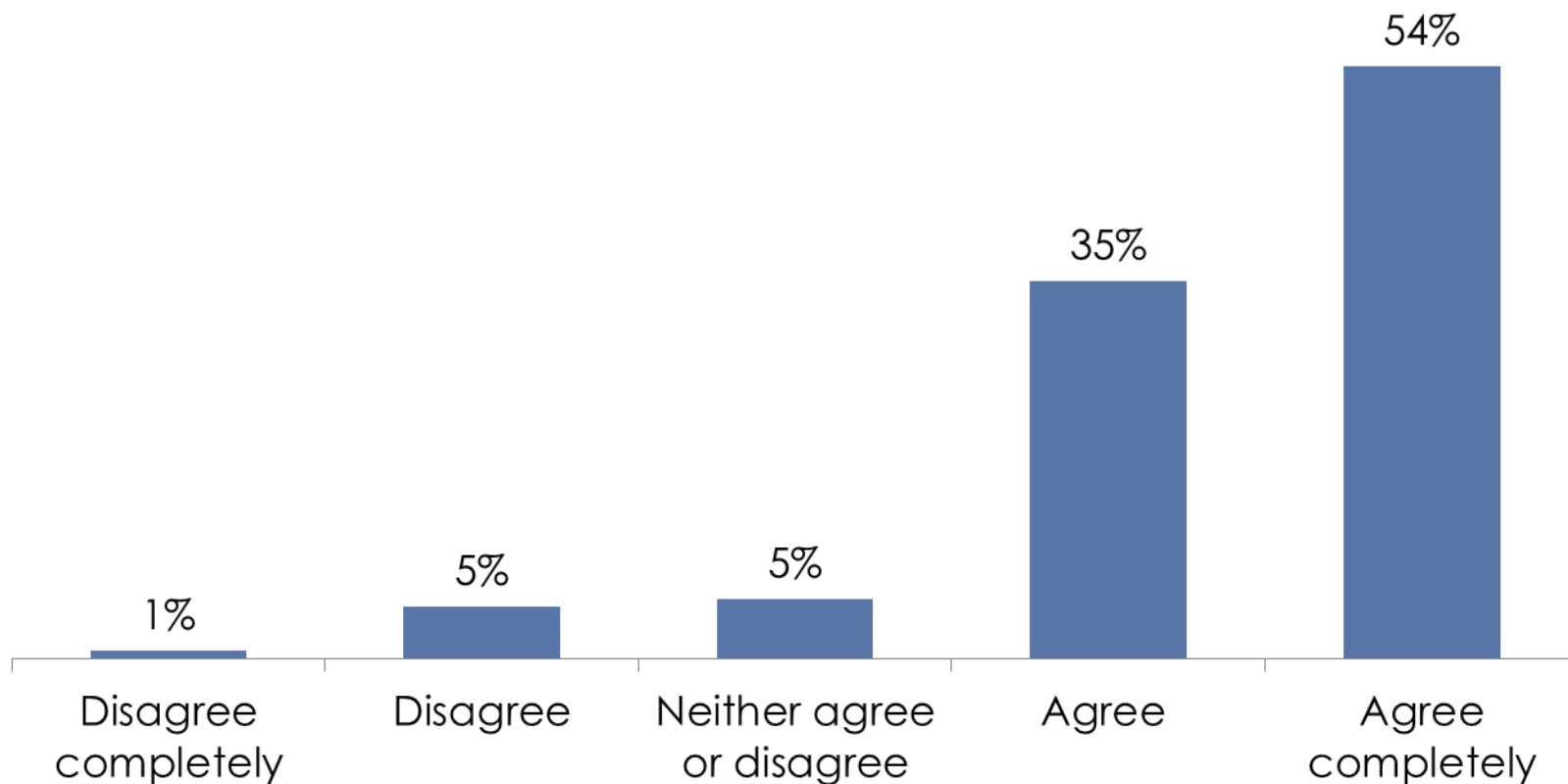
Base = 147

Survey Results

Importance of Analyzing Clinical and Cost Data

Please indicate the extent you agree or disagree with the following statement:

To have a transformational understanding of the clinical and fiscal success of my enterprise, I need to be able to analyze clinical and cost data from all settings of care, including acute, primary care, home care, etc.

