



Public Perception Survey

SUMMARY OF FINDINGS

2019

Conducted by



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Executive Summary

Overall, survey results are in line with the gradual progress seen in previous CCH surveys, without any major findings, surprises or changes in perception. The most positive trend in 2019 was the increase in patient recommendations for CCH as well as the significant increase in those who were “extremely satisfied” with the hospital’s medical and support staff. Satisfaction rates and perception results remained fairly consistent with 2017 responses, with a decrease in overall hospital satisfaction. Awareness of services available at Campbell County Health remained consistent with 2017 survey results, although significantly increased from 2015 and 2014 surveys. Open-ended comments carried similar themes as previous surveys, with a mix of positive and negative comments from respondents.



More People Than Ever Took the Survey

In 2019, there were 701 total survey responses — the most Campbell County Health has ever collected before. For reference, in 2017, a total of 551 survey responses were collected. The increase in overall surveys led to an increase in the total number of open-ended responses. This additional information from a larger pool of respondents can be used to further assist hospital decision makers with analysis of CCH perceptions. There were more than 1,000 open-ended comments, most of which carried similar themes as previous surveys.

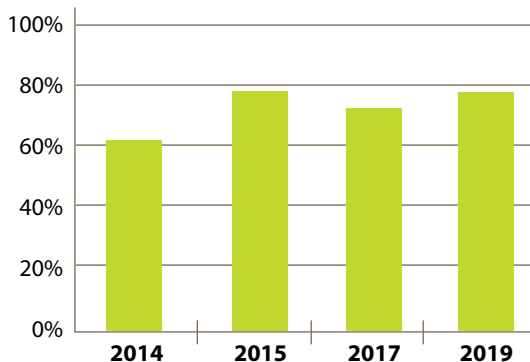


Increase in Recommendations, Perception Stays the Same

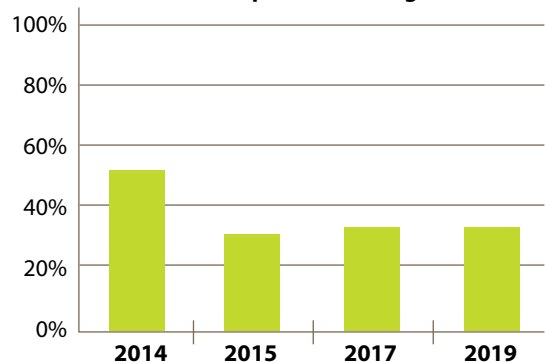
More so than in 2017, individuals in the community say they would recommend CCH services to a friend, family member or coworker. When asked if they would recommend Campbell County Health, 76% of respondents answered “Yes,” compared to 73% in 2017. This is noticeably higher than in 2014, when only 62% of individuals answered “Yes” to the same question.

On the other hand, public perception of CCH did not seem to change at all between 2017 and 2019. While still an improvement from numbers in 2014, there weren’t any significant changes in overall perception in recent years to report.

Percent of people who would recommend CCH to others



Percent of people who perceive CCH's reputation as negative





Satisfaction Remains Steady

Overall satisfaction with the hospital remained in line with 2017, with some key differences in the following areas:

- A decrease in overall satisfaction (slightly satisfied, satisfied and extremely satisfied) from 83% in 2017 to 79% in 2019. It is important to note, however, that there was a slight increase in “extremely satisfied” votes from 21% in 2017 to 22% in 2019.
- Increase in “extremely satisfied” with medical staff jumped 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.
- Increase in “extremely satisfied” responses with support staff from 27% in 2017 to nearly 30% in 2019; however, overall satisfaction of support staff remained exactly the same at 91%.



Individuals Seek Care Elsewhere in Gillette for Rehabilitation/Physical Therapy, Urgent Care

New this year, the 2019 survey asked respondents what services they seek care for most within Gillette, if not at Campbell County Health. A majority of participants chose to answer this question (97%), and 44% of total respondents said they have not sought care elsewhere before. For the 56% that said they have chosen to seek care in Gillette but not at Campbell County Health, the following healthcare services were listed as the main reasons why:

- **Rehabilitation/Physical Therapy – 31%**
- **Urgent Care – 28%**
- **Orthopedic Services/Surgery – 24%**
- **Ambulatory Surgery (Surgery Center) – 15%**
- **Radiology – 12%**

Since these are services that are typically offered at CCH, this information can be used to conduct further research to gain insight as to why individuals are seeking care elsewhere for these specific services and make any necessary improvements or adjustments.

This question was new to the 2019 survey; therefore, we have no previous data to compare it to. It will be interesting to see how survey participants respond when this survey is issued again in two years. It will also be helpful to hospital decision makers in upcoming years to see where the trends go for this question.

Report of Findings

In February 2014, April 2015 and March 2017, Campbell County Health conducted a public perception survey to gauge how people view the healthcare institution, and in April 2019, the same survey was repeated. In this summary, findings from 2019 are presented.

Survey objectives:

- Determine community satisfaction with CCH.
- Gauge public perception and knowledge of CCH and its specific services.
- Determine trends in perception, satisfaction, knowledge and preferences from 2014, 2015, 2017 and 2019.



Survey Methods and Distribution

The 2019 public perception survey (see appendix) was open from April 1-30, 2019. It consisted of 21 questions and took an average of seven minutes to complete electronically. As in previous years, the survey was also available in paper format in various clinics and public spaces around Gillette. Electronically, people were only allowed to take the survey once.

Throughout the month, CCH disseminated information about the survey through various media outlets; data collected from previous years about how people were engaging with the survey was used to map out specific media.

NEW IN 2019: A “pop-up” was added to the CCH website, prompting people to take the survey, and a direct mail postcard with a dedicated “please take our survey” message was added to the overall media mix to promote the survey. Social media and the website “pop-up” were the most popular ways that people engaged with the survey.

Participants were rewarded with a coupon for a coffee drink at the Coffee Shoppe (in the hospital lobby) and The Bistro (at The Legacy) redeemable through the end of May. As of May 17, 93 free coffees had been redeemed, representing 13% of the survey participants.

