HealthLeaders Media | Intelligence

**Population Health
Buzz Survey
May 2014**

CONIFER HEALTH SOLUTIONS®

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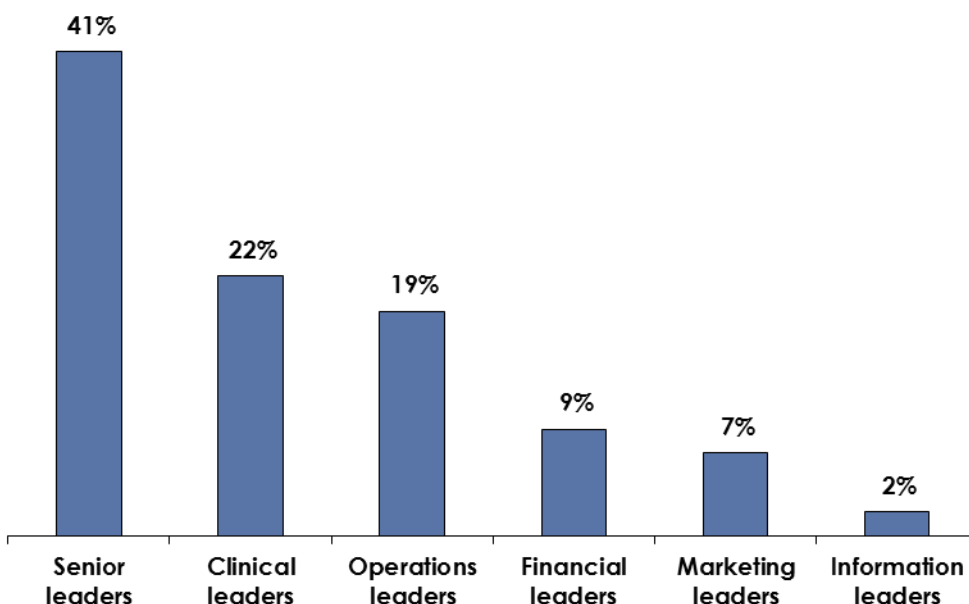
Methodology

- A three-question survey on population health was sent to members of the HealthLeaders Media Council in May 2014

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

- A total of 203 completed surveys are included in the analysis

- The margin of error for a sample size of 203 is +/-6.9% at the 95% confidence interval

Respondent Profile

Respondent Profile – Title

41%

22%

19%

9%

7%

2%

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

Base = 203

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

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Respondent Profile – Employment

Which of the following best describes your place of employment?

	Percent
Hospital	37%
Health system (IDN/IDS)	31%
Long-term care/SNF	10%
Physician org (MSO, IPA, PHO, clinic)	8%
Ancillary, allied provider	7%
Health plan/insurer	4%
Government, education/academic	3%

Base = 203

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Respondent Profile – Size of Organization

Number of beds

	Percent
1–199	47%
200–499	32%
500+	21%
Base = 76 (hospitals)	

Number of sites

	Percent
1–5	24%
6–20	31%
21–49	45%
Base = 62 (health systems)	

Number of physicians

	Percent
1–9	35%
10–49	35%
50+	29%
Base = 17 (physician orgs)	

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Respondent Profile – Type of Organization

Which best describes your type of organization?

