

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



## Readmissions Buzz Survey Results

June 2012

Supported by:



[WWW.HEALTHLEADERSMEDIA.COM/INTELLIGENCE](http://WWW.HEALTHLEADERSMEDIA.COM/INTELLIGENCE)

Powered by **HealthLeaders Media Council**  
Access. Insight. Analysis.



# HealthLeaders Media

5115 Maryland Way | Brentwood, TN 37027

## About the HealthLeaders Media Intelligence Unit

The HealthLeaders Media Intelligence Unit, a division of HealthLeaders Media, is the premier source for executive healthcare business research. It provides analysis and forecasts through digital platforms, printed publications, custom reports, white papers, conferences, roundtables, peer networking opportunities, and presentations for senior management.

[www.healthleadersmedia.com/intelligence](http://www.healthleadersmedia.com/intelligence)

### Publisher

**MATTHEW CANN**

[mcann@healthleadersmedia.com](mailto:mcann@healthleadersmedia.com)

### Editorial Director

**ED PREWITT**

[eprewitt@healthleadersmedia.com](mailto:eprewitt@healthleadersmedia.com)

### Managing Editor

**BOB WERTZ**

[bwertz@healthleadersmedia.com](mailto:bwertz@healthleadersmedia.com)

### Strategic Relationships Director

**JIM MOLPUS**

[jmolpus@healthleadersmedia.com](mailto:jmolpus@healthleadersmedia.com)

### Intelligence Unit Director

**ANN MACKAY**

[amackay@healthleadersmedia.com](mailto:amackay@healthleadersmedia.com)

### Senior Director of Sales

**PAUL MATTIOLI**

[pmattioli@healthleadersmedia.com](mailto:pmattioli@healthleadersmedia.com)



# Contents

- Objective
- Methodology
- Respondent profile
  - Role in organization
  - Type of healthcare organization
  - Size of organization
- Survey results



# Objective

The HealthLeaders Media Intelligence Unit surveyed senior healthcare leaders about readmissions and care transitions. The survey explores readmissions and care transition causes, investments, and responsibility within the healthcare organization.



# Methodology

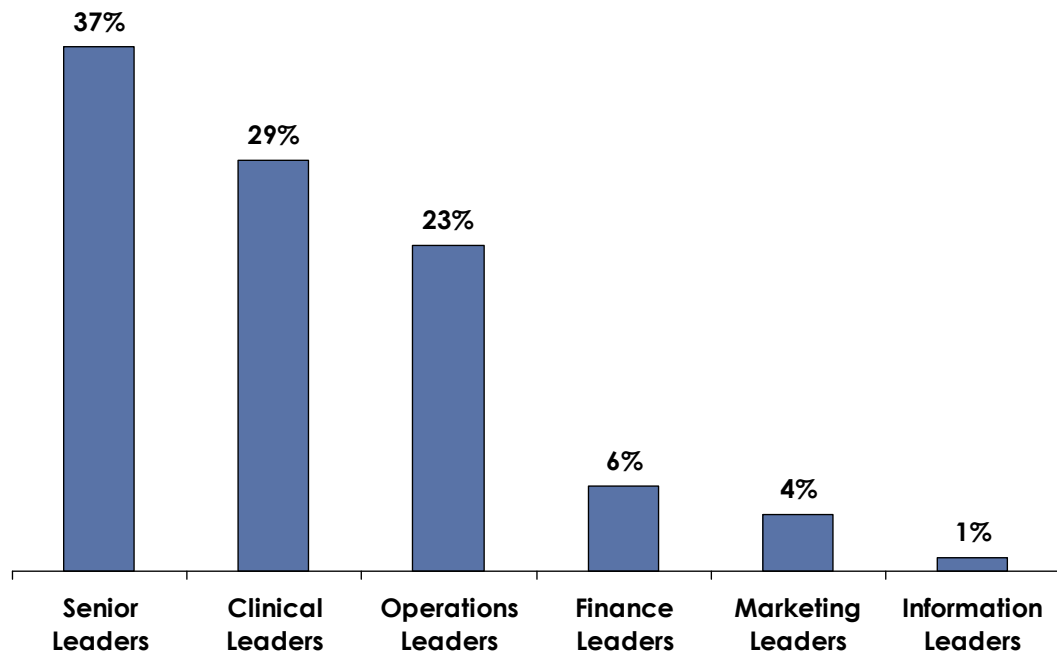
- The 2012 Readmissions Buzz Survey was conducted by the HealthLeaders Media Intelligence Unit, powered by the HealthLeaders Media Council.
- The HealthLeaders Media Council comprises executives from healthcare provider organizations who collectively deliver the most unbiased industry intelligence available.
- In February 2012, an online survey was sent to the HealthLeaders Media Council.
- A total of 257 completed surveys are included in the analysis.
- The margin of error for a sample size of 257 is +/- 6.1% at the 95% confidence interval.



