

HealthLeaders^{Media} | Intelligence



Skills and Resources Buzz Survey May 2013

Supported by:

Bank of America
Merrill Lynch

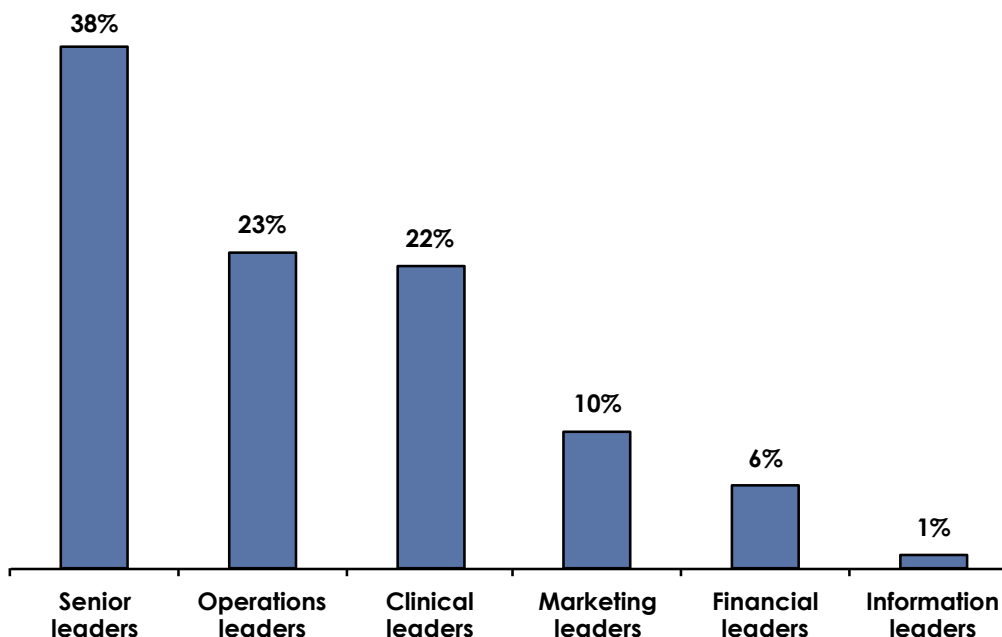


Methodology

- A three-question survey on healthcare leaders was sent to members of the HealthLeaders Media Council in May 2013.
- The HealthLeaders Media Council comprises executives from healthcare provider organizations who collectively deliver the most unbiased industry intelligence available.
- A total of 153 completed surveys are included in the analysis, which included 58 senior leaders. Results for senior leaders are broken out.
- The margin of error for a sample size of 153 is +/-7.9% at the 95% confidence interval.

Respondent Profile

Respondent Profile – Title



Base = 153

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	48%
Health system (IDN/IDS)	21%
Physician org (MSO, IPA, PHO, clinic)	14%
Long-term care/SNF	7%
Ancillary, allied provider	5%
Health plan/insurer	5%
Government, education/academic	1%

Base = 153

Respondent Profile – Size of Organization

Number of beds

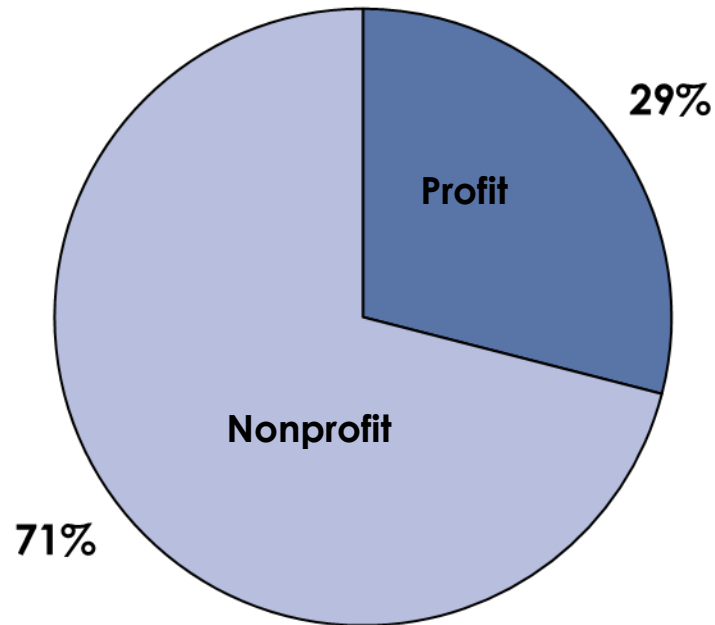
	Percent
1–199	47%
200–499	34%
500+	19%
Base = 73 (hospitals)	

Number of sites

	Percent
1–5	16%
6–20	22%
21–49	63%
Base = 32 (health systems)	

Respondent Profile – Type of Organization

Which best describes your type of organization?



Base = 153

Survey Results

Most Important Executive Skills

What are the most important skills for an executive in the healthcare industry?

