

Public Perception Survey

Conducted by



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Executive Summary

In February 2014, Campbell County Memorial Hospital (CCMH) completed a public perception survey to gain insight into how community members perceive the hospital and the services offered. The Board of Trustees and leadership also wanted to gauge the community's awareness of CCMH and clinic services. The findings will be helpful in future hospital planning. Most importantly, results will be used to continue to improve patient care and better serve the community.



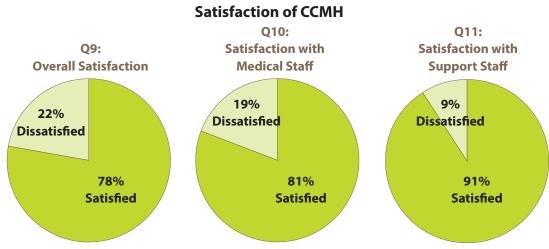
Survey objectives were to:

- Determine community satisfaction with CCMH
- Gauge the public's perception and knowledge of CCMH
- · Learn why people choose CCMH
- Measure the awareness of specific services
- Understand the public's healthcare preferences



Key findings include:

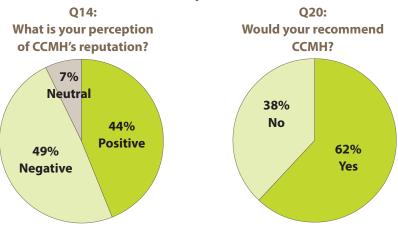
- The majority of participants are satisfied with CCMH overall (78%) to varying degrees.
- The medical staff emerged as a strength for CCMH, fitting well with what respondents' value. Skilled physicians and skilled nurses are the top two reasons for selecting a health care facility, and 81% voiced satisfaction with the skill and competency of the CCMH medical staff.
- Support staff members (non-medical) are doing an outstanding job with a 91% satisfaction rate.



Key findings continued:

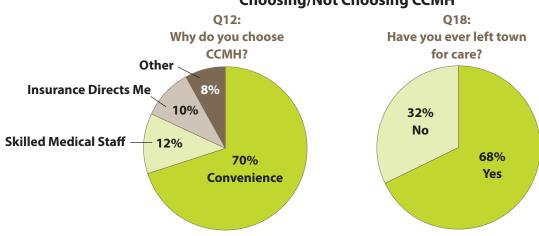
- A slight majority of respondents perceive CCMH's reputation as slightly more negative (49%) than positive (44%).
- The majority of participants said they would refer their friends, family and coworkers to CCMH (62%).





- The number one reason people choose CCMH as a provider is for convenience (70%); secondly, for its skilled and competent medical staff (13%).
- While most people are satisfied with the skill level of physicians, 68% of the respondents indicated specialty care (not general care, not the hospital itself) as the top reason why they seek care out of town. Orthopedic services and surgeries was by far the number one specialty care for which people seek care elsewhere, followed by cardiology services and surgeries and general surgery (with surgery emerging as a general theme).

Choosing/Not Choosing CCMH



Key findings *continued***:**

- Most respondents (90% to 97%) are aware of core services offered at the hospital including emergency services, walk-in/urgent care, laboratory, radiology, and medical/surgical care. The services people are least aware of (54% to 62%) include pulmonary rehabilitation, diabetes education, cardiac rehabilitation, and long-term and short-term rehabilitation.
- Care in ER and Walk-in clinic were common themes in the open-ended question with 32 comments voicing dissatisfaction.
- Females are the primary healthcare decision makers (75%), which is consistent with national data.
- Private insurance was by far the most common source for healthcare coverage among survey respondents (91%).

The public perception survey completes a trio of surveys completed in 2013 and 2014 at CCMH. In March 2013, the health system conducted an employee engagement survey and a medical staff satisfaction survey. The three surveys together provide a well-rounded view of the health system. Look for ways the surveys support each other or oppose each other in the Conclusions section.

This survey will be used as a benchmark in future years. Plans to repeat the survey in February 2015 are in place to gain insight into whether or not efforts to increase awareness of services and improve the delivery of care have been successful.

