

HealthLeaders^{Media} | Intelligence



Revenue Buzz Survey February 2014

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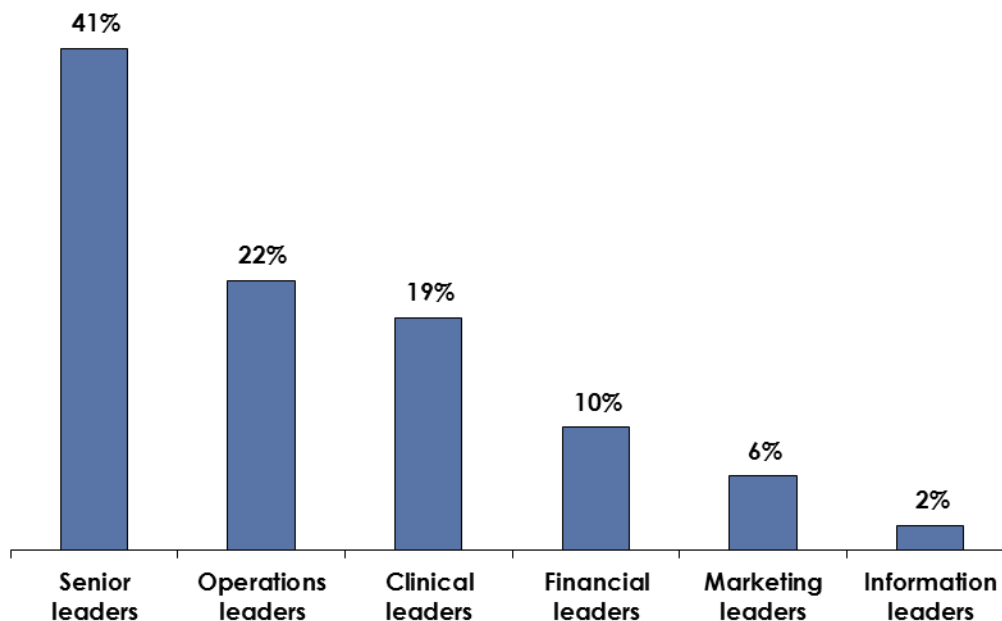
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Methodology

- A three-question survey was sent to members of the HealthLeaders Media Council in February 2014
- The HealthLeaders Media Council comprises executives from healthcare provider organizations who collectively deliver the most unbiased industry intelligence available
- A total of 251 completed surveys are included in the analysis
- The margin of error for a sample size of 251 is +/-6.2% at the 95% confidence interval

Respondent Profile

Respondent Profile – Title



Base = 251

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 Orthopedics, Chief of Radiology, Chief Nursing Officer, Dir. of Ambulatory Services, Dir. of Clinical Services, Dir. of Emergency 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)

Operations leaders

Chief Compliance Officer, Asst. Administrator, Dir. of Patient Safety, 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 Revenue Cycle

Marketing leaders

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

Information leaders

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

Respondent Profile – Employment

Which of the following best describes your place of employment?

	Percent
Hospital	39%
Health system	29%
Physician org	10%
Long-term care/SNF	8%
Ancillary, allied provider	5%
Health plan/insurer	5%
Government, education/academic	3%

Base = 251



Respondent Profile – Size of Organization

Number of beds

	Percent
1–199	39%
200–499	39%
500+	21%
Base = 99 (hospitals)	

Number of sites

	Percent
1–5	18%
6–20	36%
21–49	47%
Base = 73 (health systems)	

