Methodology

- 508 telephone interviews were conducted with residents of Jackson, Jennings, Scott, and Washington counties.
- A representative sample was obtained based on county population
  - 178 (35%) reside in Jackson
  - 115 (23%) in Jennings
  - 101 (19%) in Scott
  - 114 (23%) in Washington
- 80% of respondents had lived in their county for 10 or more years
Unaided and Total Awareness is generally unchanged from 2007 (with the exception of Unaided Awareness in Jennings County).
Satisfaction with Care

2009

85% “Satisfied”

62% 23% 8% 7%

4=Very Satisfied 3=Somewhat Satisfied 2=Somewhat Unsatisfied 1=Very Unsatisfied

2007

89% “Satisfied”

58% 31% 7% 3%

Note: There are no statistical differences between years for SMC.
Satisfaction with care received is equally high at Schneck and Columbus.

Note: There are no statistical differences between Schneck and Columbus.
Choosing a Hospital

non-emergency treatment

- Care - Accurate Care/Quality Care: 27%
- Convenient Location/Close: 16%
- Competent/Good Doctors: 13%
- Staff - Caring Staff/Customer Service: 11%
- Good Reputation: 8%
- My Doctors Practice There: 5%

27% mention quality as the foremost criteria in non-emergency treatment. Additionally, competent doctors, caring staff, and good reputation might also be considered quality care.
Quality of Care at Schneck

Perceptions of quality at Schneck have remained consistent (5-point scale).

<table>
<thead>
<tr>
<th></th>
<th>Mean Rating*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2004</td>
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<tr>
<td>Jackson County</td>
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<tr>
<td>Jennings County</td>
<td>3.7</td>
</tr>
<tr>
<td>Scott County</td>
<td>3.6</td>
</tr>
<tr>
<td>Washington County</td>
<td>NA</td>
</tr>
</tbody>
</table>
Quality of Care at Key Hospitals
Jackson County

Schneck has treated more patients in Jackson County and, therefore, is likely under the most scrutiny.
Likewise, St. Vincent Jennings receives the most visits in the county, yet has the lowest perception of quality. Perceptions are highest for one of the least frequented hospitals, Methodist.
Quality of Care at Key Hospitals
Scott County

Again, the most convenient hospital is the most visited, and the facility with the lowest perception of quality. Clark and Floyd have the best overall images, but are not as convenient.
Quality of Care at Key Hospitals
Washington County

The pattern seen in other counties holds true here as well. In that it is convenient and one of the most frequented, yet rated lowest in quality of care.
How is Schneck Rated?

convenient location

While respondents say quality is #1 in choosing a hospital, they actually utilize the most convenient hospital more often... even though they tend to perceive the quality of that hospital to be less.
How is Schneck Rated?

*up-to-date equipment and technology*

Technology is a relative strength for Schneck, especially in Jackson County.
How is Schneck Rated?

*highly trained, experienced physicians*

- **Jackson**
  - 5 - Excellent: 27%
  - 4: 34%
  - 3: 26%
  - 2: 6%
  - 1 - Poor: 7%

- **Jennings**
  - 5 - Excellent: 26%
  - 4: 41%
  - 3: 26%
  - 2: 6%
  - 1 - Poor: 2%

- **Scott**
  - 5 - Excellent: 13%
  - 4: 50%
  - 3: 33%
  - 2: 2%
  - 1 - Poor: 2%

- **Washington**
  - 5 - Excellent: 24%
  - 4: 44%
  - 3: 24%
  - 2: 6%
  - 1 - Poor: 3%
How is Schneck Rated?

caring and competent nurses

Jackson
- 36% Excellent
- 40% Good
- 13% Average
- 4% Poor
- 7% Needs Improvement

Jennings
- 41% Excellent
- 34% Good
- 19% Average
- 3% Poor
- 3% Needs Improvement

Scott
- 23% Excellent
- 49% Good
- 25% Average
- 2% Poor
- 2% Needs Improvement

Washington
- 30% Excellent
- 36% Good
- 24% Average
- 3% Poor
- 6% Needs Improvement

Schneck is most widely recognized across counties for its nursing care.
How is Schneck Rated?

heart care

- **Jackson**: 15% 27% 36% 11% 11%
- **Jennings**: 17% 33% 35% 9% 7%
- **Scott**: 16% 36% 46% 2%
- **Washington**: 19% 29% 36% 13% 3%

Legend:
- 5 - Excellent
- 4
- 3
- 2
- 1 - Poor
How is Schneck Rated?