A majority of respondents were from the Gillette area: 91% reported they lived in zip codes 82716, 82717 and 82718. The remaining 9% were from surrounding communities, with the majority from zip code 82732, which is Wright, WY.

While we didn’t discourage, we didn’t actively encourage hospital or clinic staff to participate in this community survey. Ultimately, the percentage of employees and their family members who decided to take the survey significantly increased this year from previous surveys to 33% in 2019, whereas that percentage was consistently 23% in 2014, 2015 and 2017.

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Survey Methods and Distribution *continued*

ALSO NEW IN 2019 was an effort by PFAC members to ask people sitting in waiting rooms to take the survey on a provided iPad. Jet Marketing was hesitant about including an assisted method of data gathering and merging the data with the self-guided, self-motivated data gathering done in previous surveys. The method was tried, but the data was kept separate for analysis in order to conclude merging with the main survey. The method did earn 32 completed surveys; however, our recommendation is to NOT include the data.

The assisted data collection showed a 93% overall satisfaction rate with CCH (as well as 93% for medical staff and 100% for support staff). It was determined that the survey was less randomized, and it was logically harder to provide potentially negative feedback to a live interviewer.



Profile of Respondents

In 2019, a record-breaking number (701) of people opted to take this survey — a 27.22% increase from 2017 when 551 people took the survey. In 2015, 472 individuals took the same survey, and in the initial survey year of 2014, 542 individuals took the survey. This number remained statistically significant, in that we can say with a 95% confidence rate that the entire population would answer these questions the same way, plus or minus 3.75% (margin of error).

The majority of participants completed this survey online, and about 32 of the 701 completed the survey in person alongside a CCH representative. The following table gives demographic information on the respondents for all four surveys. Demographics have remained mostly consistent throughout the years of survey distribution; however, in 2019, there appears to be less involvement from those aged 18 to 34 and more involvement from those aged 55 and older than ever before. In addition, the percentage of individuals utilizing private insurance decreased throughout the surveys, whereas the percentage of those utilizing Medicare/Medicaid increased.

COMPARING RESPONDENTS BETWEEN 4 SURVEYS: 2014, 2015, 2017 AND 2019

Question Topic	Answer Options	2014	2015	2017	2019*
Q1: Gender	Female	77%	84%	83%	79%
	Male	23%	16%	17%	21%
Q2: Age	18 to 34	33%	39%	25%	18%
	35 to 54	40%	30%	38%	38%
	55 and older	27%	31%	37%	44%
Q3: Works (or Family Member Works) for CCH	Yes	23%	23%	23%	33%
	No	77%	77%	77%	67%
Q4: Children in Household	Yes	52%	51%	48%	46%
	No	48%	49%	52%	54%
Q5: Types of Insurance <i>(could choose more than one)</i>	Private Insurance	91%	86%	85%	79%
	Medicare/Medicaid	12%	20%	20%	25%
	Self-pay/No insurance	5%	4%	6%	8%
	Military (new 2017)			2%	4%
Q6: Who Makes Healthcare Decisions	Female	75%	75%	78%	77%
	Male	25%	25%	22%	23%
Q7: Services From CCMH (2014) CCH (2015, 17 &19) Before	Yes	97%	97%	98%	98%
	No	3%	3%	2%	2%

*Does not include the 32 assisted surveys that were not merged into the main survey.



Discussion of Results

Results were tallied on satisfaction, perception, awareness, use of services and healthcare preferences. Respondents had the option to provide their open-ended opinions on certain questions and general topics related to the hospital.

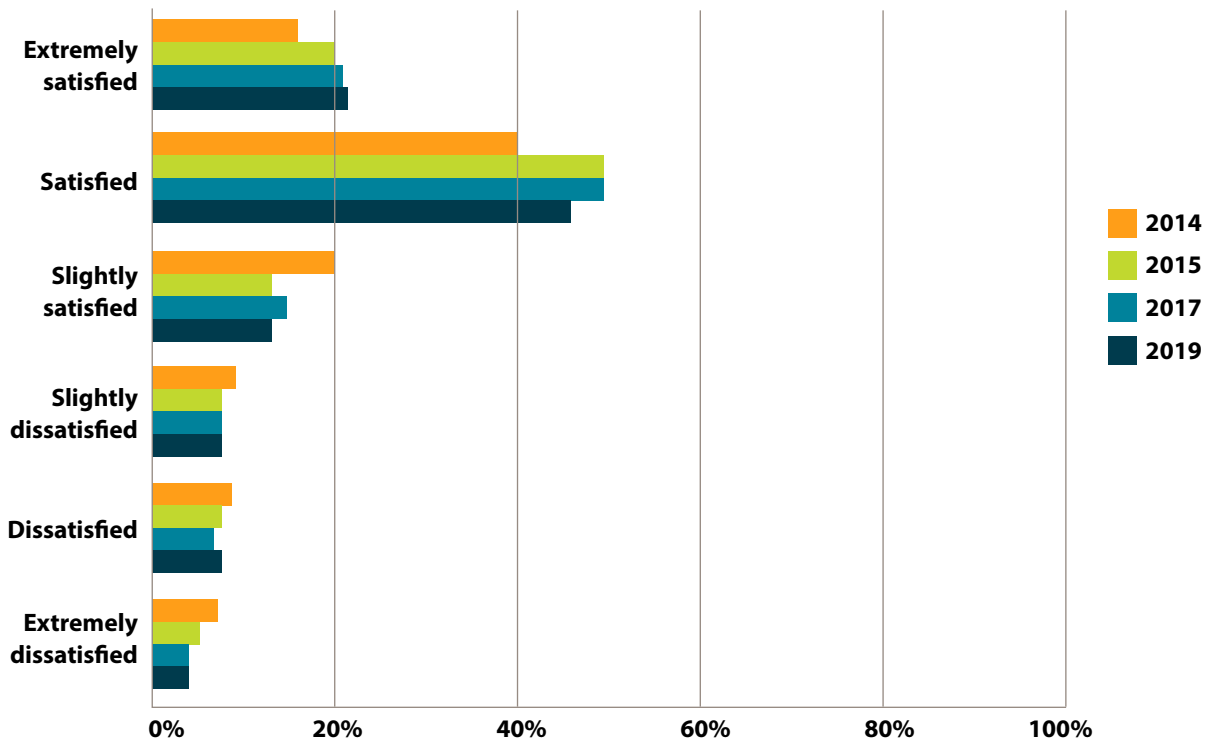
Overall Satisfaction with Campbell County Health

Question 9 asked, “Overall, how satisfied are you with Campbell County Health?” The majority of responses were positive, as the bar graph below shows. Out of the respondents, 79% were slightly to extremely satisfied in 2019, compared to 83% in 2017, 82% in 2015 and 78% in 2014.