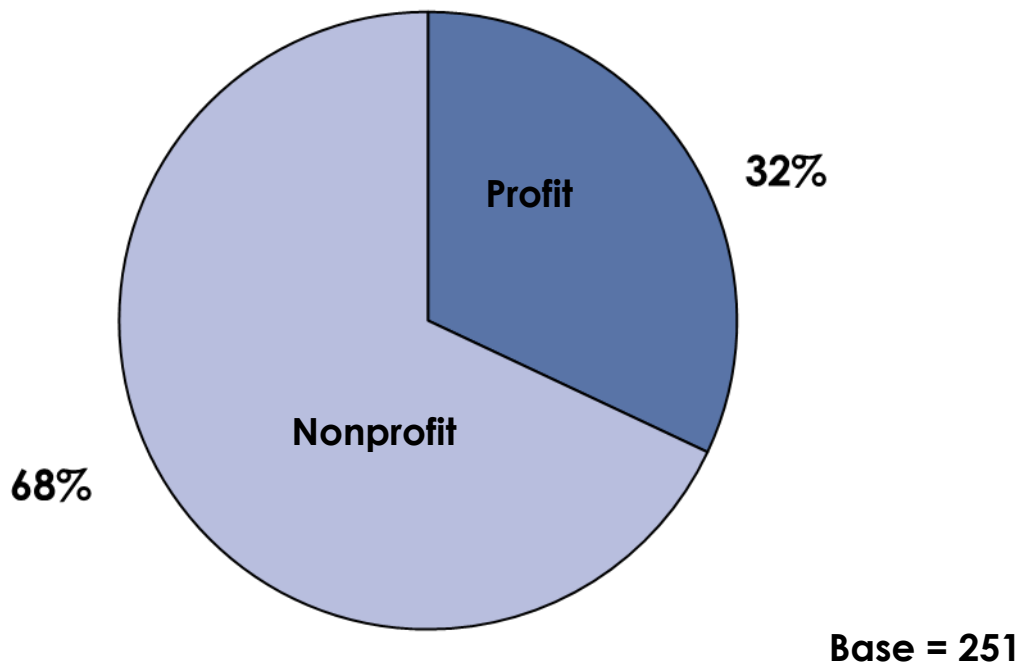
Number of physicians

	Percent
1–9	27%
10–49	15%
50+	58%
Base = 26 (physician orgs)	



Respondent Profile – Type of Organization

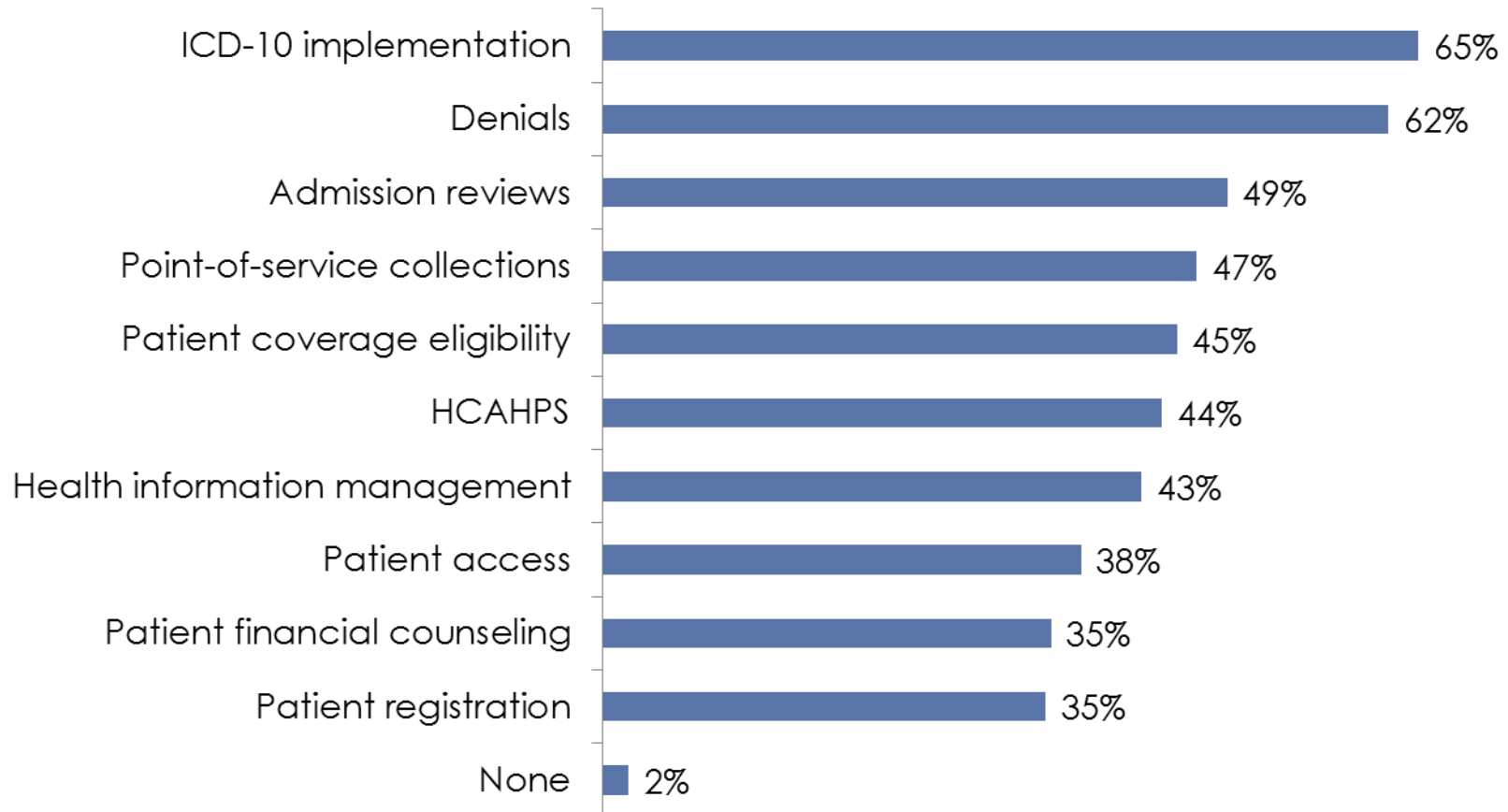
Which best describes your type of organization?



