



Campbell County Health

*Excellence Every Day*

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# Public Perception Survey

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**2015**

**Conducted by**



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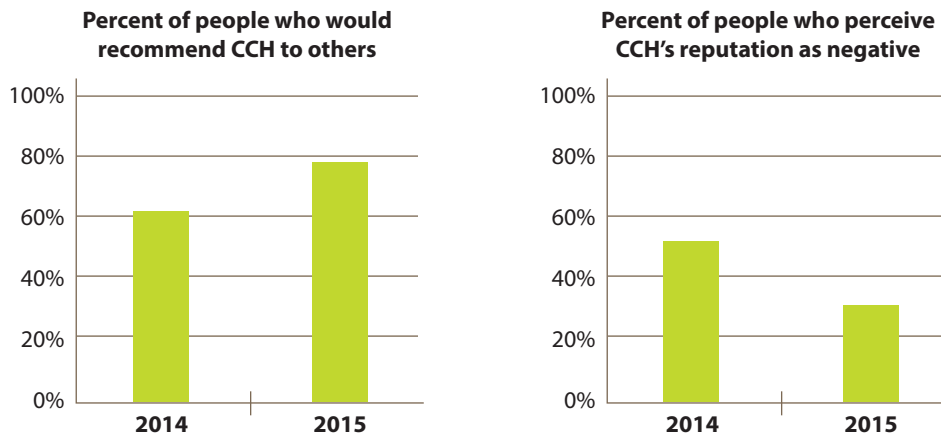
## Executive Summary

Overall, wherever improvements in satisfaction and perception could be made, they were made from February 2014 to April/May 2015. Results support the fact that less people are leaving town for care for various services. Open-ended comments carried similar themes with a fairly equal division between positive and negative comments. Results include:



### Substantial Shift in Public Perception

In 2014, a discrepancy between satisfaction and perception was noted. That gap was closed in 2015 when the number of people who saw CCH's reputation as negative declined.



### Increase in Satisfaction

Several results come together to support an upward trend in satisfaction. Evidence that supports this positive trend include:

- Increase in overall satisfaction from 78% to 82%
- Higher level of overall satisfaction (extremely satisfied or satisfied versus slightly satisfied) from 59% to 67%
- Higher level of satisfaction of medical staff from 81% to 89%
- Slight increase in satisfaction of support staff from 91% to 93%
- Decrease in number of people who name convenience as the number one reason they choose CCH from 70% to 65%
- Increase in number of people who name skilled and competent medical staff as the number one reason why they choose CCH from 6% to 13%
- Less people overall leaving town for care



### **Less People Leaving Town**

Results indicate less people are leaving town for care:

- The reason to leave town as getting “better specialty care elsewhere” decreased from 68% to 47%
  - People selecting the reason to leave town as “other hospitals or clinics are better” dropped from 45% to 35%
  - Having sought care out of town dropped from 68% to 54% overall, and across the board for nearly all
  - Having sought cardiology, orthopedic and surgery services out of town declined in varying degrees
- 



### **Theme of Open-Ended Comments**

In 2014, the Walk-in Clinic and ER were mentioned more than any other service lines, along with behavioral health. This year was the same (except with behavioral health, which was barely mentioned). People in general called for improvement in service and care in the Walk-in Clinic and ER—keeping in mind only 11% of respondents chose to leave comments.

40% of respondents gave general open-ended comments with similar results to 2014 (when 50% gave comments). Comments were fairly equally positive and negative, with the themes of staff, nursing and the Walk-in Clinic surfacing once again.

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## Report of Findings

In February 2014, Campbell County Health (CCH) completed a public perception survey, and in April 2015 the same survey was repeated. In this summary, findings from 2015 are presented and comparisons are given between the two years.

### Survey objectives:

- Determine current community satisfaction with CCH
  - Gauge public perception and knowledge of CCH and its specific services
  - Determine if perception, satisfaction, knowledge and preferences changed from 2014 to 2015
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### Survey Methods & Distribution

The public perception survey (see appendix) was open from April 13 to May 10, 2015. 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, CCH disseminated information on the survey through various media outlets. Print ads ran regularly in the Gillette News Record in Gillette and other communities considered part of the secondary service areas, including 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, Pioneer Manor and in the hospital lobby. Facebook, LinkedIn and Twitter called out the survey. Participants were rewarded with a coupon for a coffee drink at the Coffee Shoppe in the hospital's lobby, redeemable through the end of May 2015. As of May 23, 86 coffees or approximately 20% of the survey participants redeemed a free coffee.

Nearly all respondents were from the Gillette area: 92% reported they lived in zip codes 82718, 82716 and 82717. The remaining 8% were from the surrounding communities mentioned above.

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

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## Profile of Respondents

In 2015, a total of 472 people took the survey, down from 542 in 2014, constituting a difference of 9% in participation between the two years. This number remained statistically significant, in that we can say with a 95% confidence rate that the entire population would answer the question the same way, plus or minus 4.17% (margin of error).

The majority of participants completed the survey online. The following table gives demographic information on the respondents for both years.