With a closer look, though, the level of satisfaction remains high, despite a decrease in overall satisfaction. In fact, there was a slight increase in “extremely satisfied” votes from 21% in 2017 to 22% in 2019. Moreover, the number of people who said they were extremely dissatisfied held steady at 5% from 2017 to 2019.

The drop in overall satisfaction largely stems from a decrease in “satisfied” and “slightly satisfied” respondents. “Satisfied” respondents dropped from 46% in 2017 to 44% in 2019, and “slightly satisfied” respondents dropped from 15% in 2017 to 13% in 2019.

Q9 - Overall how satisfied are you with Campbell County Health?



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Of the 635 people who answered Question 9, 119 provided open-ended comments — an increase of 72% compared to 69 comments in 2017. The primary themes from the previous three surveys were apparent again in 2019. The themes that warranted the most negative comments from respondents included the following: billing, cost of services (expensive), ER services, check-in and scheduling, facilities and Legacy Living and Rehabilitation Center. Billing had the most complaints and remains an area that presents continued opportunities for improvement.

It is important to note, however, that the majority of responses were about the overall quality of care at CCH, and about 51% of these comments were positive. The CCH Walk-In Clinic also saw a decrease in the number of total and negative comments this year, with only 33% of total comments leaning negative.

More precise details regarding respondents' comments can be found in the upcoming *Categories of Open-ended Comments* section.

Overall Satisfaction with Campbell County Health Medical, Support Staff

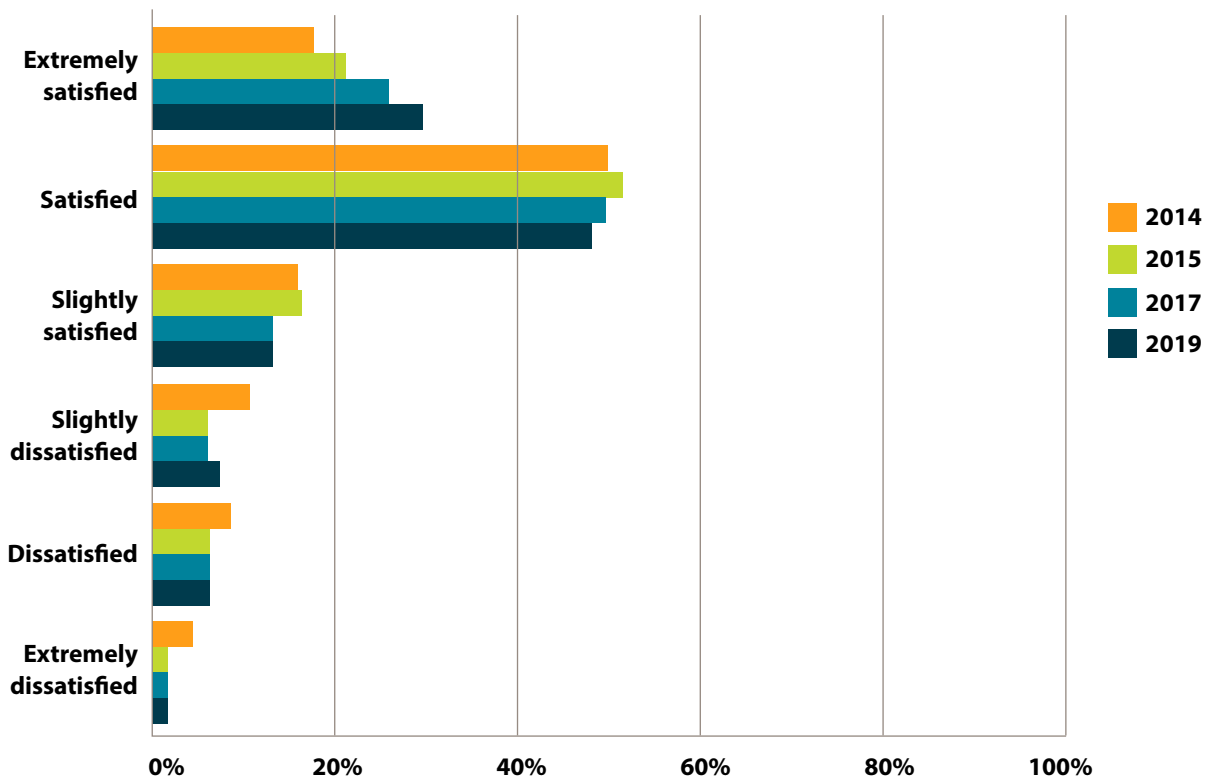
Questions 10 and 11 asked about the overall satisfaction with medical staff and support staff. Satisfaction with medical and support staff remains high, as it has in previous surveys.

Medical Staff

Overall satisfaction for medical staff competency and skill increased from 85% in 2017 to 86% in 2019, and in fact, the response of “extremely satisfied” increased from 23% in 2017 to 27% in 2019 — the highest percentage to date.

Question 10 asked for open-ended comments regarding the medical staff and received 86 total comments — a 59% increase in comments from 2017. Of those, 24% of comments were positive, with 23% either neutral or mixed and 53% negative. A majority of complaints centered around bad experiences with providers from various departments and ER staff. A large number of positive comments concerned the CCH nursing staff. It is important to note that there were three total comments regarding Walk-In Clinic in this section, a significant decrease from previous survey years (all were negative).

Q10 - How satisfied are you with the skill and competency of our medical staff throughout the Campbell County Health system (doctors, nurses, therapists, technicians)?