Survey Results

Focus of Revenue Cycle Operations

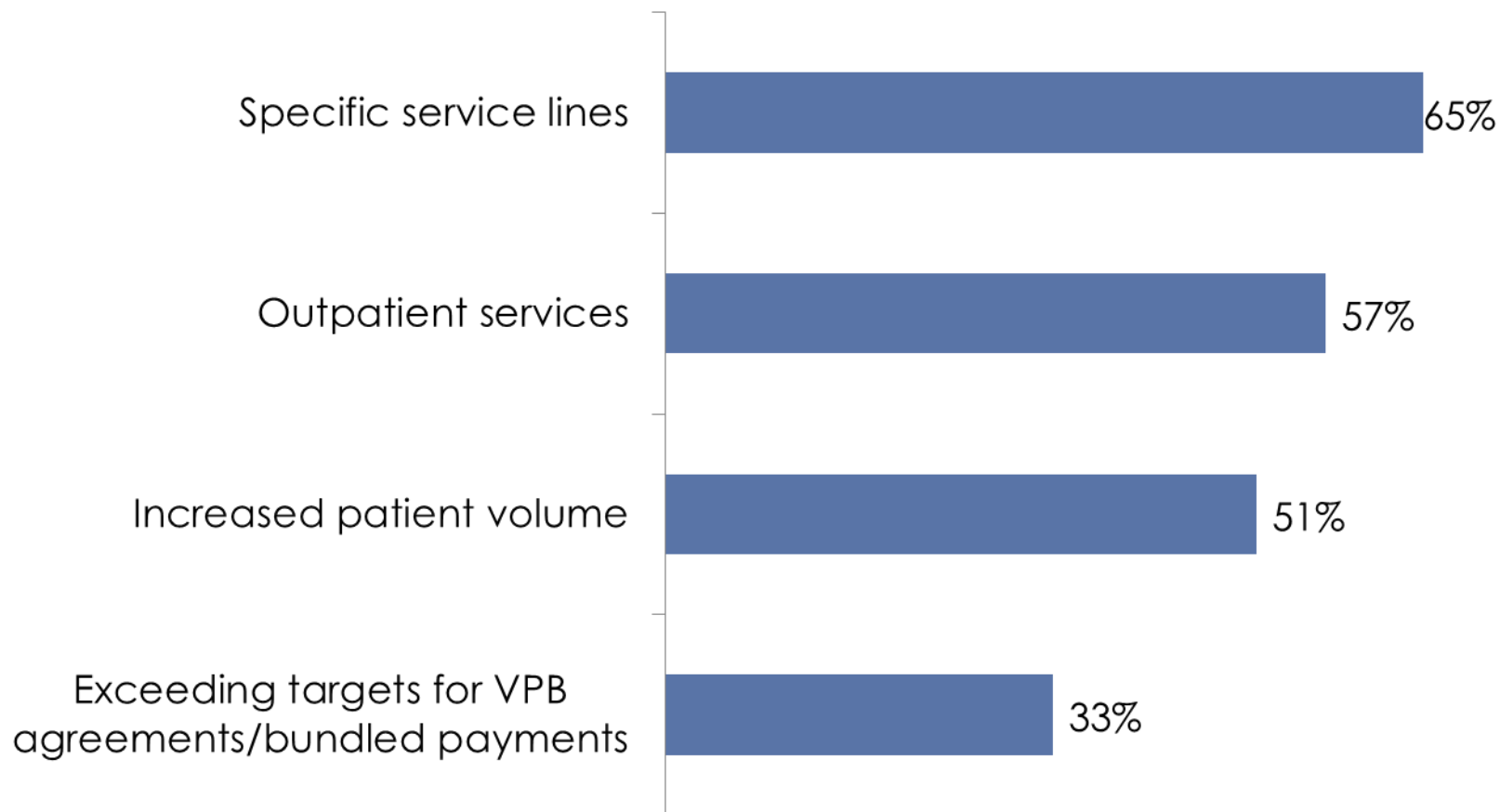
What aspects of revenue cycle operations is your organization currently focusing on to improve quality, efficiency, and yield?