CCH PUBLIC PERCEPTION SURVEY 2014 vs 2015 – RESPONDENTS

| Question Topic   | Answer Options    | 2014 | 2015 |
|--|-------------------|------|------|
| <b>Q1: Gender</b>  | Female            | 77%  | 84%  |
|  | Male              | 23%  | 16%  |
| <b>Q2: Age</b>   | 18 to 34          | 33%  | 39%  |
|  | 35 to 54          | 40%  | 30%  |
|  | 55 and older      | 27%  | 31%  |
| <b>Q3: Children in Household</b>                                     | Yes               | 52%  | 51%  |
|  | No                | 48%  | 49%  |
| <b>Q4: Types of Insurance</b><br><i>(could choose more than one)</i> | Private Insurance | 91%  | 86%  |
|  | Medicare/Medicaid | 12%  | 20%  |
|  | No insurance      | 5%   | 4%   |
| <b>Q5: Who Makes Healthcare Decisions</b>                            | Female            | 75%  | 75%  |
|  | Male              | 25%  | 25%  |
| <b>Q6: Experienced CCMH (2014) CCH (2015)</b>                        | Yes               | 97%  | 97%  |
|  | No                | 3%   | 3%   |
| <b>Q7: Work for CCMH (2014) CCH (2015)</b>                           | Yes               | 23%  | 23%  |
|  | No                | 77%  | 77%  |



## Discussion of Results

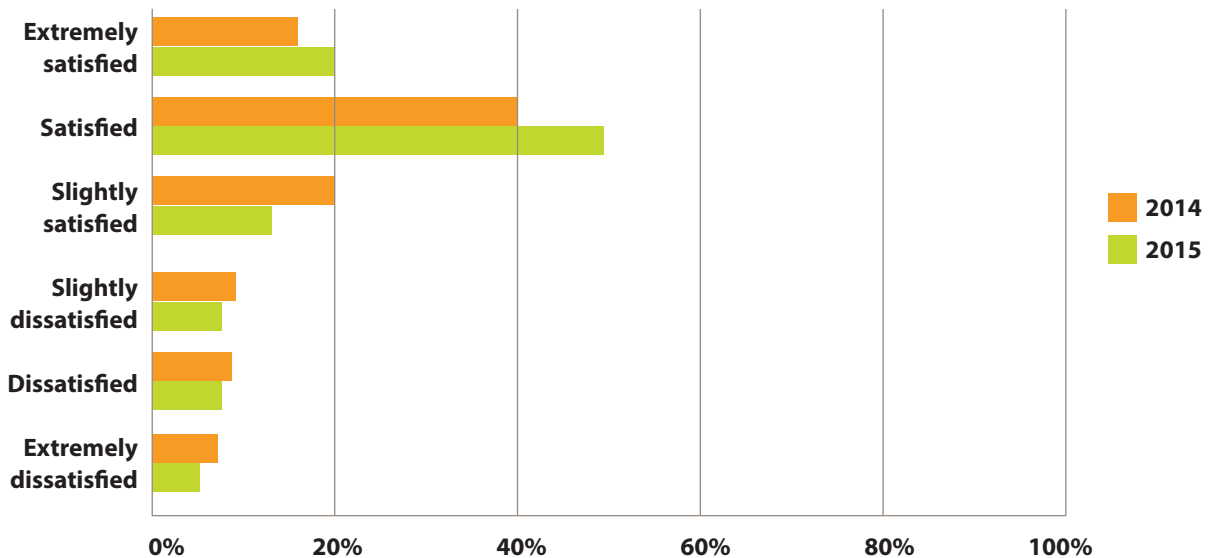
Results were tallied on satisfaction, perception, awareness and use of services, and healthcare preferences. Respondents were given the chance to provide an open-ended opinion on certain topics and in general.

### Overall Satisfaction with Campbell County Health

Question 9 asked, 'Overall, how satisfied are you with Campbell County Health?' The majority of the responses were positive, as the bar graph below shows. Of respondents, 82% were slightly to extremely satisfied in 2015, showing a slight improvement in overall satisfaction rates for the health system from 2014 (78%).

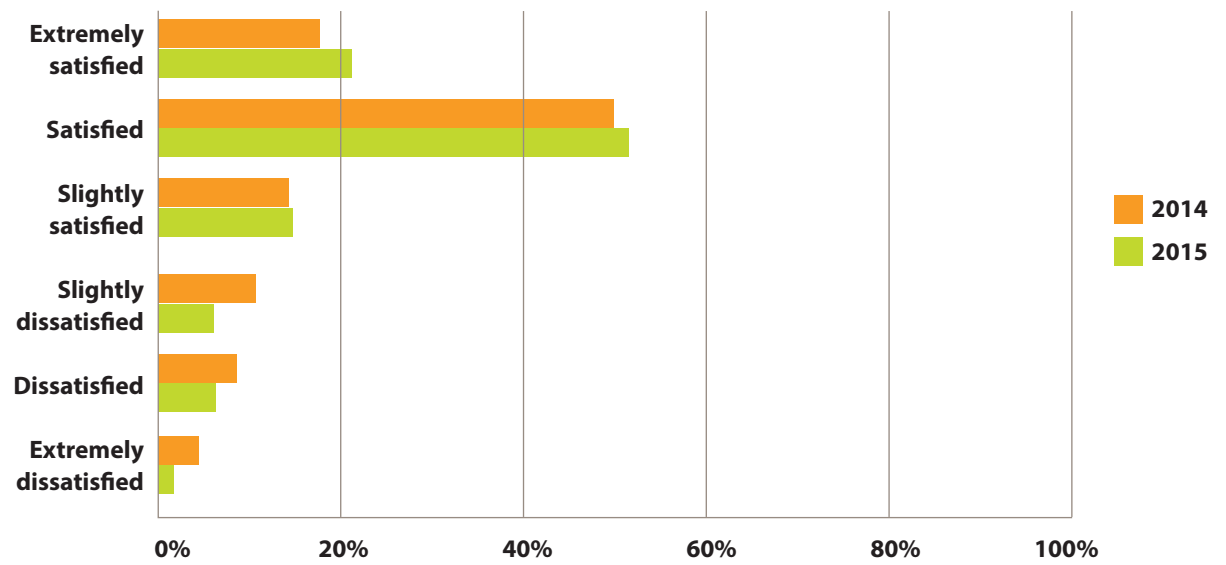
With a closer look, the results are more positive. The level of satisfaction increased, with more people being extremely satisfied and satisfied versus only slightly satisfied. For example, those that said they were extremely satisfied or satisfied jumped from 59% in 2014 to 67% in 2015.