**cancer care**

- **Jackson**
  - 5 - Excellent: 28%
  - 4: 32%
  - 3: 24%
  - 2: 9%
  - 1 - Poor: 7%

- **Jennings**
  - 5 - Excellent: 18%
  - 4: 31%
  - 3: 44%
  - 2: 5%
  - 1 - Poor: 3%

- **Scott**
  - 5 - Excellent: 11%
  - 4: 38%
  - 3: 44%
  - 2: 2%
  - 1 - Poor: 4%

- **Washington**
  - 5 - Excellent: 16%
  - 4: 34%
  - 3: 34%
  - 2: 13%
  - 1 - Poor: 3%
How is Schneek Rated?

emergency services

Jackson

24% Excellent
32% Good
23% Average
10% Poor
12% Poor

24% Excellent
32% Good
23% Average
10% Poor
12% Poor

Jennings

28% Excellent
40% Good
21% Average
6% Poor
6% Poor

28% Excellent
40% Good
21% Average
6% Poor
6% Poor

Scott

19% Excellent
32% Good
38% Average
6% Poor
6% Poor

19% Excellent
32% Good
38% Average
6% Poor
6% Poor

Washington

24% Excellent
42% Good
27% Average
3% Poor
3% Poor

24% Excellent
42% Good
27% Average
3% Poor
3% Poor

Legend:
- 5 - Excellent
- 4
- 3
- 2
- 1 - Poor
How is Schneck Rated?

**women’s healthcare**

- **Jackson**
  - 31% Excellent
  - 36% Good
  - 21% Average
  - 6% Poor
  - 7% N/A

- **Jennings**
  - 39% Excellent
  - 35% Good
  - 21% Average
  - 4% Poor
  - 1% N/A

- **Scott**
  - 15% Excellent
  - 47% Good
  - 36% Average
  - 2% Poor
  - 2% N/A

- **Washington**
  - 31% Excellent
  - 28% Good
  - 31% Average
  - 3% Poor
  - 6% N/A

Women’s healthcare has a strong reputation across counties.
How is Schneck Rated?

**surgery**

<table>
<thead>
<tr>
<th>Name</th>
<th>5 - Excellent</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1 - Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jackson</td>
<td>26%</td>
<td>36%</td>
<td>24%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Jennings</td>
<td>28%</td>
<td>41%</td>
<td>24%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Scott</td>
<td>12%</td>
<td>43%</td>
<td>37%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Washington</td>
<td>26%</td>
<td>37%</td>
<td>31%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

Legend:
- 5 - Excellent
- 4
- 3
- 2
- 1 - Poor
Traveled Outside of County for Care

Have you had to go outside of your county to access a physician?

Jackson 46%
- Cardiology 25%
- ENT 12%
- Family Medicine 11%

Jennings 56%
- Family Medicine 23%
- OB/GYN 11%
- ENT 11%

Scott 60%
- Family Medicine 15%
- Cardiology 15%
- OB/GYN 15%
- Orthopedics 15%

Washington 73%
- Family Medicine 28%
- Cardiology 15%
- OB/GYN 15%
Traveled Outside of County for Care

*all counties*

- Family Medicine: 38%
- OB/GYN: 10%
- Cardiologist: 10%
- Ear Nose Throat: 7%
- Pediatrician: 7%
- Neurologist: 4%
- Orthopedist: 4%
- Oncologist/Hematologist: 4%
- Gastroenterologist: 4%
- Urologist: 3%
- Dermatologist: 3%
Schneck has perceived value in the community and is meeting the needs of the majority of the community for health education.
Among those who did cite an area of health interest, the most commonly mentioned was learning about health conditions.
Observations & Opportunities

• Defend our strong position in Jackson County.
• Continue to strengthen our positions in Jennings, Scott, and Washington counties.
• Incorporate message of “quality care” into our marketing campaigns.

• Physician Access
  • Compared to 2007, more people in Jackson are traveling outside of the county for care…42% in 2007, 46% in 2009.
  • In Jennings fewer people 63% in 2007, 56% in 2009.
  • Fewer in Scott as well…73% in 2007, 60% in 2009.  
  Attributed in some part to Convenient Care?
Observations & Opportunities

• People will travel for care…We need to provide a reason for residents in outlying counties to travel to Schneck versus a competitor.

• Expand health education programs to continue to interact and build rapport with the community, so Schneck is recognized as the place to go for education and health services.
Questions?