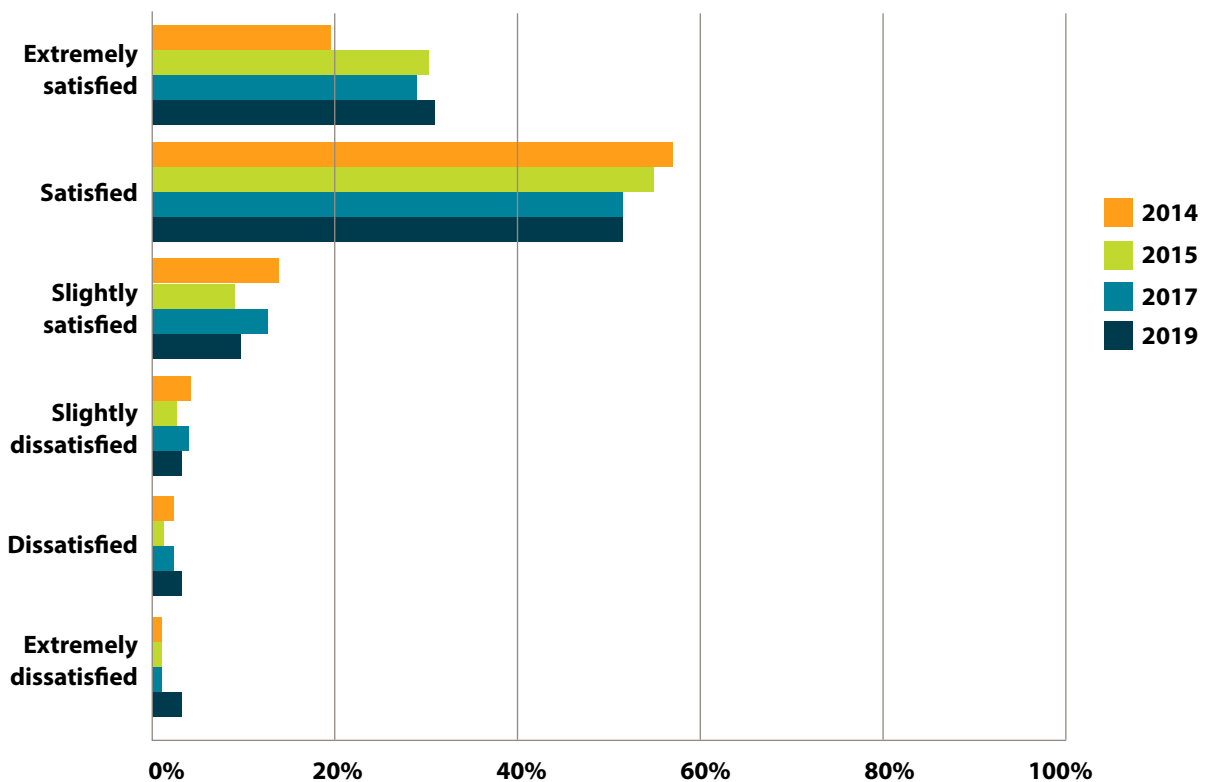


Support Staff

Question 11 concerned CCH support staff, and satisfaction remains high and consistent with the previous three surveys. In 2019, 91% indicated they were satisfied to some degree, as shown in the table for Question 11 below, which is the same percentage that was reported in 2017. There was, however, a notable increase in “extremely satisfied” responses regarding support staff, which increased from 27% in 2017 to nearly 30% in 2019.

There were 53 individuals who chose to leave open-ended comments on this question in 2019, which is a 104% increase from 2017 in comment participation in this section. Of these comments, 70% were negative, 22% were positive and 9% were mixed or neutral. A majority of complaints centered around bad experiences with the hospital food/meals, “unfriendly” receptionists and, again, billing staff.

Q11 - How satisfied are you with the skill and competency of our support staff throughout the Campbell County Health system (greeter, receptionist, admissions representative, food service workers, housekeeping)?



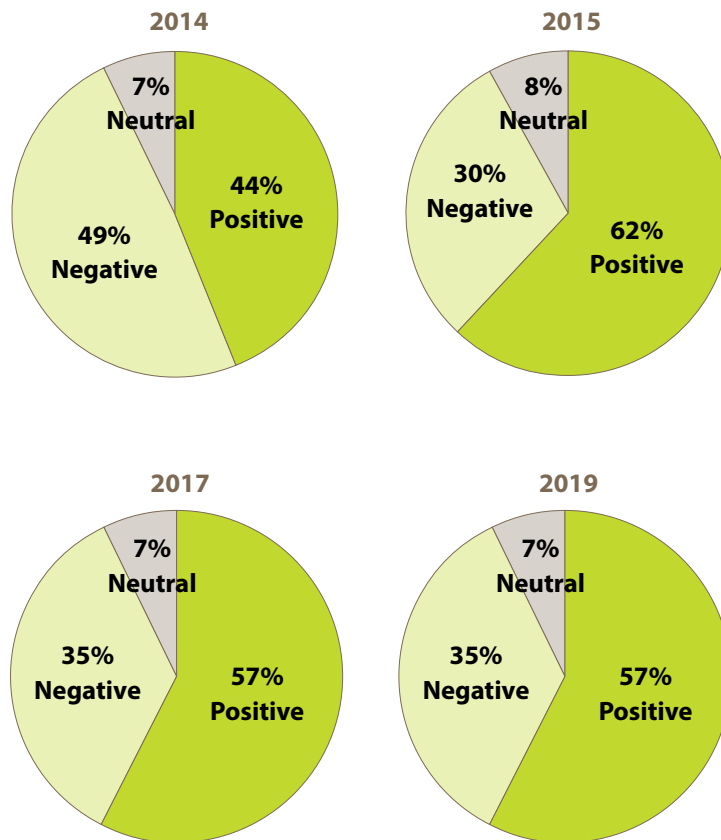
Overall Public Perception of Campbell County Health

There were several questions included in the survey used to gauge the general public's perception of CCH. Overall, the findings in the 2019 survey were consistent with the 2017 survey, with an increase in the number of individuals who would recommend the hospital to a friend, family member or co-worker.