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



Of the 438 people who answered Question 9, 58 gave open comments (13% versus 16% in 2014). The two themes that emerged in 2014 also emerged again in 2015, namely the quality of care in the emergency room and the Walk-in Clinic. The comments, once again, were mostly negative with complaints of long wait times, low quality of care and unprofessional behavior from staff. Billing also came up as a theme, with comments about errors and non-bundled bills for a single visit. It appears these areas present continued opportunities for improvement.

**Q10 - How satisfied or are you with the skill and competency of our medical staff at Campbell County Memorial Hospital (doctors, nurses, therapists, technicians)?**

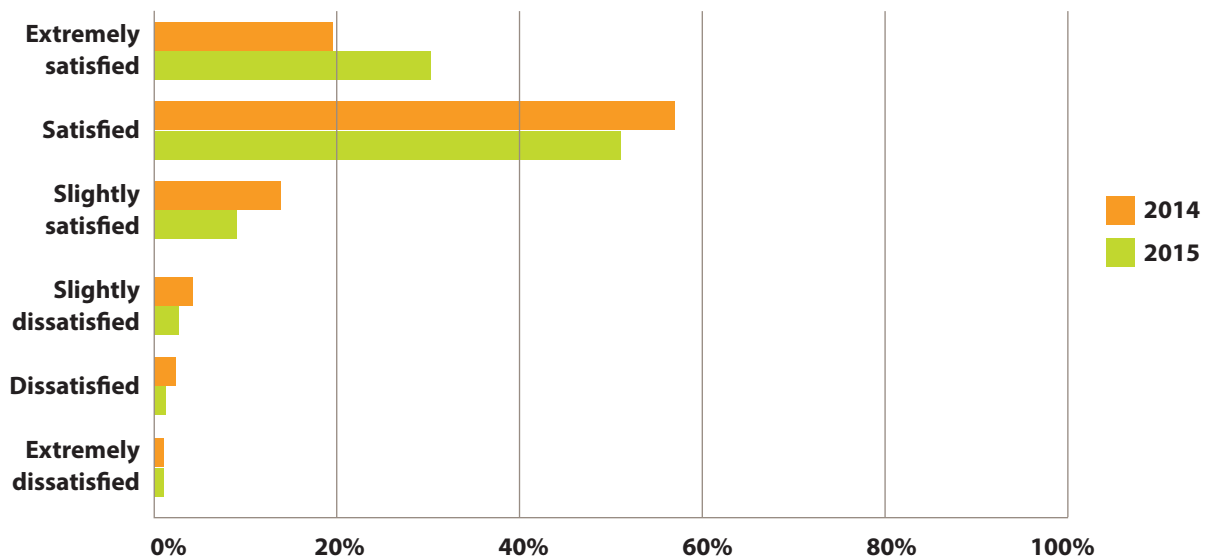


Question 10 asked about satisfaction, 'How satisfied or are you with the skill and competency of our medical staff at Campbell County Health (doctors, nurses, therapists, technicians)?' Of respondents, 89% indicated satisfaction at some level, up from 81% in 2014.

This question also asked for comments and 47 of 437 participants took part (11% of the total, down from 15% in 2014). The most common topic discussed was nurses by 23%, nearly identical to 2014. As in 2014, the comments were equally split between singing praises to voicing complaints. Physicians were also discussed as they were in 2014, but less frequently (12% of the comments were about doctors in 2015, versus 20% in 2014). Open-ended comments about staff were equally split between positive and negative comments.

The next question on satisfaction was Question 11, asking how satisfied the public was with support staff at CCH. The results were highly positive, as the bar graph below shows, with nearly 93% feeling satisfied with the care they receive from front desk staff and service workers. This is similar to 2015, where 91% indicated satisfaction.

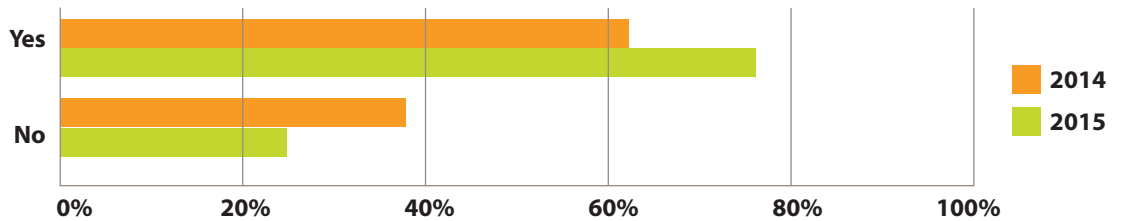
**Q11 - How satisfied are you with the skill and competency of our support staff throughout the Campbell County Health System (greeter, receptionist, admissions representative, food service workers, housekeeping)?**