27%

Profit

Nonprofit

73%
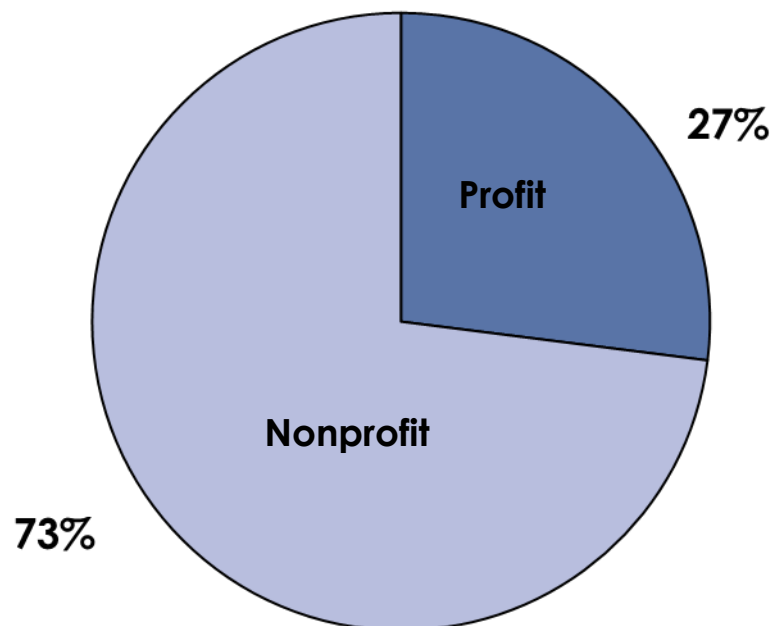
Base = 203

Survey Results

Actions to Help Population Health Engagement

What data-related actions would help your organization engage in population health management?
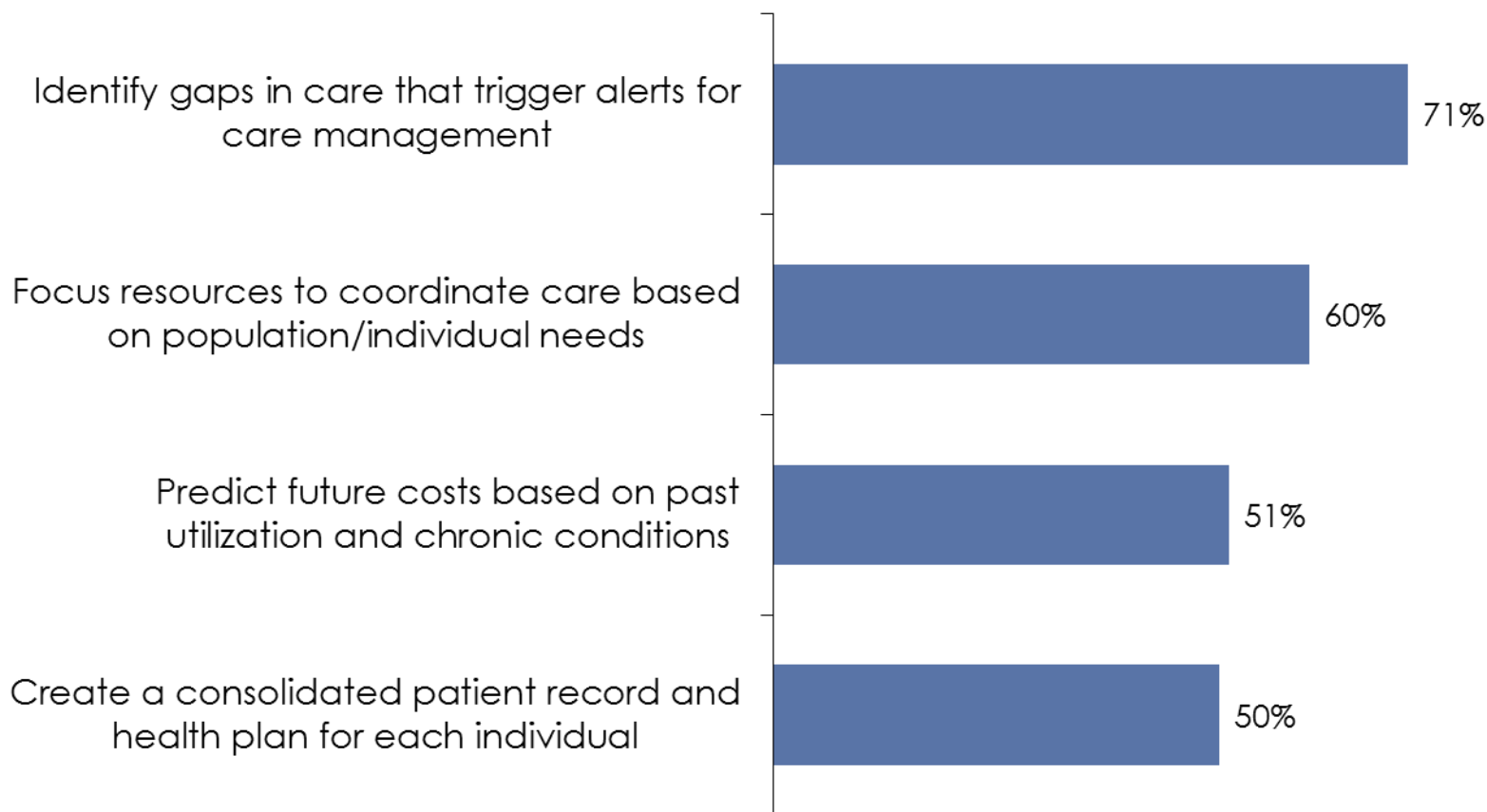
Action	Percentage
Identify gaps in care that trigger alerts for care management	71%
Focus resources to coordinate care based on population/individual needs	60%
Predict future costs based on past utilization and chronic conditions	51%
Create a consolidated patient record and health plan for each individual	50%

Base = 203
Multi-response

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Greatest Obstacle to Transition From Volume to Value-Based Reimbursement

What is the greatest obstacle within your organization in transitioning from volume- to value-based reimbursement?