Reputation of CCH in Community

Question 15 asked about the reputation of Campbell County Health in the community. Overall perception of Campbell County Health's reputation remained exactly the same from 2017, with 57% in 2019 stating CCH's reputation as "positive", 35% ranking it as "negative" and 7% selecting "neutral." However, it is worthy to note that those who selected "extremely positive" in 2019 went up to 6.23%, compared to 5.56% in 2017.

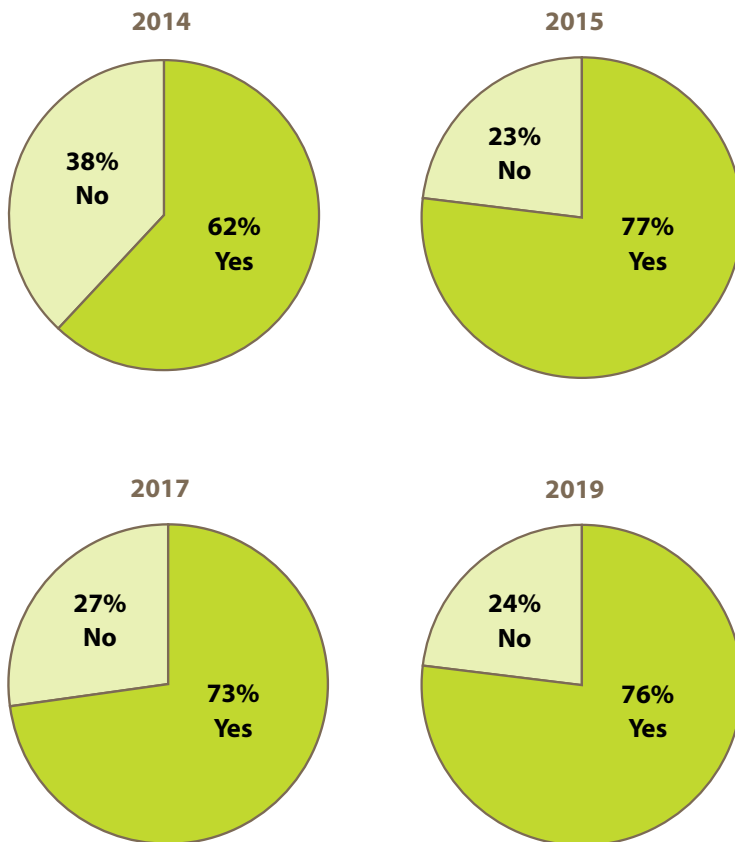
Q15 - What is your perception of Campbell County Health's reputation in the community? Please answer even if you have not received services from us.



Recommendation of CCH in Community

Question 19 asked respondents as to whether or not they would recommend the hospital to friends, family members and co-workers. About 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.

Q19 - Based on your perception of Campbell County Health, would you, or do you, recommend the hospital and its clinics to your friends, family and co-workers?



In Question 13, respondents were asked to list three to five words or short phrases that came to mind when describing Campbell County Health. Nearly 70% of respondents opted to participate in this section in 2019, an increase from 65% in 2017.

The word “care” was the most frequently used word, mentioned by 17% of people, with “friendly” following in second, mentioned by 10% of people. These top two words are consistent with the top two words from 2017. The following words are a few other relevant words that were used the most in the 2019 survey: Convenient (8%), Good (8%), Competent (6%), Expensive (6%), Great (6%), Helpful (5%), Professional (5%), Skilled (5%), Overpriced (2%), Clean (2%) and Poor (2%). Note: complimentary words were expressed in a positive way nearly all of the time.

Why People Choose Campbell County Health

Question 12 asked, “Why do you choose Campbell County Health?” Participants were allowed to choose **one** reason only.

Convenience remains the top reason patients choose Campbell County Health for their healthcare services, unsurprisingly, as the majority of individuals who use the hospital live in or near Gillette. However, it is important to note that only 62% listed convenience as their top reason in 2019, compared to 69% in 2017, 65% in 2015 and 70% in 2014. More so than ever before, it appears there are other, more important factors that weigh into the general public’s decision to utilize the hospital’s services, such as quality of care and skill of staff.

In 2017 and 2019, “The overall quality of care is good” received the second most votes at 13% both years. There was, however, an increase in answers regarding the medical staff’s competency and skill in 2019, which was the third reason in 2017 and 2019 that individuals chose Campbell County Health. The answer, “The medical staff is skilled and competent,” received 12.6% of votes in 2019 compared to 9.1% in 2017.

Following these responses for 2019 were “My employer or insurance directs me” at 8%, “The support staff is friendly and helpful” at 3%, and “Overall quality as indicated by awards such as Leapfrog ratings and 4-star Medicare ratings” and “The technologically advanced care” both at less than 1%. The answer “The pleasant surroundings/comfortable rooms” received 0% of the vote.

Awareness of Specific Services

Question 14 sought to determine how familiar people were with the services offered at CCH. It asked the public to select all the services they knew about from a list of 33 healthcare service lines. In line with results from previous surveys, most participants (93%) were familiar with Emergency Care and the Walk-In Urgent Care Clinic (87%). The services that were least known were the same as in 2017 and 2015, which are Sports Medicine (56%) and Nephrology & Complex Medicine (50%).

Awareness either increased or decreased slightly for the remaining services, with no substantial differences or changes. The biggest **increases** in awareness were for the following services:

- Internal Medicine (68% to 73%)
- Occupational Health (59% to 63%)
- Urology (59% to 64%)
- Neurology & Pain Management (56% to 61%)
- Pulmonology (59% to 64%)
- Sports Medicine (51% to 56%)

Biggest **decreases** in awareness were for the following services:

- Community Classes (from 73% to 67%)
- Maternal Child Services (from 81% to 75%)
- Emergency Care (from 96% to 93%)
- Nephrology & Complex Medicine (from 56% to 50%)