The final question on satisfaction and perception (Question 19) asked respondents if they would recommend CCH to friends, family members and coworkers. There was remarkable improvement in this area where 77% of people said they would recommend CCH in 2015 compared to 62% last year. ***This is the most significant change overall from 2014 to 2015.***

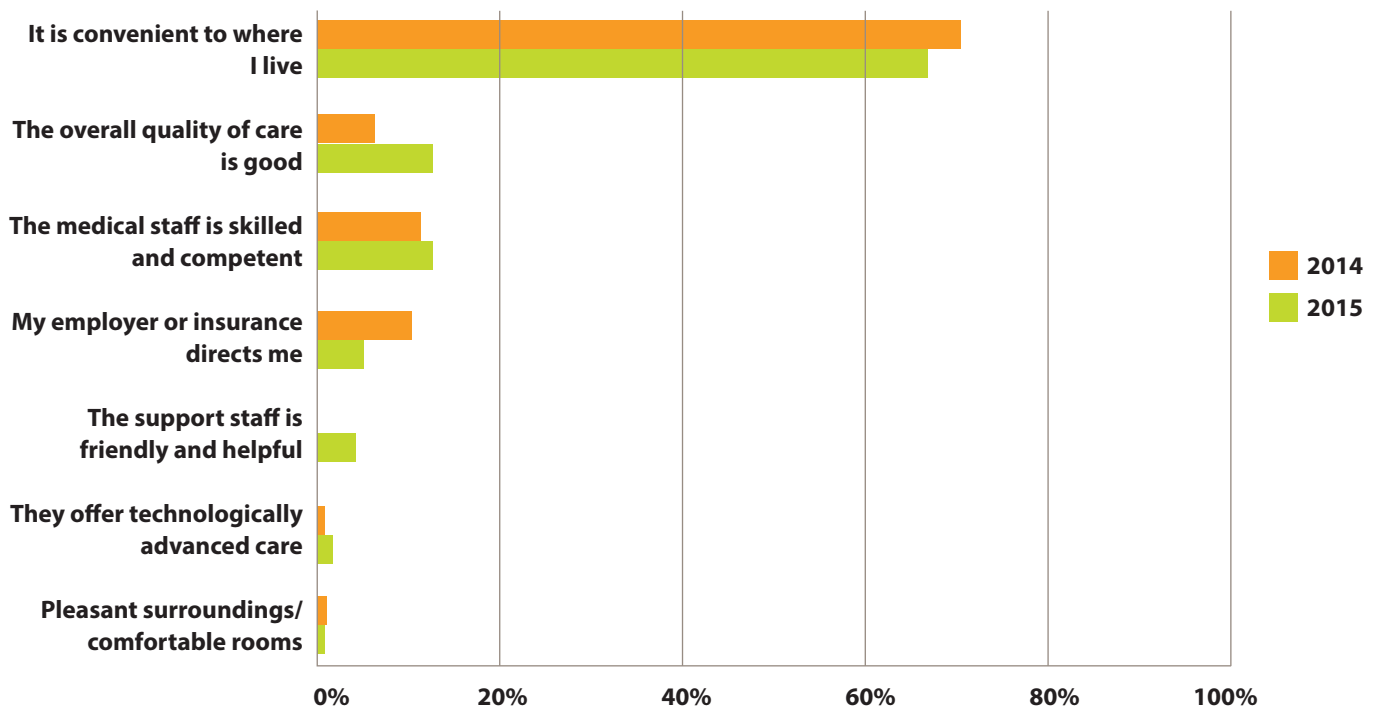
**Q19 - Would recommend CCH to friends, family members and coworkers?**



**Why People Choose Campbell County Health**

Unsurprisingly, most people choose CCH because it is convenient to where they live. The majority of people who use CCH live in or near Gillette. Question 12 asked, 'Why do you choose Campbell County Health?' and asked participants to pick **one reason only**. In 2014, 70% named convenience. In 2015, 65% named convenience. The next highest ranked reasons were tied at 13%, including 'The medical staff is skilled and competent' and, 'The overall quality of care is good' at 13% (compared to 6% in 2014 for both). The increase in this response regarding quality supports a positive trend in overall perception and satisfaction of the health system.