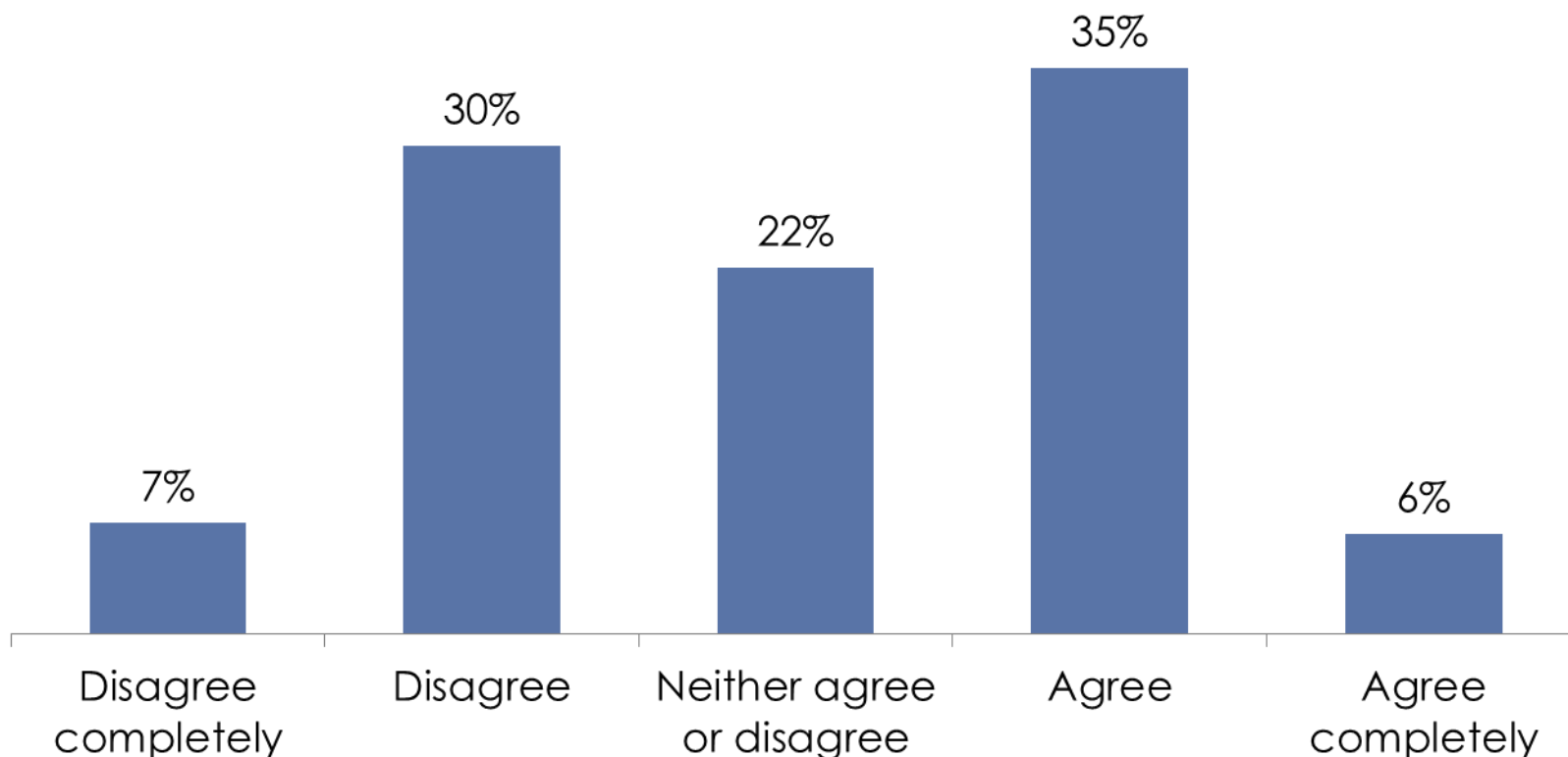


Base = 147

Exploring New Data Correlations and Doing Predictive Analysis

Please indicate the extent you agree or disagree with the following statement:

Despite labor shortages in the area of data science and analysis, I am confident my organization has the experts we need to explore new data correlations and inferences and to do predictive and/or prescriptive analysis.



Base = 147

Best Model for Healthcare Analytics

*As the need for transformational analysis becomes more critical to ongoing success, which model **best** describes how your organization will assign responsibility for healthcare analytics?*