Changes in Awareness from 2017 to 2019

Service Line	2017	2019
Audiology	50%	51%
Behavioral Health (psychiatry and counseling)	82%	80%
Cardiology (including cardiac rehab)	84%	83%
Community Classes (CPR, prenatal, parenting)	73%	67%
Dialysis	70%	69%
Emergency Care	96%	93%
Family Medicine (Gillette and Wright)	80%	83%
Home Health & Hospice	77%	78%
Home Medical Resources (medical equipment rental and purchase)	64%	65%
Intensive Care	81%	79%
Internal Medicine	68%	73%
Kid Clinic (partnership with Campbell County School District)	67%	66%
Laboratory	88%	87%
Long-Term Care & Short-Term Rehab (The Legacy Living and Rehabilitation Center)	75%	73%
Maternal Child Services (nursery, labor & delivery, neonatal intensive care)	81%	75%
Nephrology & Complex Medicine	56%	50%
Neurology & Pain Management	56%	61%
None of the Above		3%
Nutrition	63%	66%
Occupational Health	59%	63%
Oncology/Cancer Care	79%	79%
Orthopedics (Powder River Orthopedics & Spine)	76%	77%
Pediatrics	67%	69%
Pulmonology (lungs and breathing)	59%	64%
Radiology / X-ray & Imaging	86%	85%
Rehabilitation & Physical Therapy (Stocktrail Building)	70%	70%
Sports Medicine	51%	56%
Surgical Services (Hospital and Powder River Surgery Center)	80%	81%
Urgent Care (Gillette Walk-in Clinic)	85%	87%
Urology	59%	64%
Wellness	70%	68%

**Cardiopulmonary (respiratory therapy) and Sleep Medicine were separated into two categories in 2019, whereas in 2017 they were combined into one category. This slightly skewed the results, which is why these two categories were left off the list this year.*

Why Local Patients Seek Healthcare Elsewhere (In Town and Out of Town)

There were two questions in the 2019 survey that asked respondents when and why they seek healthcare services from institutions other than Campbell County Health.

Out of Gillette

In Question 16, respondents were asked which services they sought for out of town, and whether or not they left town for care. In 2019, the majority of people answered this question, and 67% indicated that they have gone out of town for care at some point. This is the same percentage from 2017, which is up from 2015 when 54% indicated they left town for care, but down from 2014 when 68% admitted the same.

The chart below shows that once again in 2019, the most common specialty service that people seek outside of CCH is orthopedic services and surgeries at 30%. That number is slightly up than from previous years, as it was 28% in 2017, and 29% in 2015. The next most common service sought outside of town was general surgery (17%), as it was in 2017, which is still down from 20% in 2015.

Common Services Sought Out of Town

Services	2017	2019
Other		31%
Orthopedic services/surgeries	28%	30%
General Surgery	15%	17%
Cardiology services/surgeries	12%	12%
Cancer/oncology	9%	11%
High-Risk OB/GYN	7%	6%
Sports Medicine		6%

For the “other” category included in this question, participants had the option to leave an open-ended response for the services they seek outside of CCH that were not listed — 237 individuals chose to leave a response. The top services listed as those that individuals seek outside of CCH most frequently included dermatology (20%), neurology (10%), pediatrics (4%), rheumatology (6%) and urology (3%).

It is encouraging to note that outside of orthopedics, the number of individuals leaving town for healthcare services continues to either drop or stay consistent with previous years.

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In Gillette

New to the 2019 survey, Question 17 asked respondents, “If you have chosen to seek care in Gillette, but not at Campbell County Health, for which services have you gone elsewhere?” Respondents then had the option to check one or multiple listed services.

In 2019, 56% of individuals stated that they sought care in Gillette, but not at Campbell County Health. The top services respondents listed were rehabilitation/physical therapy (31%), urgent care (28%), orthopedic services/surgery (24%), ambulatory surgery (25%) and radiology (12%). No respondents checked the “Other” category, indicating that these are the primary healthcare services most individuals will seek in town, but not at CCH.

Healthcare Preferences

As hospital leaders and caregivers, it is important to know where local residents seek care and what they look for in a healthcare provider. It is also valuable to know how local residents want to receive information about CCH services to assist with any communication strategies moving forward. Two questions in the 2019 survey help us address these concerns.

When Choosing a Healthcare Provider

Question 18 asked, “When shopping for a healthcare provider, what quality do you value most?” According to 2019 respondents, 49% said “skilled physicians” play the most important role, which is similar to numbers in 2017 (49%) and 2015 (47%). The answer “On my insurance plan” came in second place in 2019, similarly to 2017, pulling 11% of votes. Following those two answers, respondents chose “Good Reputation” (10%), “Referral from someone I trust” (8%), “Fair Prices” (7%) and “Friendly, helpful support staff” (5%).

Interestingly in 2019, respondents answered that referrals from trusted sources were more important to them than fair prices. Moreover, following trends from 2017 and 2015, convenience was not highly ranked in this section, only getting 4% of votes, which varies from answers to Question 12, in which 62% of respondents listed convenience as the primary reason they choose Campbell County Health.