**Q12 - Why do you choose Campbell County Health?**

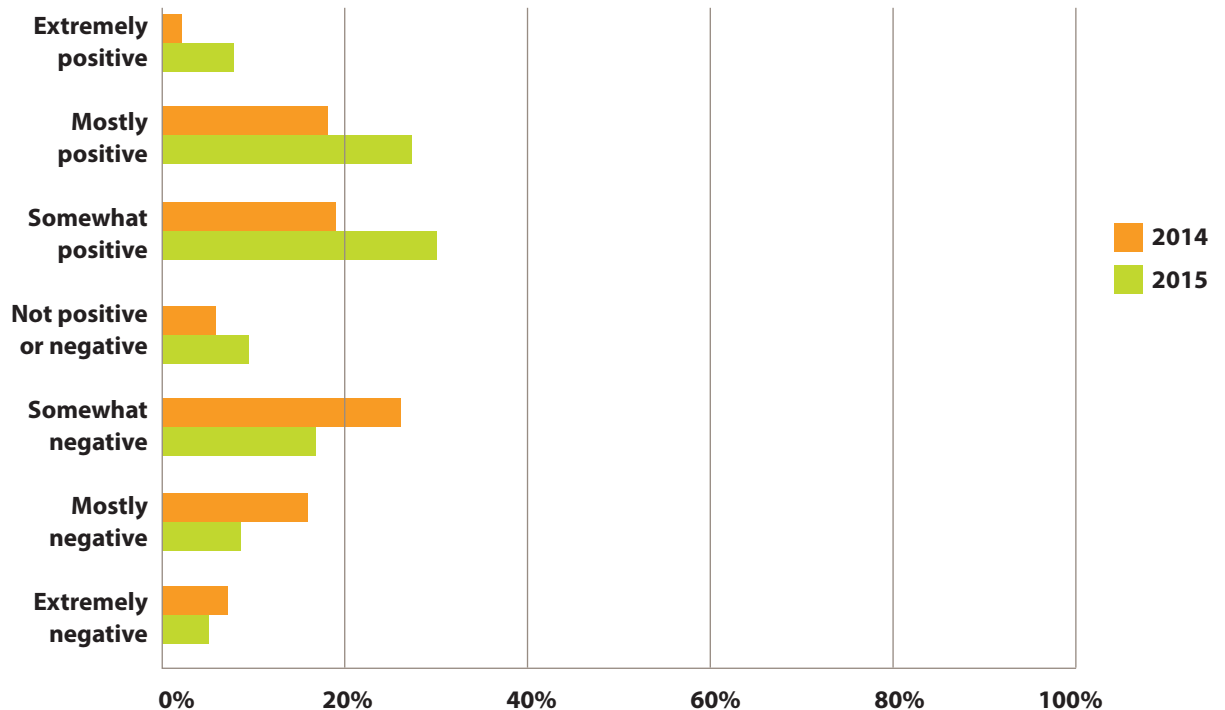


### Public Perception of CCH

Question 15 asked about the reputation of the hospital in the community. **A substantial shift in perception occurred from 2014 to 2015.** This year, the majority of people perceived CCH's reputation as positive. In 2014, more people saw CCH's reputation as negative (49%) than they did in 2015 (30%).

This response is more in line with the actual satisfaction the majority of people expressed—a change from 2014 when public perception contradicted stated satisfaction.

**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.**



Question 13 asked survey participants to come up with words on their own that describe CCH. Nearly 72% did so. Results were similar to last year, with an increase in more positive words used than negative words. The following words were commonly used, listed in the order of most used to least: Friendly (18%), Caring (11%), Convenient (8%), Competent (6%), Expensive (3%) and Incompetent (2%). The word Friendly was also the most used word in 2014 (used by 11% of respondents).

### **Awareness of Specific Services**

Question 14 sought to determine how familiar people are with the services offered at CCH. It asked the public to **select all** of the services they knew about from a list of 33. As expected, most (95%) were familiar with emergency services and the Walk-in Urgent Care Clinic (86%).

The services that were least known include nephrology & complex medicine at 41% and sports medicine (a new service in 2015) at 56%.

The list of services went from 24 in 2014 to 33 in 2015 due to new services and a change in the way services lines were named or grouped. The average awareness of all services lines was 75% in 2014 and 70% in 2015. While the average indicates a 5% decrease, it is our opinion that there were too many varying factors between the 2014 list and the 2015 list to call this out as a negative trend. Further the data to let us know when survey participants bailed out part way through the question, due to it's length, is not available.

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### **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.

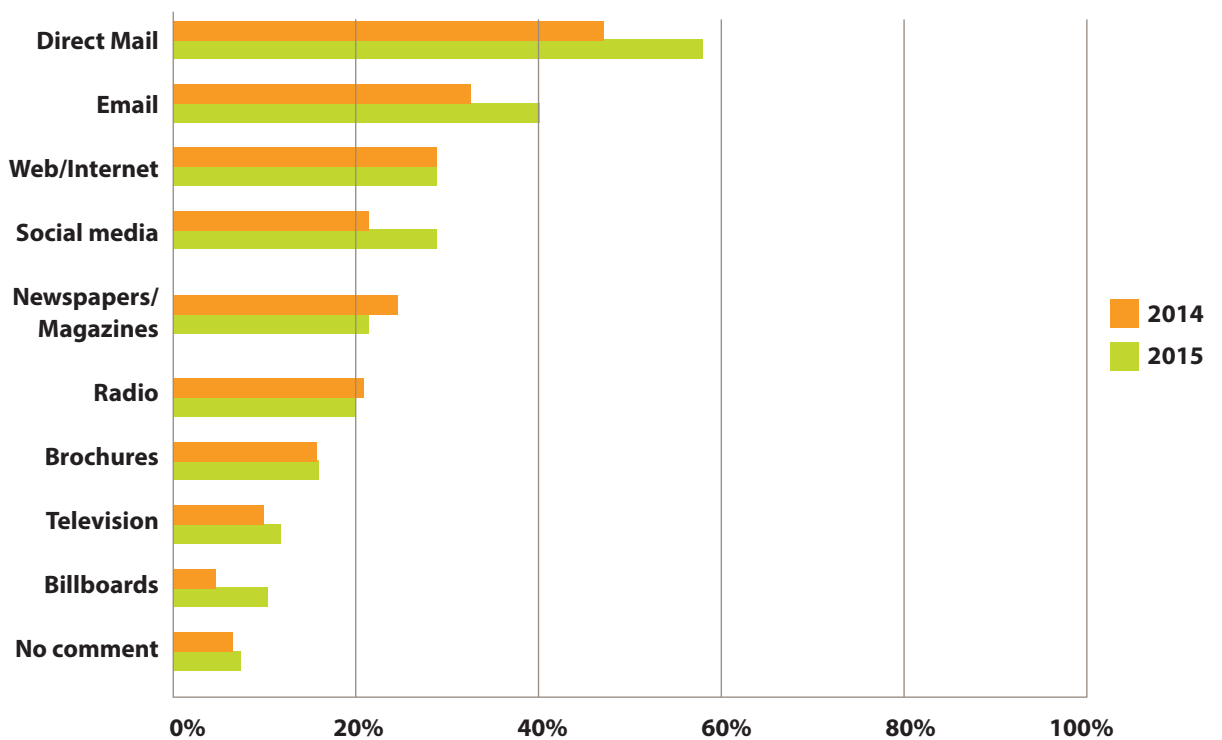
Question 18 asked, 'When shopping for a healthcare provider, what qualities do you value most?' Last year, participants were asked to rank the items (which was determined to be confusing for survey takers). This year, respondents were asked to pick one from a list of 10 items. The change in question format makes comparison between the two years somewhat unreliable.