# Respondent Profile



## Respondent Profile – Title



Base = 257

### Senior Leaders

Administrator, Chief Executive Officer, Chief Financial Officer, Chief Information Officer, Chief Medical Officer, Chief of Staff, Chief Operations Officer, Executive Dir., Partner, Board Member, President, Principal Owner

### 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

### Finance 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

### Information Leaders

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



## Respondent Profile – Type of Organization

	Percent
Hospital	44%
Health system	23%
Physician organization	9%
Long-term care / SNF	9%
Health plan / insurer	7%
Ancillary, allied provider	5%
Government, education / academic	2%
Base = 257	





## Respondent Profile – Size of Organization

Number of Beds

	Percent
1–50	20%
51–199	35%
200–499	28%
500–999	11%
1,000+	5%
Base = 113 (hospitals)	

Number of Sites

	Percent
1–5	28%
6–20	33%
21–49	20%
50+	20%
Base = 61 (health systems)	

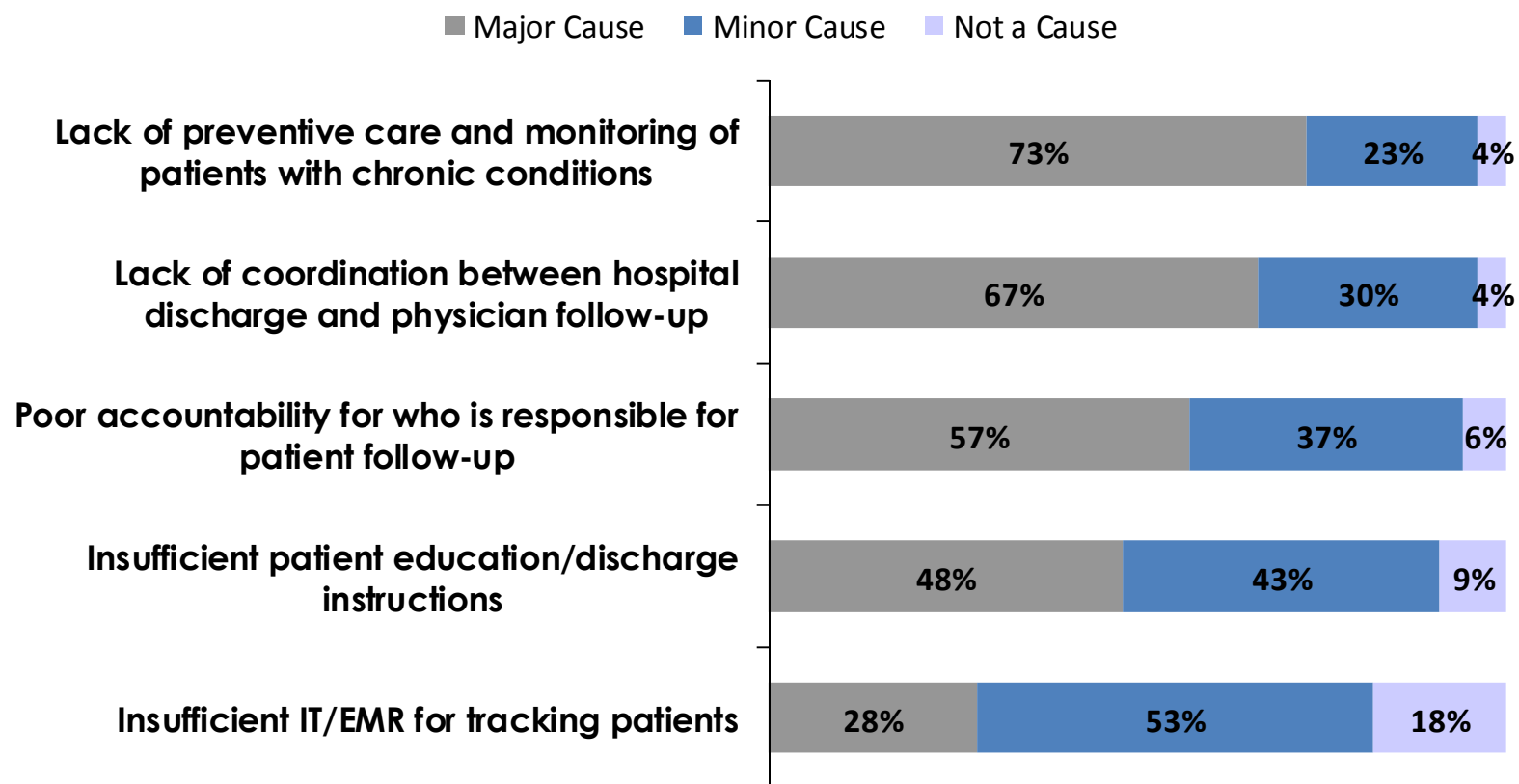


# Survey Results



## Cause of Readmissions

*Do you consider each of the following to be a major cause of readmissions, minor cause of readmissions, or not a cause of readmissions?*