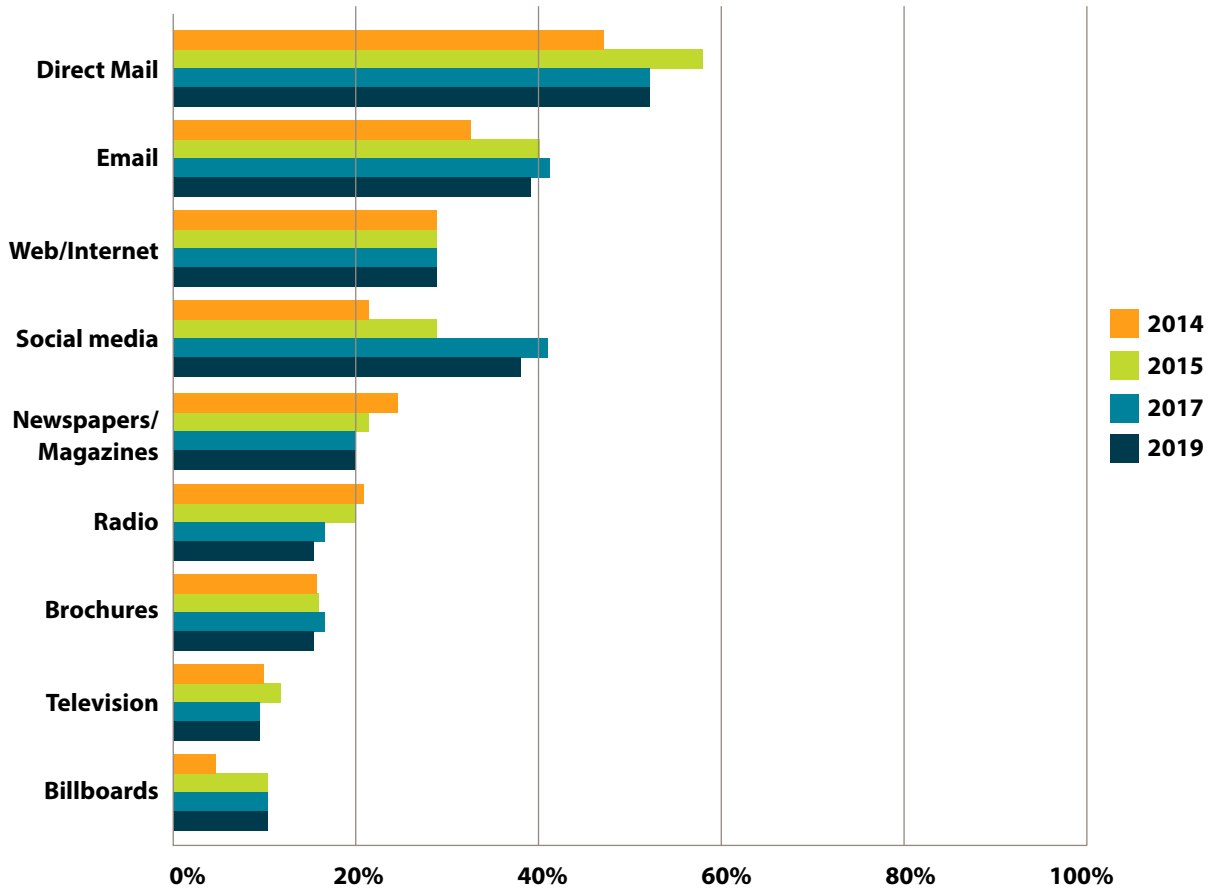
When Receiving Healthcare Information

Question 7 addressed how participants would like to receive healthcare information on offered CCH services. As with past surveys, direct mail topped the list, followed by email and social media, which includes Facebook, Twitter, Instagram, etc.

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Healthcare Preferences *continued*

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



In 2019, we added several other media options that were not included in previous surveys to gauge how modern technology can be utilized for communication strategies and initiatives. These included County17.com (online news source for Campbell County) (37%), Hulu or other streaming television subscriptions (4%), Pandora/Spotify or other online music subscriptions (4%) and podcasts (3%).



Categories of Open-ended Comments

The last question of the survey asked respondents to share their opinions about Campbell County Health stating: 'Your opinion matters to us. Do you have any comments, praise or suggestions to share with the CCH staff?' Steering away from the 2017 strategy, in which we forced respondents to give an answer, we allowed respondents to skip this question in 2019 — only 7% chose to skip, meaning 93% of respondents provided CCH with some sort of feedback.

Certain words and phrases were used more often than others. The words mentioned most often, included: staff, care, good, billing, hospital, patients, doctors, great, nurses and ER. Consistent with the previous three surveys, the word "staff" was mentioned the most, followed by the word "care."

Though there were more than 1,000 comments left from respondents, Jet Marketing found 875 comments provided that were relevant, meaningful and helpful to some extent for our sampling. Removed were responses that were inappropriate or not informational as well as "none" and "no answer" responses. This is an increase in number of responses from the sampling of 429 total comments in 2017.

The theme that pulled in the most open-ended comments in 2019 was Overall Quality of Care, with nearly 41% of responses. About 51% of these comments were positive, 31% were negative and 18% were neutral or mixed. In this section, most negative comments concerned customer service or knowledge of medical/support staff. Positive comments concerned the nursing staff, OB staff, overall satisfaction with care that was provided to the patient, shout-outs to specific providers and more.

As we have seen in previous years, billing is an area that reaps mostly negative comments from survey respondents. About 13% of all respondents commented on the CCH billing department or processes, and about 79% of the comments were negative. There were a few positive comments about billing included in the 2019 survey responses, though not many, and about 20% of billing comments were either neutral or mixed. Most comments encouraged CCH to make the billing process less confusing, to hire a new billing staff, and/or to better train the billing staff on customer service and explanation of billing procedures. "Frustrating" was a common word used to describe this department by several survey respondents.

Themes that Rose to Top

- Admin
- BHS
- Billing
- Board of Trustees
- Check-in Process/Scheduling
- ER
- Expensive
- Facilities
- Legacy
- OB
- Quality of Care
- Walk-in Clinic

Regarding CCH providers, about 9% of participants commented on a specific provider or staff for a specific healthcare service line. There were 53% negative comments, 24% positive and 23% that were neutral or mixed. Of these comments, nursing staff received the most positive feedback. Most negative concerns regarding providers were that they are overworked and do not have the time or effort to treat patients with proper care.

Different from previous surveys, the Walk-In Clinic did not collect as much negative feedback in 2019, with only 33% of open-ended comments being negative. Criticism of the clinic included long wait times and expensive pricing; however, positive comments noted qualified and friendly doctors and a clean and calm environment. Also straying from trends of previous surveys were comments concerning the Emergency Department. Only 62% of ER comments were negative in 2019, down from 71% negative in 2017. Positive comments noted the improvement of providers in the department, and negative comments continue to concern slow service, expensive pricing and unfriendly experiences with staff.

When it comes to comments about pricing, 2019 respondents commented on this theme more so than in previous surveys, with about 6% mentioning expensive prices for healthcare services at CCH. Individuals noted that they seek healthcare services elsewhere, if possible, because of the cost of services at CCH.

Another observation from the 2019 survey is that 10% more of the survey participants claimed themselves as employees, spouses or immediate family members of an employee. There were 53 comments about administration or management of the hospital, 60% negative, 9% positive and 30% neutral or neither completely negative or positive.

In general, open-ended comments were in line with past surveys, mixed with positive and negative themes. For a sampling of comments, see the attached appendix, where comments are listed by common topics and categorized themes.