Report of Findings



Survey Methods & Distribution

The public perception survey (see appendix) was open during the entire month of February 2014. It consisted of 21 questions and took approximately five minutes to complete electronically. It was also available in paper format. People were only allowed to take the survey once.

Throughout the month, CCMH disseminated information on the survey through various media outlets. Print ads and a website banner ran regularly in the Gillette News Record and other communities considered part of the secondary service areas; Moorcroft, Sundance, Wright, Buffalo and Newcastle. Community partners ran ads in their newsletters, and hard copies of surveys were available at the Campbell County Senior Center, Campbell County Public Library and in the hospital lobby. Participants were rewarded with a coffee drink at the Coffee Shoppe in the hospital's lobby.

While we didn't discourage, we didn't actively encourage hospital or clinic staff to participant in this community survey.



Profile of Respondents

A total of 542 people took the survey (1.9% of the total population of Gillette). This number is statistically significant, in that we can say with a 95% confidence rate, that the entire population would answer the questions the same way, plus or minus 4.17% (margin of error). Not all 542 completed 100% of the survey, but each partial attempt was counted as one of the 542 participants.

The majority of participants completed the survey online. The following table gives demographic information on the respondents (reflecting questions 1 through 8). Moreover, 23% of participants redeemed the incentive of a free coffee.

CCMH PUBLIC PERCEPTION SURVEY 2014 - RESPONDENTS

Question Topic	Answer Options	Responses
Q1: Gender	Female	77%
	Male	23%
Q2: Age	18 to 34	33%
	35 to 54	40%
	55 and older	27%
Q3: Children in	Yes	52%
Household	No	48%
Q4: Types of Insurance	Private Insurance	91%
(could choose more than	Medicare/Medicaid	12%
one)	No insurance	5%
	Military	2%
Q5: Who Makes	Female	75%
Healthcare Decisions	Male	25%
Q6: Experienced CCMH	Yes	97%
	No	3%
Q7: Work for CCMH	Yes	23%
	No	77%
Q8: Have received	Yes	97%
services at CCMH		

Ninety-five percent of respondents were from Gillette zip codes: 82716, 82717, and 82718. The remaining 5% were from zip codes 82601, 82720, 82721, 82729, 82730, 82732, 82839, and 85215.

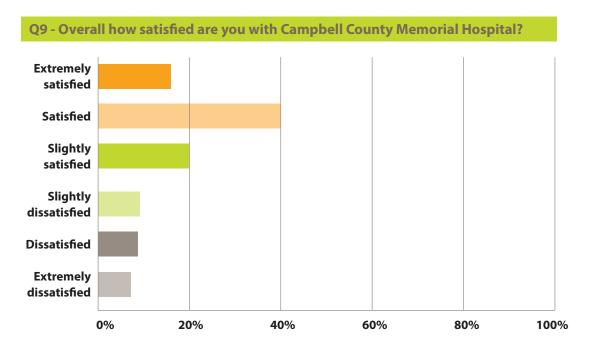


Discussion of Results

Results were tallied on satisfaction, perception, awareness and use of services, and healthcare preferences. Respondents were given the chance to provide an openended opinion on certain topics and in general.

Overall Satisfaction with CCMH

Question 9 asked, 'Overall, how satisfied are you with CCMH?'The majority of the responses were positive, as the bar graph below shows. Of respondents, 78% were slightly to extremely satisfied, indicating that the majority is happy with CCMH.



Question 9 had an open comments section in which 79 of 493 participants chose to elaborate (16%). Within the answers, two main themes emerged—the quality of care in the emergency room - ER (23%) and at the walk-in clinic (18%).

The majority of the people who mentioned the ER in the open comments section (18 responses) did so with negative comments about the quality of care, long wait times and the expense. Those who mentioned the walk-in clinic (14 responses) complained about the quality of care, long wait times, but also rudeness and unprofessional service.