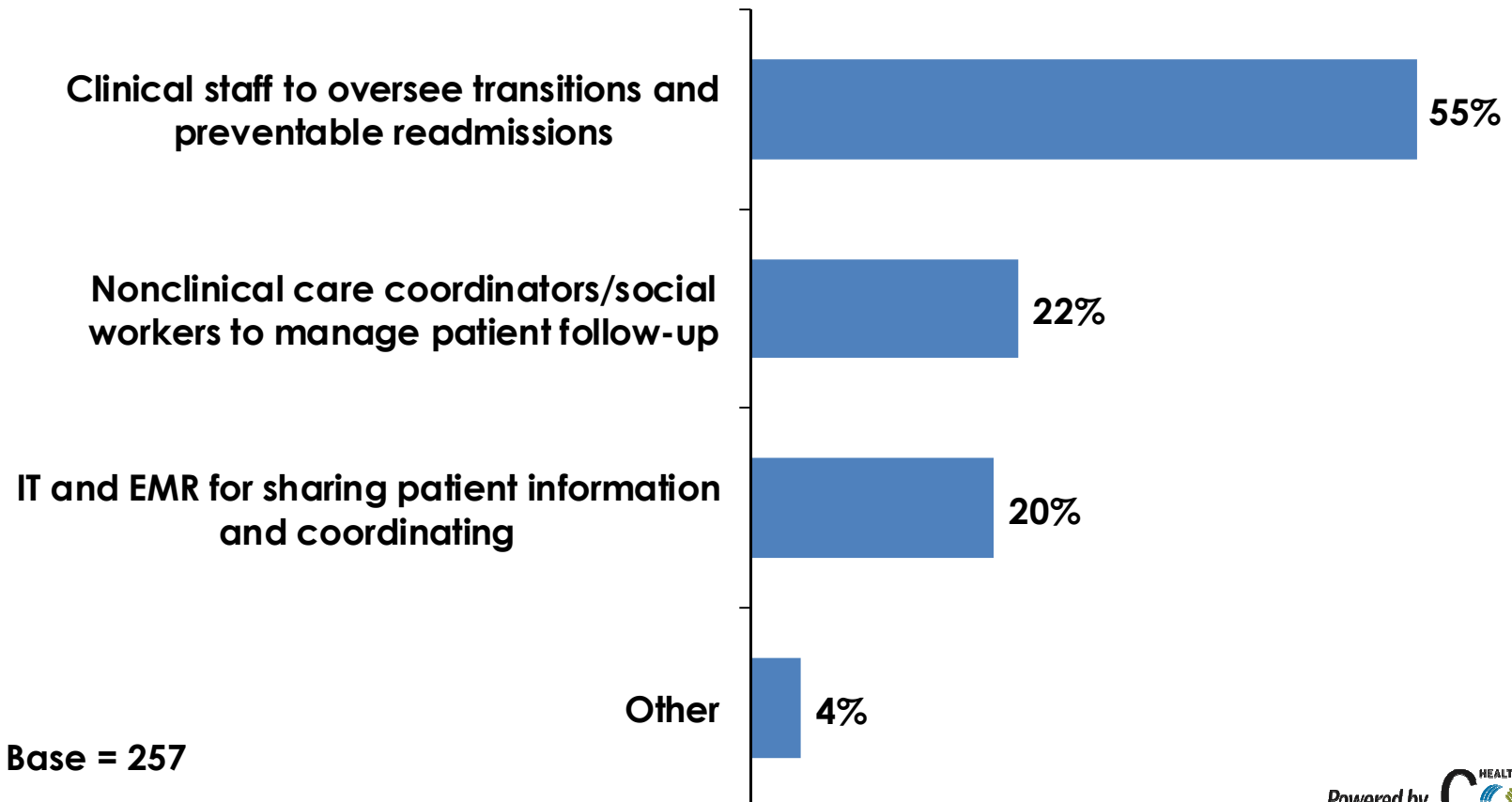


Base = 257



## Priority of Investments in Readmissions/Care Transitions Program