In 2014, the majority chose 'skilled physicians' (59%) as the number one quality they desired. In 2015, it was still the first choice at 47%.

Question 7 asked participants how they would like to receive healthcare information on offered services. Most preferred direct mail (58%) followed by email (40%), web/internet (28%) and social media (28%) tied for third place, followed by newspapers/magazines (21%). The least desired way to receive information on services offered was billboards (9%) and television (13%).

Selections were similar to 2014 with a few interesting notes: social media climbed from fifth place to third, and the preference for direct mail and email both increased by 10 and 7 percentage points respectively.

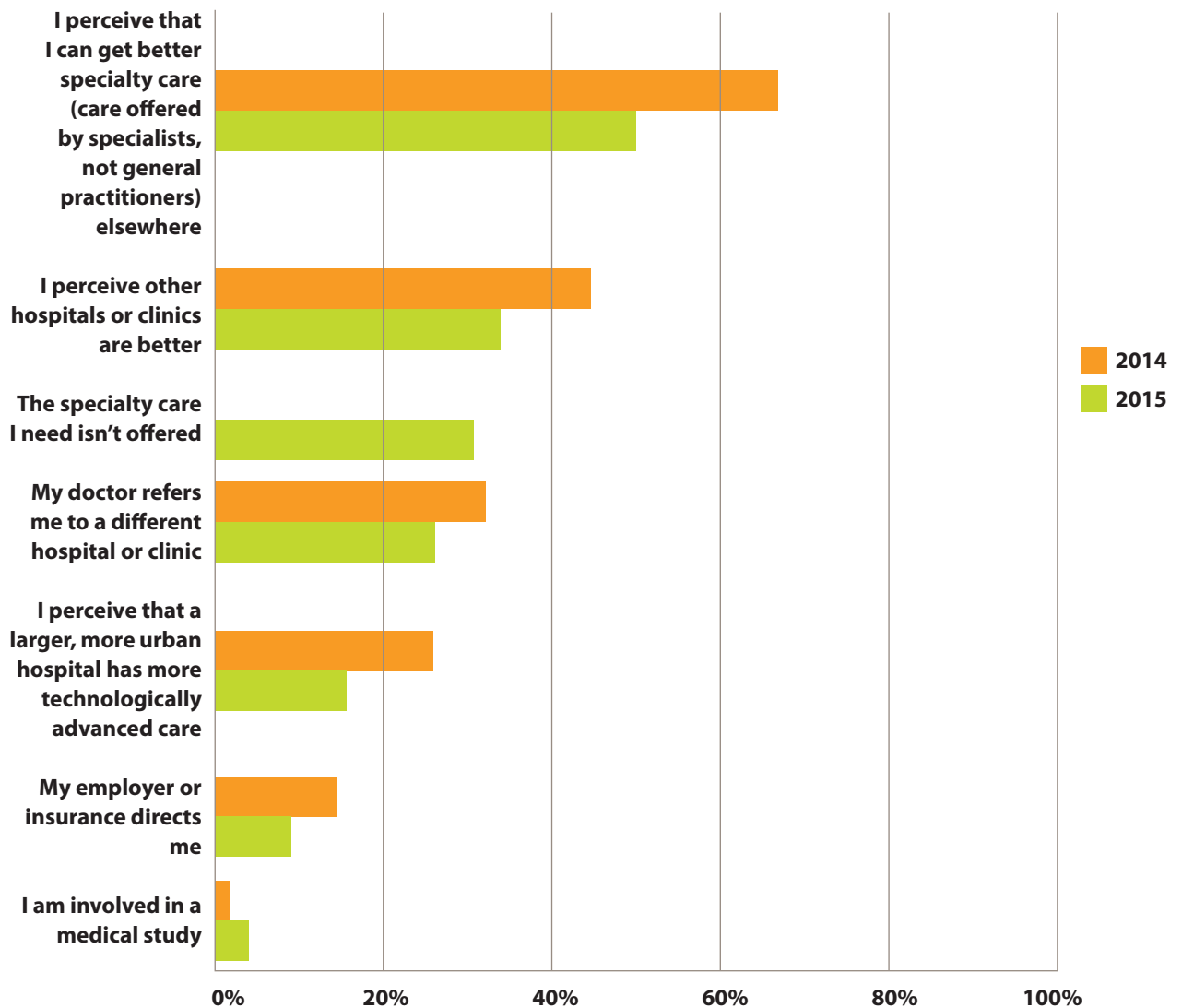
**Q7 - If a local healthcare provider wanted to communicate information about their services to you, what would be your most preferred method of receiving that information? Check all that apply.**



### Why Leave Town

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 47%. This was a change from 2014, where 68% chose this as their top reason for leaving town. The next most common response was, 'I perceive other hospitals or clinics are better' receiving 35% of the votes compared to 45% from 2014. Finally, only 16% chose 'I perceive that a larger, more urban hospital has more technologically advanced care,' a drop from 25% in 2014.