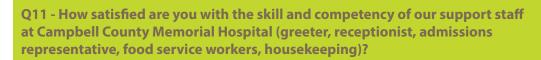
Queston 10 asked about satisfaction, 'How satisfied or are you with the skill and competency of our medical staff at Campbell County Memorial Hospital (doctors, nurses, therapists, technicians)?' Of respondents, 81% indicated satisfaction at some level.

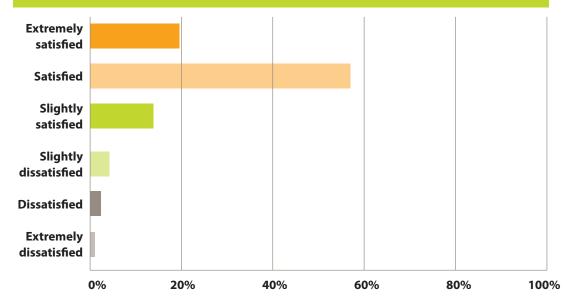
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This question also asked for comments and 73 of 493 question participants took part (15%). The most common topic discussed was nurses by 22% of people. Comments both praised nurses (8 comments) and also asked nurses to improve the care that they provide (9 comments). One person said, "The nurses are AMAZING." Another person said, "Some of the nurses need some more work on customer service."

Physicians were discussed in 20% of the comments, with 11 negative comments and 4 positive. One comment was: "I am satisfied with the medical staff and doctors with the exception of the ER Doctors." This comment seemed to sum up how others felt as well, while additional comments praised specific doctors.

The next question on satisfaction was Question 11, asking how satisfied the public was with support staff at CCMH. The results were highly positive, as the bar graph below shows, with nearly 91% feeling satisfied with the care they receive from front desk staff and service workers.





The final question on satisfaction and perception (Question 20) asked respondents if they would recommend CCMH to friends, family members and coworkers. To this, 62% responded 'yes' and 38% responded 'no.'

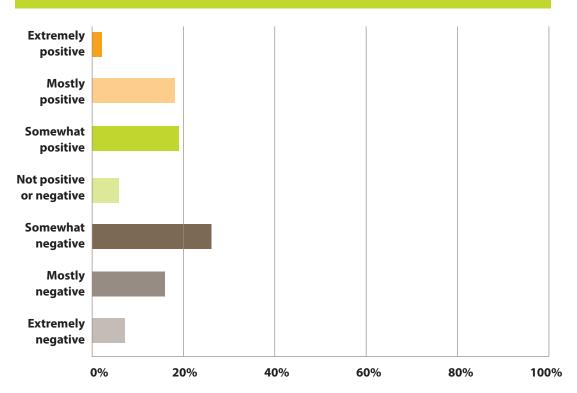
Why People Choose CCMH

Unsurprisingly, most people choose CCMH because it is convenient to where they live. Most people who use CCMH live near CCMH. Question 12 asked, 'Why do you choose Campbell County Memorial Hospital?' 70% named convenience. The next highest ranked reason to use the health system was, 'The medical staff is skilled and competent,' at 12% followed by, 'My employer or insurance directs me' at 10%.

Public Perception of CCMH

Question 14 asked about the reputation of the hospital in the community. More people saw CCMH's reputation as negative than positive. Only 44% saw the reputation of the health system as somewhat, mostly or extremely positive, with 49% choosing a negative response. The remaining 7% were neutral, saying it was neither positive nor negative. These outcomes are a surprising contrast to the actual satisfaction the majority of people expressed (78%) with their experiences at CCMH.





Question 13 asked survey participants to come up with words on their own that describe CCMH. Nearly 75% did so. The words chosen were equally positive and negative; and participants could list multiple words. The following words were commonly used, listed in the order of most used to least: Friendly (11%), Competent (7%), Caring (6%), Expensive (6%), Convenient (5%), Professional (4%), Rude (3%), Efficient (2%), Fair, Frustrating (1%), Average (1%).