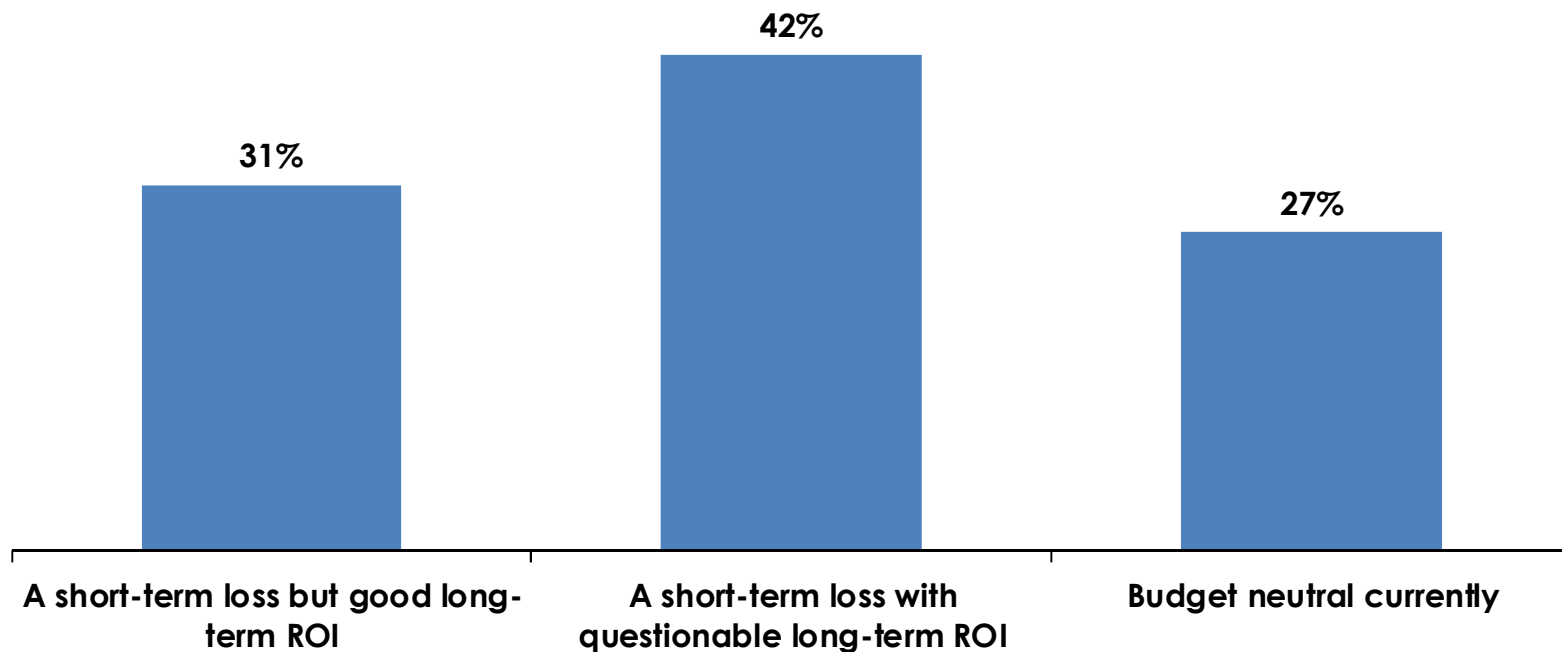
*Which investments have the highest priority in your readmissions/care transitions program?*