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

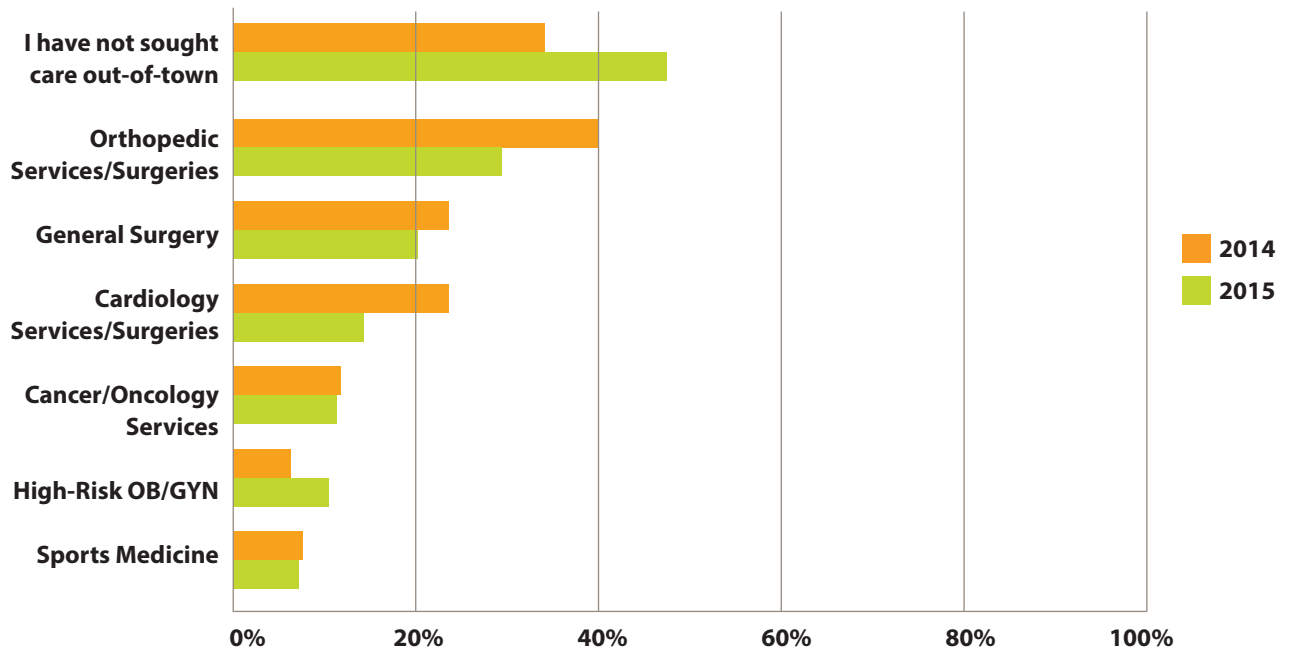


Question 18 asked for which service people seek care out of town, and if they left town for care. In 2015, a shift occurred in the number of people who indicated they have left town for care. In 2014, 68% had left town for care. In 2015, that number dropped to 54%.

The chart below shows orthopedic services/surgeries as the most common service people receive outside of town, selected by 29% of respondents followed by general surgery at 20%. The service people receive out of town the least often is sports medicine at 5%.

These two questions seem to indicate that more people may be staying in town for care, and that less people are leaving town for specific services. For example, 24% of people in 2014 indicated they leave town for cardiology services, where only 15% in 2015 indicated this was true. (Note: CCH added a Cath Lab and a Cardiology Clinic mid 2014.) Results were similar for orthopedic services/surgeries, which declined from 40% in 2014 to 29% in 2015. Less significantly, the reason to leave for general surgery also dropped from 24% to 20%.

**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 20, asked people to share their opinions about Campbell County Health (CCH) stating: 'Your opinion matters to us. Do you have any comments, praise or suggestions to share with the CCH staff?' 40% of respondents chose to use this general open-ended format to voice their opinion compared to 50% in 2014.

Certain words and phrases were used more often than others. Meaningful phrases that rose to the top were: staff, care, nurses, CCH and less so doctors, community and Walk-in Clinic.

The most common word in comments was "staff," used by 24% of respondents, referring to all staff from doctors and nurses to receptionists. This was very similar to last year's results. Of the 40 comments that contained the word "staff," 59% were positive of the customer care and service they received. Common words included "friendly" and "knowledgeable." Negative comments at a rate of 41% were made about staff and common words included "understaffed" and "transient." The word "smile" was also used referring to staff five times suggesting that staff smile more often.

The words "care" and "caring" were used by 23% of respondents, with 62% using them in a positive way and 38% negatively. Positive responses thanked staff "for wonderful care" and said the "staff really cares" and that "care has improved." Dr. Biggs was mentioned several times for providing great care. A sample of negative comments included "unpleasant" and "staff is different every time."

