

2019 CCH Perception Survey: HIGHLIGHT FACT SHEET

Prepared by Jet Marketing

- **701 total survey responses** — The most Campbell County Health has collected for recent perception surveys efforts. In 2017, 551 total responses were collected.
- **“Would you recommend Campbell County Health?”**
76% of individuals answered “Yes,” compared to 73% in 2017. This is noticeably higher than in 2014, when only 62% of individuals answered “Yes” to the same question.
- **“Overall, how satisfied are you with Campbell County Health?”**
A decrease in overall satisfaction (slightly satisfied, satisfied and extremely satisfied) with Campbell County Health from 83% in 2017 to 79% in 2019. There was a slight increase in “extremely satisfied” votes from 21% in 2017 to 22% in 2019.
- **“What is your perception of Campbell County Health’s reputation in the community?”**
Overall perception of Campbell County Health’s reputation remained exactly the same, with 57% stating CCH’s reputation is “positive”, 35% ranking it as “negative” and 7% selecting “neutral.” Those who selected “extremely positive” in 2019 went up to 6.23% as compared to 5.56% in 2017.
- **“How satisfied are you with the skill and competency of our medical staff throughout the Campbell County Health system?”**
The response of “extremely satisfied” increased from 23% in 2017 to 27% in 2019. Moreover, overall satisfaction (slightly satisfied, satisfied and extremely satisfied) for medical staff competency and skill increased from 85% in 2017 to 86% in 2019.
- **“How satisfied are you with the skill and competency of our support staff throughout the Campbell County Health system.”**
An increase in “extremely satisfied” responses with support staff, increased from 27% in 2017 to nearly 30% in 2019.
- **Convenience remains the top reason patients choose Campbell County Health;** however, there was an increase in answers regarding the medical staff’s competency and skill, which was the second reason in 2019 individuals choose Campbell County Health. “The medical staff is skilled and competent” — 12.6% in 2019 as compared to 9.1% in 2017.
- **Awareness of Campbell County Health’s services remain consistent with 2017 survey results,** although significantly more than 2015 and 2014 surveys.
- **More than 1,000 open-ended comments carried similar themes as previous surveys.** The most commented topics include quality of care (more positive than negative), billing (overwhelmingly negative), pricing and emergency room care.

A presentation on the results will be made at the May 23, 2019 Board meeting.

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