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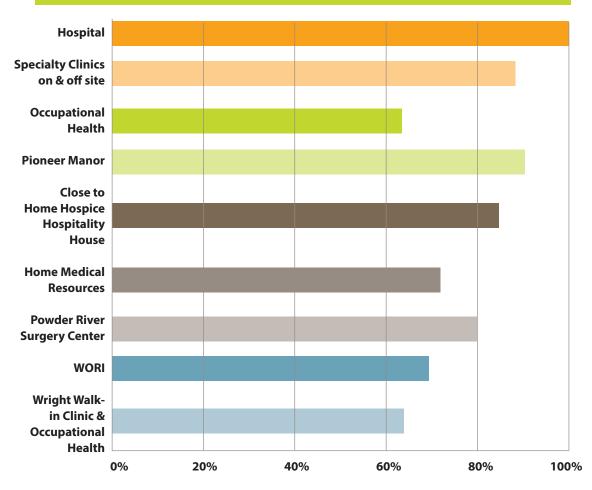
Awareness of Specific Services

Question 16 sought to determine how familiar people are with the services offered at CCMH. It asked the public to select all of the services they knew about from a list of 24. As expected, most (97%) were familiar with emergency services and the walk-in/urgent care clinic (96%). The services that produced the least recognition were pulmonary rehab (54%) followed by diabetes education (58%) as the table below shows.

Q16 - CCMH Services	Awareness
Emergency Care	96%
Walk-in Clinic/Urgent Care	96%
Radiology/X-ray	91%
Laboratory	91%
Medical/Surgical Unit	89%
Intensive Care Unit	87%
Maternal Child Services (nursery, labor and delivery)	85%
Surgical Services	85%
Cancer Care/Oncology	84%
Behavioral Health (psychiatry and counseling)	84%
Home Health and Hospice	81%
Sleep Clinic	77%
Rehabilitation & Physical Therapy (outpatient)	70%
Nutrition (registered dietitian)	70%
CPR/First Aid Classes	67%
Dialysis	66%
Neonatal Intensive Care (newborn)	66%
Occupational Health & Wellness	64%
Cardiopulmonary Services (respiratory therapy)	63%
Long-Term Care & Short-Term Rehab	62%
Cardiac Rehabilitation	60%
Audiology	60%
Diabetes Education	58%
Pulmonary Rehabilitation	54%

Question 15 asked how aware the public is with CCMH facilities. As the chart below shows, the hospital was most recognized (100%) followed by Pioneer Manor (90%). The least recognized facilities were the Wright Walk-in Clinic (63%) and Occupational Health (63%).

Q15 - The Campbell County Memorial Hospital has the following facilites. Which of these facilities are you aware of? Check all that apply.



Healthcare Preferences

Where people seek care and what they look for in a provider is valuable information for hospital leaders and caregivers. Four questions focused on healthcare preferences with two asking if people go out of town and for what services.

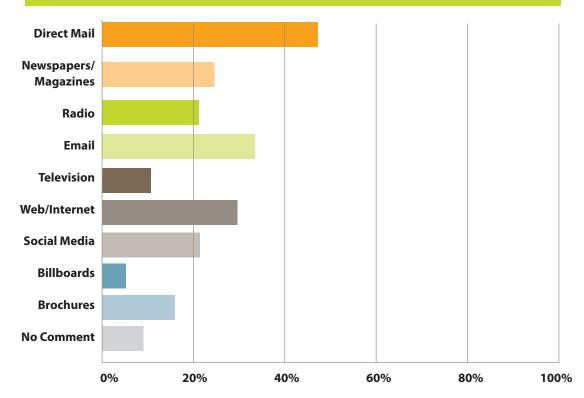
Question 19 asked, 'When shopping for a healthcare provider, what qualities do you value most?' Participants were asked to rank 10 items from most important to least important. The majority chose 'skilled physicians' (59%) as the number one quality they desired. The rankings went as follows:

Order of Desired Qualities

- 1. Skilled physicians
- 2. Skilled nurses
- 3. Friendly, helpful support staff
- 4. Fair prices
- 5. Convenient to home
- 6. On my insurance plan
- 7. Latest treatment methods and technology
- 8. Referral from someone I trust
- 9. Good reputation
- 10. Clean, modern and inviting facilities

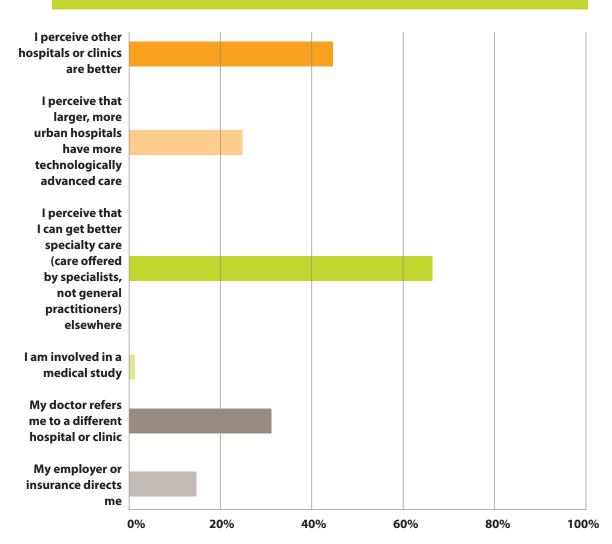
Question 7 asked participants how they would like to receive healthcare information on offered services. Most preferred direct mail (49%) followed by email (34%), web/internet (29%) and newspapers/magazines (25%). The least desired way to receive information on services offered was billboards (6%) and television (12%).

Q7 - If a local healthcare provider wanted to communicate information about their services to you, what would be your most preferred method of receiving that information? Check all that apply.



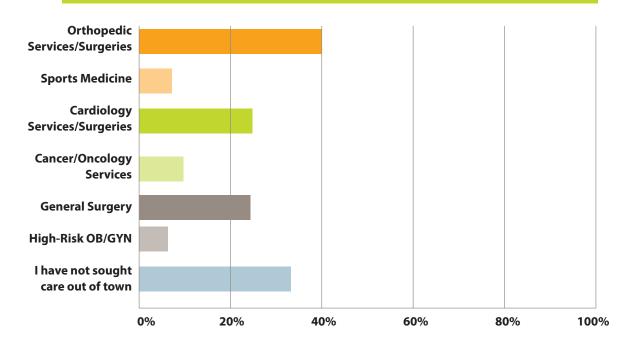
The final two questions on preferences focused on why people go out of town for care. Question 17 asked 'If you choose to seek care out of town, why do you do so?' The most common response was, 'I perceive that I can get better specialty care elsewhere' at 68%. The next most common response was, 'I perceive other hospitals or clinics are better' receiving 45% of the votes. Finally, 25% chose 'I perceive that a larger, more urban hospital has more technologically advanced care.'

Q17 - If you choose to seek care out of town, why do you do so? Check all that apply.



Question 18 asked why people go out of town and for which services. The chart below shows the most common services people receive outside of town is orthopedic services/surgeries, selected by 40% of respondents. The service people receive out of town the least often is high risk OB/GYN care at 7%, as the chart below shows. Most people (68%) have gone out of town for care.

Q18 - If you have chosen to seek care out of town, for which services have you gone elsewhere? Check all that apply.





Categories of Open-ended Comments

The final question, Question 21, asked people to share their opinions about Campbell County Memorial Hospital (CCMH) stating: 'Your opinion matters to us. Do you have any comments, praise or suggestions to share with the CCMH staff?' 50% of respondents (271) chose to use the open-ended format to voice their opinion.

Certain words and phrases were used more often than others. Meaningful phrases that rose to the top were: staff, behavioral/mental health services, walk-in clinic, specialists, the words "keep up the good work" and "wonderful."

The most common word in comments was "staff," used by 20% of respondents, referring to all staff from doctors and nurses to receptionists. Of the 59 comments that contained the word "staff," 32 were positive of the customer care and service they received. Common words included "very good," "wonderful," and "excellent support staff."