## Return on Investment for Readmissions and Care Transitions

*Which best describes the return on investment for readmissions and care transitions at your healthcare organization?*

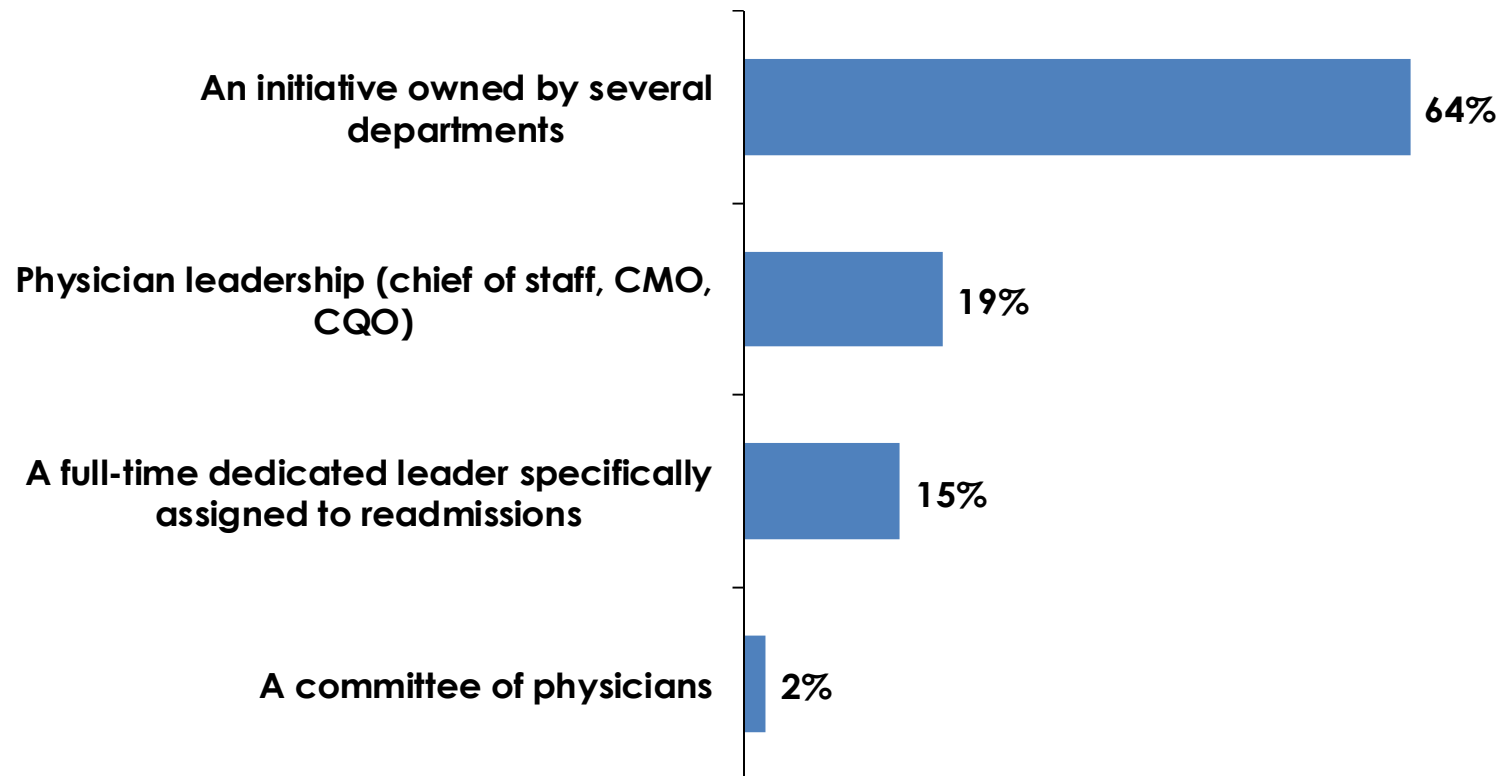


Base = 257



## Organizational Oversight of Care Transitions and Readmissions

*Who holds organizational oversight of care transitions and readmissions within your healthcare organization?*



Base = 257