#1 rank

	Total	Senior Leaders
Communication skills	39%	52%
Vision for transformative culture change and ability to set the course for that change	36%	28%
Willingness to adapt to change and try new ideas	11%	9%
Ability to understand and navigate healthcare reform and other mandates	7%	7%
Financial expertise	3%	2%
Technology knowledge	3%	2%
Medical training	1%	2%
Base	153	58

Most Important Executive Skills

What are the most important skills for an executive in the healthcare industry?

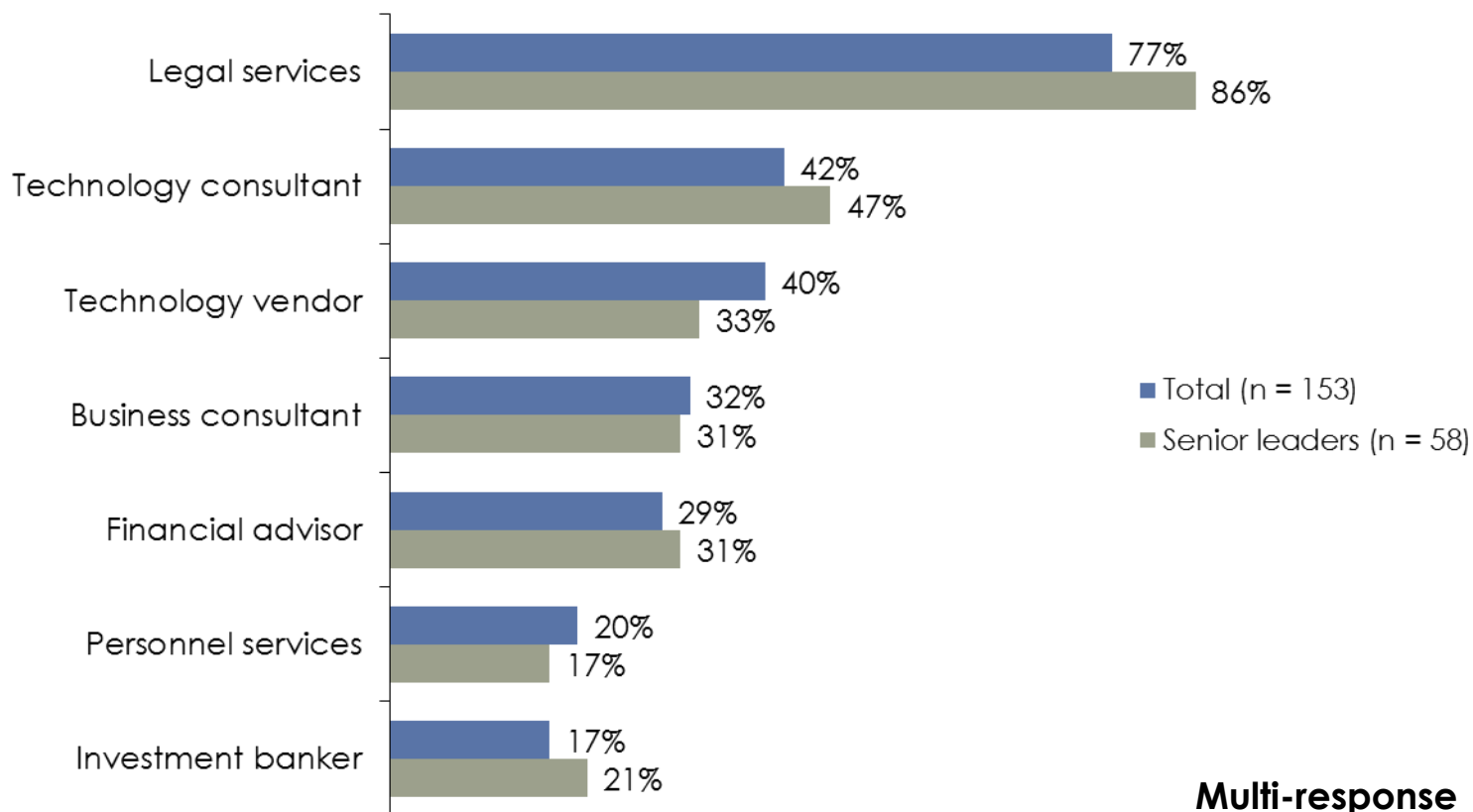
#1, #2, #3 (net) rank

	Total	Senior Leaders
Communication skills	84%	81%
Vision for transformative culture change and ability to set the course for that change	76%	76%
Willingness to adapt to change and try new ideas	69%	67%
Ability to understand and navigate healthcare reform and other mandates	31%	38%
Financial expertise	25%	28%
Technology knowledge	6%	3%
Medical training	8%	7%
Base	153	58



Outside Resources

What outside resources do you seek?



Multi-response

Key Motivators for Seeking Financial Expertise

What are the key motivators for seeking external financial expertise?