Negative comments about "staff" were received by 27 people and the common words included "incompetent," "hold accountable," and "overpaid." continued



Categories of Open-ended Comments continued

Behavioral health/mental health services were mentioned by roughly 7% of the 271 respondents who chose to share their opinions, more than any other service. Of the 21 comments, 16 were more negative than positive. In general, people called for more adequate mental health services, saying both inpatient and outpatient services "need to be revamped." Most comments were along these lines except for a few calling outpatient services "really good."

The next most mentioned service was the walk-in/urgent care clinic, mentioned by approximately 6% of people who chose to share their opinions. The 19 remarks about the walk-in clinic were mixed (67% negative, 43% positive), ranging from "phenomenal" and "exceptional" to "needs improvement" and "needs an in-house pharmacy."

When it came to specialists, many comments focused around recruiting more specialists (57%) while others voiced appreciation for specific specialists (OBGYN, radiology and pediatric). The comments were neutral or positive, with no negative opinions on specialists.

Two percent of people used the phrase, "keep up the good work." Another 2% used the term "wonderful" to describe doctors, nurses and staff. The theme of nurses and doctors also arose in the comment section of earlier questions. More often than not comments on care received from nurses and doctors was positive, a handful of respondents called for faster and more effective care in the emergency department.

Other less significant themes point to opportunities for improvement including making patient rooms larger and lessening the walk from the entrance to the lab.

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Conclusions

Overall, results point to a public that is satisfied with the care and services CCMH provides. There are some calls for improvement in certain areas and expansion of services, but in general, people are happy with CCMH and its related facilities. It is also true, in general, that people are aware of most services the hospital offers and the facilities it runs. Not surprisingly, people value skilled and friendly caregivers—even above technological advances and convenience, and most people are satisfied with their physicians and nurses.

An interesting contradiction emerged from comparing outcomes of related questions. One that stands out in particular is how the hospital is perceived versus how it is actually experienced. Question 15 asked the public how they perceived CCMH's reputation. More reported it to be more negative than positive. Yet when compared to the outcome of Question 9 that asked how satisfied the public was overall with CCMH, a wide majority answered that they were satisfied rather than dissatisfied. These contradicting viewpoints could indicate a lingering reputation about CCMH that doesn't hold true today against people's actual experiences.

Survey results will be used to help guide development of future marketing plans and strategic plans. Hospital leaders are committed to improving services and patient experience, as is evident in their current work with the Studer Group--an international organization that helps hospitals and healthcare groups achieve exceptional outcomes for patients.

How the Three Surveys Compare

A few of the topics in the public perception survey overlapped with questions in the 2013 employee survey and the 2013 physician survey.

One topic that overlapped was reputation. Employees' perception of CCMH's reputation in the community was very similar to what the public itself reports. Forty three percent of employees ranked the reputation 'favorable' and 41% of the public ranked the reputation as positive.

The topic of overall satisfaction was addressed in both the physician survey and the public survey. Among physicians, 83% responded that they were 'very satisfied' or 'satisfied' with CCMH. This compares to a 79% of the public responding that they were 'slightly satisfied,' 'satisfied,' or 'very satisfied' with CCMH overall. Again, similar results were achieved.

continued



Conclusions continued

Another question that overlapped between surveys concerns whether or not the respondent would recommend CCMH to family and friends. Among physicians, 83% answered that they 'definitely would' or 'probably would' recommend CCMH. This compares to 65% of the public who answered yes to this question. This difference may be due to a difference in response choices—with the physicians having four and the public having just two—yes or no. Or, it may indicate physicians feel more confident about the hospital that the public does.

Seventy-nine percent of employees took the survey (816 out of 1034 total) in 2013, as did 60% of physicians (52 out of 89 total).