Conclusion

In conclusion, 2019 survey results were primarily in line with 2017 results, without any large surprises or changes in perception, with the exception of an increase in patient recommendations and “extremely satisfied” votes for medical and support staff at CCH. In 2019, more individuals than ever opted to take the survey, which created a 27% increase in survey responses. Results indicate steady satisfaction in care provided by Campbell County Health, with a sustained increase in the satisfaction noted from 2014 to 2015 and 2015 to 2017. Public perception remained steady from 2015 and 2017 and remained significantly higher than initial results in 2014. Finally, open-ended comments had similar themes in all four surveys, with quality of care and billing being the most talked about subjects in 2019.

Disclaimer

Survey results provide a valuable glimpse into the minds of individuals, but they do not necessarily reflect the viewpoint of the entire Campbell County community. When reading the open comments section, it is important to keep in mind that people usually only comment when they feel somewhat or very strongly about an issue — either negative or positive.

Mostly, the survey helps CCH leaders gauge trends over time and 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:
CCH Communications, P.O. Box 3011
Gillette, WY 82717

Public Perception Survey

Tell Us What You Think about Campbell County Health

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 you are finished, have a coffee drink on us! Print the coupon (or take a screen grab on your smart phone) at the end of the survey and redeem for a FREE small coffee drink at our hospital lobby or Legacy coffee shoppes.

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. Are you, your spouse, or any member of your immediate family, employed by CCH?

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

Public Perception Survey *continued*

6. Is the person who primarily makes the healthcare decisions in your family male or female?

- Male Female

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

- Direct Mail
- Newspapers/Magazines
- Radio
- Email
- Television
- Web/Internet
- Social media (Facebook, Twitter, Instagram, etc.)
- Billboards
- Brochures
- Pandora, Spotify or other online music subscriptions
- Podcasts
- Hulu or other streaming television subscriptions
- County 17 (online news source)

8. Have you received services from Campbell County Health (CCH) before?

- Yes No

9. Overall, how satisfied are you with Campbell County Health?

- Extremely satisfied
- Satisfied
- Slightly satisfied
- Slightly dissatisfied
- Dissatisfied
- Extremely dissatisfied

Comment (*optional*) _____

Public Perception Survey *continued*

10. How satisfied are you with the skill and competency of our **medical staff throughout the Campbell County Health system (doctors, nurses, therapists, technicians)?**

- 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 throughout the Campbell County Health system (greeter, receptionist, admissions representative, food service workers, housekeeping)?**

- Extremely satisfied
- Satisfied
- Slightly satisfied
- Slightly dissatisfied
- Dissatisfied
- Extremely dissatisfied

Comment (*optional*) _____

12. Why do you choose Campbell County Health? Please pick your number one reason.

- The medical staff is skilled and competent
- The support staff is friendly and helpful
- The overall quality of care is good
- It is convenient to where I live
- The technologically advanced care
- The pleasant surroundings/comfortable rooms
- My employer or insurance directs me
- Overall quality as indicated by awards such as Leapfrog ratings and 4-star Medicare ratings

Public Perception Survey *continued*

**13. In your opinion, what words describe Campbell County Health and its family of clinics and facilities?
Please list 3 to 5 words or short phrases below.**

Public Perception Survey *continued*

14. Campbell County Health offers the following services. Which of these services are you aware of?

Check all that apply.

- Behavioral Health (psychiatry and counseling)
- Cardiology (including cardiac rehab)
- Community Classes (CPR, prenatal, parenting)
- Dialysis
- Audiology
- Emergency Care
- Family Medicine (Gillette and Wright)
- Home Health and Hospice
- Home Medical Resources (medical equipment rental and purchase)
- Intensive Care
- Internal Medicine
- Kid Clinic (partnership with Campbell County School District)
- Laboratory
- Long Term Care & Short Term Rehab (The Legacy Living and Rehabilitation Center)
- Maternal Child Services (nursery, labor & delivery, neonatal intensive care)
- Nephrology & Complex Medicine
- Neurology & Pain Management
- Nutrition
- Occupational Health
- Oncology / Cancer Care
- Orthopedics (Powder River Orthopedics & Spine)
- Pediatrics
- Pulmonology (lungs and breathing)
- Radiology / X-ray & Imaging
- Rehabilitation & Physical Therapy (Stocktrail Building)
- Respiratory Therapy
- Sleep Medicine
- Sports Medicine
- Surgical Services (Hospital and Powder River Surgery Center)
- Urgent Care (Gillette Walk-in Clinic)
- Urology
- Wellness
- None of the Above

Public Perception Survey *continued*

15. What is your perception of Campbell County Health's reputation in the community? Please answer even if you have not received services from us.

- Extremely positive
- Mostly positive
- Somewhat positive
- Neutral
- Somewhat negative
- Mostly negative
- Extremely negative

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

- Orthopedic Services/Surgeries
 - Sports Medicine
 - Cardiology Services/Surgeries
 - Cancer/Oncology Services
 - General Surgery
 - High-Risk OB/GYN
 - I have not sought care out-of-town
 - Other (please specify) _____
- _____
- _____

17. If you have chosen to seek care **in Gillette, but not at Campbell County Health, for which services have you gone elsewhere? Check all that apply.**

- Urgent Care
- Orthopedic Services/Surgery
- Rehabilitation/Physical Therapy
- Radiology
- Ambulatory Surgery (surgery center)
- I have not sought care elsewhere

Public Perception Survey *continued*

18. When shopping for a healthcare provider, what quality do you value most? Please select just one answer.

- Skilled physicians
- Skilled nurses
- Friendly, helpful support staff
- Fair prices
- Convenient (easy to access, near home)
- On my insurance plan
- Latest treatment methods and technology
- Referral from someone I trust
- Good reputation
- Clean, modern and inviting facilities
- Quality and safety ratings
- Other (please specify) _____

19. Based on your perception of Campbell County Health, would you, or do you, recommend the hospital and its clinics to your friends, family and co-workers?

- Yes No

If no, please tell us why _____

20. At Campbell County Health (CCH), our goal is to continually improve our services and patient care. Your opinion matters to us. Do you have any comments, praise or suggestions to share with the CCH staff? If so, please write in below.

21. Please write your zip code.

ZIP: _____