- Creating a network across the care continuum settings (physician, ambulatory, acute, post-acute, etc.) — 28%
- Willingness of payers to negotiate on incentives and reimbursement rates — 26%
- Defining and reporting on key metrics for better clinical and financial performance — 15%
- Gaining full transparency into the care of a population from all providers — 15%
- Creating a governance structure that accommodates new clinical and financial objectives — 10%
- Other — 6%

Base = 203

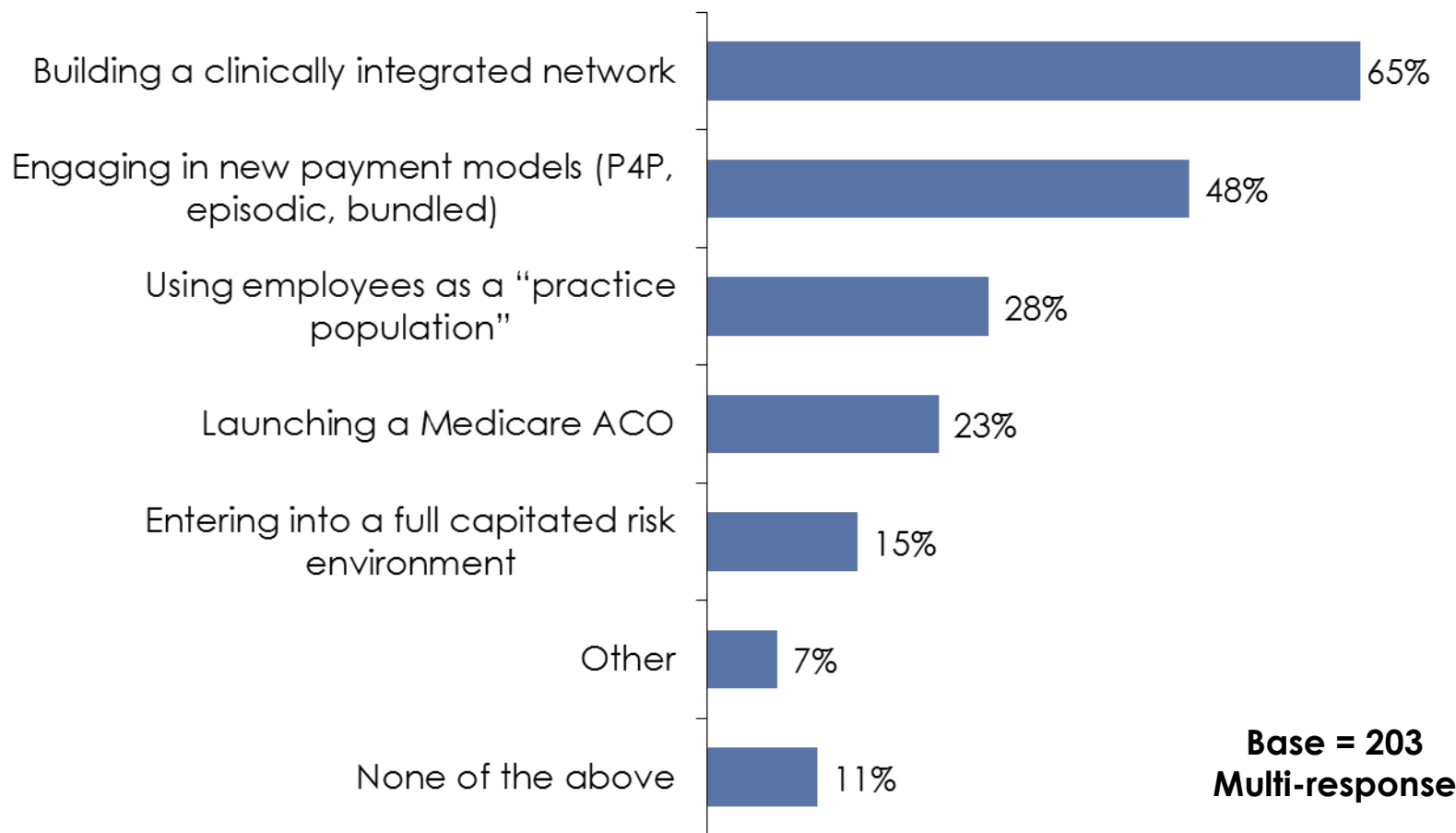*Powered by* HEALTHLEADERS MEDIA Council
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Steps to Gain Population Health Management Expertise

What steps is your organization taking to gain expertise in population health management?

Step	Percentage
Building a clinically integrated network	65%
Engaging in new payment models (P4P, episodic, bundled)	48%
Using employees as a "practice population"	28%
Launching a Medicare ACO	23%
Entering into a full capitated risk environment	15%
Other	7%
None of the above	11%

Base = 203
Multi-response

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