Disclaimer

Keep in mind that survey results provide a valuable glimpse into the minds of citizens but they do not reflect the viewpoint of the entire Campbell County community. However, with a confidence rate of 95% plus or minus 4.17%, the results are statistically significant for the Gillette community, as 95% of respondents were from Gillette itself (542 people out of 29,087—total population of Gillette—took the survey with a 1.9% response rate).

When reading the open comments section, it's important to remember that people usually only comment when they feel somewhat or very strongly about an issue—either negative or positive. For this reason, it's wise to avoid placing unjust weight on comments while still valuing the information they provide.

Mostly, the survey helps CCMH leaders gain an understanding of the public's perception of the organization. Results provide an opportunity for administration to see where to make improvements and celebrate jobs well done.



Appendix



Please complete and return in the survey box provided, or mail to:

CCMH Communications, P.O. Box 3071, Gillette, WY 82717

Public Perception Survey

Tell Us What You Think about Campbell County Memorial Hospital

Hospital leaders are curious about what you think about the hospital and its related facilities and services. We also would like to know more about your healthcare habits. Please take our quick, easy survey to help us become better providers for you.

The survey takes approximately 5 minutes and is completely anonymous. When finished, have a coffee drink on us!

Thanks for your help in making healthcare better in our community. 1. Are you male or female? Male Female 2. What is your age? 18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 to 74 75 or older 3. Do you currently work for Campbell County Memorial Hospital (CCMH) or any facility owned and operated by CCMH? Yes No 4. Do you have children living in your household? If yes, please check all ages that apply. Less than 1 year old 1 year old to 5 years old 6 years old to 11 years old 12 years old to 18 years old Children older than 18 years old There are no children currently living in my household 5. What type of health insurance do you have in your household, check all that apply. Private insurance (includes insurance provided by work) Medicare Self Pay or No insurance Military insurance (Champs or Tri-care) Medicaid Don't know



6. Is the person who	o primarily makes the healthcare decisions in your family female or male?
Male	Female
	are provider wanted to communicate information about their services to you, what would red method of receiving that information? Check all that apply.
Direct Mail	
Newspapers/Mag	gazines
Radio	
Email	
Television	
Web/Internet	
Social media	
Billboards	
Brochures	
No comment	
8. Have you received Number 13.) Yes No	d services from Campbell County Memorial Hospital before? (If no, skip to question
9. Overall, how satis	fied are you with Campbell County Memorial Hospital?
Extremely satisfie	ed .
Satisfied	
Slightly satisfied	
Slightly dissatisfic	ed
Dissatisfied	
Extremely dissatis	sfied
Comment (optional)	
Comment (optional)	



10. How satisfied are you with the skill and competency of our medical staff at Campbell Hospital (doctors, nurses, therapists, technicians)?	County Memorial
Extremely satisfied	
Satisfied	
Slightly satisfied	
Slightly dissatisfied	
Dissatisfied	
Extremely dissatisfied	
Comment (optional)	
11. How satisfied are you with the skill and competency of our support staff at Campbell Hospital (greeter, receptionist, admissions representative, food service workers, houseke Extremely satisfied Satisfied Slightly satisfied Dissatisfied Dissatisfied Extremely dissatisfied Extremely dissatisfied Comment (optional)	-
12. Why do you choose Campbell County Memorial Hospital? Rank the 6 items below, wit important, 2 as next most important, and so on. It is convenient to where I live The medical staff is skilled and competent The support staff is friendly and helpful The overall quality of care is good They offer technologically advanced care Pleasant surroundings/comfortable rooms	h 1 as most



13. In your opinion, what words describe Campbell County Memorial Hospital and its family of clinics facilities? Please list 3 to 5 words or short phrases below.	and
14. What is your perception of Campbell County Memorial Hospital's reputation in the community? Ple	ase
answer even if you have not received services from us. Extremely positive	
Mostly positive	
Somewhat positive	
Not positive or negative	
Somewhat negative	
Mostly negative	
Extremely negative	
15. The Campbell County Memorial Hospital has the following facilities. Which of these facilities are y aware of? Check all that apply.	ou
Hospital	
Specialty Clinics on & off site (audiology, geriatric medicine, internal medicine, sleep medicine, pulmon ear, nose & throat, urology, neurology, pain management, orthopedics, obstetrics & gynecology, etc.)	ology,
Occupational Health	
Pioneer Manor (long-term care facility)	
Close to Home Hospice Hospitality House	
Home Medical Resources (medical equipment rental and purchase)	
Powder River Surgery Center	
WORI (rehabilitation and physical therapy)	
Wright Walk-in Clinic	



