



2015 Hospital & System CEO Survey Colorado Hospital Association

H15030

**Online questionnaire
Version 2.2**

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Study objectives	<ul style="list-style-type: none">> Obtain feedback from hospital members about products and services> Understand perceptions of value of and satisfaction with membership
Qualified respondent	Hospital executive members identified by CHA
Sample size goal	N=80
Survey length	25 minutes (estimated)
Sample source	Client

FONT COLOR KEY

If responses in orange are selected, the respondent will be terminated

Items in bold and blue are notes and instructions to the survey programmer

Text in black is what the respondent will see onscreen

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Opening screen

Thank you for participating in this important survey regarding the Colorado Hospital Association (CHA). The Association is very interested in learning more about your experiences with CHA and how you feel about the services and offerings provided to you. Your feedback is critical and will further assist us in ensuring the Association's work and initiatives align with your needs and expectations.

It should take about 25 minutes to complete.

Your participation in this survey is anonymous and voluntary. Your individual answers will be confidential and reported only in the aggregate. Click [here](#) to view our Privacy Policy.

Click the "Next" arrow when you are ready to begin your survey.

break

Screening questions

Ask all

- S1. How long have you been a hospital or system CEO?
(Enter your response as a whole number in the box below. Your best guess is fine.)

Accept responses between 1 & 99

Number of
years:

0 Less than a year
REF Prefer not to say

break

Ask all

Show this error message when the length of time in current position exceeds the length of time as a hospital or system CEO (S2 GT S1): Please check your response, you have indicated that you have been in your current position longer than you have been a hospital or system CEO.

- S2. How long have you been in your current position?
(Enter your response as a whole number in the box below. Your best guess is fine.)

Accept responses between 1 & 99

Number of
years:

0 Less than a year
REF Prefer not to say

break

Ask all

Show this error message when the length of time in current position exceeds the length of time serving as a health care executive in Colorado (S2 GT S3): Please check your response, you have indicated that you have been in your current position longer than you have served as a health care executive in Colorado.

S3. How long have you (cumulatively) served in Colorado as a health care executive?
(Enter your response as a whole number in the box below. Your best guess is fine.)

Accept responses between 1 & 99

Number of
years:

0 Less than a year
REF Prefer not to say

break

Member needs

Ask all

Show this error message if respondent does not provide an answer to Q1_1-Q1_3: Please don't skip boxes.

Over the next 12 to 18 months, what will be the 3 most challenging issues facing your organization?
(Enter your issues in the boxes below. Be as specific as possible.)

Q1_1. Most challenging issue

DK Not sure

Q1_2. Second most challenging issue

DK Not sure

Q1_3. Third most challenging issue

DK Not sure

break

Ask all

How important is CHA's involvement in each of these issues...?
(For each issue below, select the rating scale point that best describes how you feel.)

Not at all important						Extremely important				
0	1	2	3	4	5	6	7	8	9	10

Restore questions for which a response (excluding DK) was given in selected in the Q1-series

Q2_1. <Most challenging issue from Q1_1>

Q2_2. <Second most challenging issue from Q1_2>

Q2_3. <Third most challenging issue from Q1_3>

break

Ask all

How well are current CHA initiatives and services addressing each of these issues...?
(For each issue below, select the rating scale point that best describes how you feel.)

Not well at all										Extremely well
0	1	2	3	4	5	6	7	8	9	10

Restore questions for which a response (excluding DK) was given in selected in the Q1-series

Q3_1. <Most challenging issue from Q1_1>
 Q3_2. <Second most challenging issue from Q1_2>
 Q3_3. <Third most challenging issue from Q1_3>

break

Ask all

Q4. Beyond the 12– to 18–month timeframe, are there additional looming issues CHA ought to be thinking about?
(Enter your response in the box below. Be as specific as possible.)

DK Not sure

break

Value of CHA Membership

Ask all

Q5. How would you rate the overall value you receive for your investment in CHA membership?
(Select the rating scale point that best describes how you feel.)

No value										Excellent value
0	1	2	3	4	5	6	7	8	9	10

break

Ask all

Q6. What could CHA do to increase the overall value you receive?
(Enter your response in the box below. Be as specific as possible.)

DK Not sure

break

This is a hidden variable not seen by respondents

ATT1. Activities and issues to be evaluated.