The words "nurse" and "nursing" was used by 11% of respondents with 50% positive comments and 50% negative. Some positive comments praised individual nurses (OB and ICU were called out) with the words "amazing" and "excellent" being used. Negative comments included "not feeling heard" and that nurses need to "be more polite and professional."

In 2014, the Walk-in Clinic was mentioned by 6% of people, with 67% of the comments as negative. In 2015, it was mentioned by 5% of people, with 58% being negative.

More significant might be the lack of mention of behavioral health services. In 2014, behavioral health/mental health services received 21 comments, with the majority being negative. This year it only received two comments, 1 negative, 1 positive.

An interesting side note related to the name change: 10% of people used the acronym CCH, and while they didn't mention the name change 100% of their comments were positive.



## **Employee and Physician Surveys**

In addition to the recent public perception survey, the results of the April 2015 employee and December 2014 physician survey results were reviewed as they relate to perception. These surveys were conducted independently of the community survey.

Employees rated the perception of CCH's reputation as favorable 58% in 2015 compared to 48% in 2014. This 10 percent improvement was one of the most improved survey items and mirrors the substantial shift in the perception of CCH's reputation by the community.

Another question that overlapped between surveys is whether or not the respondent would recommend CCH to family and friends. Among physicians, 82% answered that they 'definitely would' or 'probably would' recommend CCH as compared to 83% in 2013. In the public survey, 77% said that 'yes' they would recommend as compared to 62% in the 2014 survey. Physicians are feeling about the same when referring friends and family, the community is more likely now than last year by 15%.

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## Conclusions

Results support that public perception improved from February 2014 to April/May 2015. The most significant indicators were an increase in respondents who would recommend CCH to others from 62% to 77% and a decrease in the number of people who see CCH's reputation as negative (49% to 30%). These results appear to be the most substantial changes between surveys.

An upward trend in satisfaction was also evident. While shifts were not as large as in perception, a number of changes support this claim supporting increases in satisfaction in several areas including overall satisfaction, medical staff and support staff.

A significant shift also occurred in the number of people (fewer) indicating they left town for care. While this simply could be the result of a different sample of respondents, it might indicate more confidence in CCH. Interestingly, awareness of key services declined somewhat, but this is likely due to a change in how the list was presented.

Finally, open-ended comments had similar themes as in 2014, including staff, nursing care, the ER and the Walk-in Clinic. Results were fairly split between positive and negative. Those opting to leave comments declined overall.

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### *Disclaimer*

Survey results provide a valuable glimpse into the minds of citizens but they do not necessarily reflect the viewpoint of the entire Campbell County community. When reading the open comments section, it's 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 gain an understanding of the public's perception of the organization, and to gauge changes from year to year. Results provide an opportunity for administration to see where to make improvements and celebrate jobs well done.

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# Appendix

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**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 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 Health (CCH) or any facility owned and operated 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

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## Public Perception Survey *continued*

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

- Male       Female

**7. 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.**

- Direct Mail  
 Newspapers/Magazines  
 Radio  
 Email  
 Television  
 Web/Internet  
 Social media  
 Billboards  
 Brochures  
 No comment

**8. Have you received services from Campbell County Health before? (If no, skip to question number 14.)**

- Yes     No

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

- Extremely satisfied  
 Satisfied  
 Slightly satisfied  
 Slightly dissatisfied  
 Dissatisfied  
 Extremely dissatisfied

Comment (optional) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Public Perception Survey *continued*

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**10. How satisfied are you with the skill and competency of our medical staff at Campbell County Health (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 at Campbell County Health (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
- They offer technologically advanced care
- Pleasant surroundings/comfortable rooms
- My employer or insurance directs me
- Other (please specify) \_\_\_\_\_

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Public Perception Survey *continued*

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**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.**

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## Public Perception Survey *continued*

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**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)
- Cardiopulmonary (respiratory therapy) and Sleep Medicine
- Community Classes (CPR, prenatal, parenting)
- Dialysis
- Ear, Nose & Throat / Audiology
- Emergency Care
- Family Medicine
- Geriatric Medicine
- 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 (Pioneer Manor Nursing Home)
- Maternal Child Services (nursery, labor & delivery, neonatal intensive care)
- Nephrology & Complex Medicine
- Neurology & Pain Management
- Nutrition
- OB/GYN Services (women's health)
- Occupational Health
- Oncology / Cancer Care
- Orthopedics (Powder River Orthopedics & Spine and Orthopaedic Specialists)
- Pediatrics
- Pulmonology (lungs and breathing)
- Radiology / X-ray & Imaging
- Rehabilitation & Physical Therapy (Wyoming Orthopedic and Rehabilitation Institute)
- Sports Medicine
- Surgical Services (hospital and Powder River Surgery Center)
- Urgent Care (Gillette and Wright Walk-In Clinics)
- Urology
- Wellness

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## Public Perception Survey *continued*

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**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
- Not positive or negative
- 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 (Skip to question 18)
  - Other (please specify) \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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

- I perceive other hospitals or clinics are better
- 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 insurance directs me



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## Public Perception Survey *continued*

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**18. When shopping for a healthcare provider, what quality do you value most?**

- 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

**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 \_\_\_\_\_

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**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.**

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**21. Please enter your zip code.**

ZIP: \_\_\_\_\_



# Have a Cup of Joe on Us!

*THANK YOU for taking the  
Campbell County Health Community Survey!*

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

*(limit one per person) | Expiration Date: May 31, 2015*

#### **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

## Campbell County Health

*Excellence Every Day*