16. The Campbell County Memorial Hospital offers the following services. Which of these services are you aware of? Check all that apply.
Audiology
Behavioral Health (psychiatry and counseling)
Cardiac Rehabilitation
Cardiopulmonary Services (respiratory therapy)
Cancer Care/Oncology
CPR/First Aid Classes
Dialysis
Diabetes Education
Emergency Care
Home Health and Hospice
Intensive Care Unit
Laboratory
Long-Term Care & Short-Term Rehab
Maternal Child Services (nursery, labor and delivery)
Medical/Surgical Unit
Neonatal Intensive Care (newborn)
Nutrition (registered dietitian)
Occupational Health & Wellness
Pulmonary Rehabilitation
Radiology/X-ray
Rehabilitation & Physical Therapy (outpatient)
Sleep Clinic
Surgical Services
Walk-in Clinic / Urgent Care



17. If you choose	e to seek	care out o	of town, w	hy do you	do so? C	heck all t	hat apply	'.					
I perceive oth	er hospita	als or clinic	s are bett	er									
I perceive that a larger, more urban hospital has more technologically advanced care													
I perceive that I can get better specialty care (care offered by specialists, not general practitioners) elsewhere													
I am involved in a medical study													
My doctor refers me to a different hospital or clinic													
My employer	or insuran	ce directs	me										
18. If you have c	hosen to	seek care	out of to	wn, for wl	nich servi	ces have y	you gone	elsewhere?	Check all that				
apply.													
Orthopedic se	ervices/su	ırgeries											
Sports Medicine													
Cardiology services/surgeries													
Cancer/oncology services													
General surgery													
High-risk OB/GYN													
I have not sou	ight care	out of towr	ı										
Other (please specify)													
19. When shoppi	ng for a l	healthcare	provider	. what qua	alities do	vou value	most? Ra	ank the 10 it	tems below.				
with 1 as most in	•		-			•			,				
Skilled Physicia	ns												
1 2	3	4	5	6	7	8	9	10					
Skilled Nurses													
1 2	3	4	5	6	7	8	9	10					
Friendly, helpful	support	staff											
1 2	3	4	5	6	7	8	9	10					
Fair prices													
12	3	4	5	6	7	8	9	10					
Convenient (eas	sy to acc	ess, near	home)										
12	3	4	5	6	7	8	9	10					



On my insurance	-	, 2 as nex	τ most im	portant, a	ına so on.	. continue	מ		
On my insuranc	е ріап	4	5	6	7	8	9	10	
Latest treatmen		ds and te							
	3	4	5	6	7	8	9	10	
Referral from so	meone I	trust							
1 2	3	4	5	6	7	8	9	10	
Good reputation	1								
1 2	3	4	5	6	7	8	9	10	
Clean, modern a	and inviti	ng faciliti	es						
1 2	3	4	5	6	7	8	9	10	
21. At Campbell patient care. You CCMH staff? If s	r opinion	matters	to us. Do		_				
22. Please enter	your zip	code.							
ZIP:									



Have a Cup of Joe on Us

THANK YOU for taking the Campbell County Memorial Hospital Community Survey!

Present this page and enjoy a **FREE** grande coffee drink from our lobby Coffee Shoppe.

(limit one per person) | Expiration Date: February 28, 2014

CCMH Coffee Shoppe

In the main hospital lobby, near the surgery waiting area
501 S. Burma Avenue, Gillette
Hours:
Monday-Thursday, 7 am-5:30 pm
Friday, 7 am-2 pm



CCMH Lobby