Base = 251
Multi-response

Areas for Revenue Growth

With most healthcare leaders saying they expect reduced reimbursements, where is your organization seeking revenue growth?

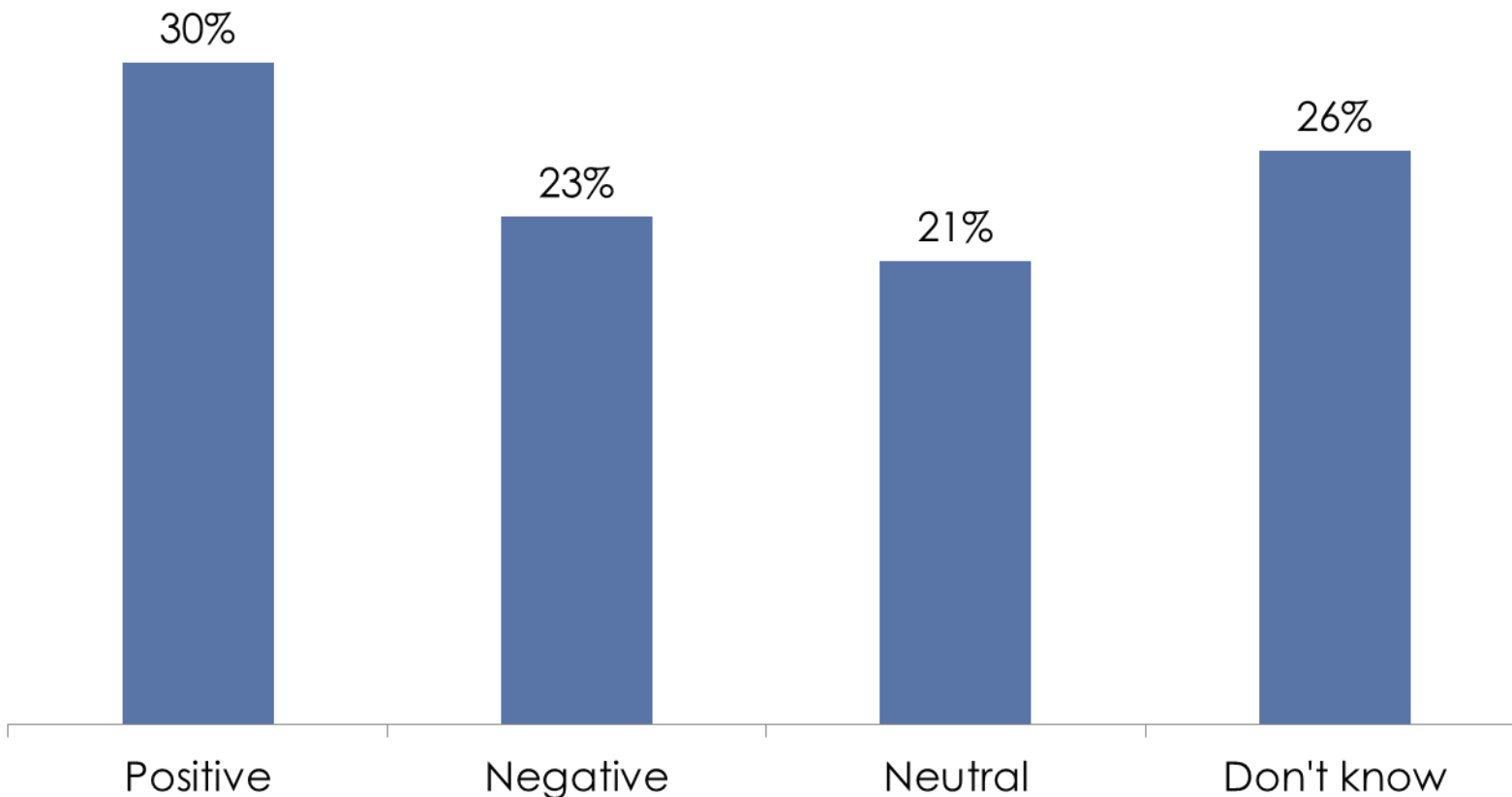


Base = 251
Multi-response



Impact of Value-Based Purchasing on Revenue

What, ultimately, will be the overall impact of value-based purchasing on your organization's revenue?



Base = 251