Randomize

- 1 Advocating on behalf of CHA members on state legislative issues
- 2 Efforts to influence state agencies on regulatory issues on behalf of CHA members
- 3 Advocating on behalf of CHA members on federal legislative and regulatory issues
- 4 Advocating for adequate Medicare and Medicaid payments
- 5 Sharing strategies and policies for workforce development
- 6 Ensuring hospital readiness for new payment and delivery models
- 7 Providing strong data analytics
- 8 Maintaining and improving relationships with key policymakers, government officials, and agencies (regulatory and non-regulatory)
- 9 Making communications tools available to enhance member hospital advocacy and outreach efforts
- 10 Representing CHA members in stakeholder forums (such as CORHIO, CIVHC, and the Colorado Commission on Affordable Health Care)
- 11 Political fundraising and support of candidates for elected office through CHA Friends of Colorado Hospitals political action committee
- 12 Supporting Health Information Technology (including implementation of the health information exchange and electronic health records)
- 13 Supporting hospital efforts to improve quality and safety through the Triple Aim
- 14 Providing innovative educational programs relevant to the changing nature of health care
- 15 Offering a tailored suite of shared services to help CHA members improve business performance
- 16 Hospital Emergency Preparedness
- 17 The State Innovation Model (SIM) Program
- 18 Representing CHA member interests surrounding the Medicaid Accountable Care Collaborative (ACC) and Regional Care Collaborative Organizations (RCCOs)
- 19 Transparency, public accountability and data reporting
- 20 Maintaining councils, committees and task forces (to solicit CHA member feedback)
- 21 Timely information regarding infectious diseases and outbreak threats (e.g. Ebola)
- 22 Data and information technology security from cyber attacks
- 23 Workforce diversity
- 24 Supporting hospital efforts to achieve an aligned post-acute care network

break

Show all

In the next section, we'll ask you to rate different issues and activities with regard to:

- The importance of CHA's efforts related to each of these issues/activities to your organization
- CHA's effectiveness during the past 12 months relating to each of these issues/activities

break

Ask all

LOOP through Q7_[X]–Q9_[X] for each of the ATT1 attributes (in ATT1 order)

Q7_[X]. How important are CHA's efforts to your organization when it comes to...?

<Attribute from ATT1>

(Select the rating scale point that best describes how you feel.)

Not at all important					Extremely important					
0	1	2	3	4	5	6	7	8	9	10

DK Not sure

_____question separator_____

Ask all

Q8_[X]. During the past 12 months, how effective has CHA been with regard to...?

<Attribute from ATT1>

(Select the rating scale point that best describes how you feel.)

Not at all effective					Extremely effective					
0	1	2	3	4	5	6	7	8	9	10

DK Not sure

_____question separator_____

Ask all

Q9_[X]. Please indicate which important initiatives your organization is working on or what additional comments might you have with regard to...?

<Attribute from ATT1>

(Enter your response in the box below. Be as specific as possible.)

DK Not sure

_____break_____

Ask all

Do you personally read or use...?

(For each information source below, select the response that best describes your experience.)

Yes	No
1	2

Randomize

Q10_1. HealthBEAT Today (CHA's daily e-newsletter)

Q10_2. CHA's website (www.cha.com)

Q10_3. CHA's governance portal (www.chahospitaltrustees.com)

_____break_____

Ask if respondent reads/uses 1+ CHA information sources (Q10_1=1 or Q10_2=1 or Q10_3=1)

How would you rate the importance of CHA's efforts related to each of the following...?

(For each information source below, select the rating scale point that best describes how you feel.)

Not at all important									Extremely important	
0	1	2	3	4	5	6	7	8	9	10

Restore information sources selected in Q10 (in Q10 order)Q11_1. *HealthBEAT Today* (CHA's daily e-newsletter)

Q11_2. CHA's website (www.cha.com)

Q11_3. CHA's governance portal (www.chahospitaltrustees.com)

break

Ask if respondent reads/uses 1+ CHA information sources (Q10_1=1 or Q10_2=1 or Q10_3=1)

How would you rate the effectiveness of CHA's efforts related to each of the following...?

(For each information source below, select the rating scale point that best describes how you feel.)

Not at all effective									Extremely effective	
0	1	2	3	4	5	6	7	8	9	10

Restore information sources selected in Q10 (in Q10 order)Q12_1. *HealthBEAT Today* (CHA's daily e-newsletter)

Q12_2. CHA's website (www.cha.com)

Q12_3. CHA's governance portal (www.chahospitaltrustees.com)

break

Ask all

Q13. How would you rate CHA's performance overall?

(Select the rating scale point that best describes how you feel.)

Very poor									Excellent	
0	1	2	3	4	5	6	7	8	9	10

break

This is a hidden variable not seen by respondents

ATT2. Mechanisms for contact.

Randomize

- 1 been visited in-person by CHA staff
- 2 been spoken with CHA staff on the phone
- 3 exchanged email with CHA staff
- 4 attended CHA-sponsored meetings

break

Ask all

LOOP through Q14_[X]–Q15_[X] for each of the ATT2 contact mechanisms (in ATT2 order)

Q14_[X]. During the past 12 months, how many times have you...?

<Contact mechanism from ATT2>

(Enter your response as a whole number in the box below. Your best guess is fine.)

Accept responses between 0 & 999

Number
of times:

DK Not sure

question separator

Ask all

Q15_[X]. Thinking about the frequency with which you have <Contact mechanism from ATT2> during the past 12 months, would you like more contact, less contact or is the amount of contact about right?

(Select the response that best describes how you feel.)

Would like less	About right	Would like more
1	2	3

break

Ask all

Q16. Do you view your own personal participation in CHA's activities as...?

Randomize

- 1 Rewarding, useful work
- 2 Necessary, part of my job
- 3 Extra work but probably worth it
- 4 A marginal use of my time
- 5 Unworthy of my time
- 6 Not applicable—I don't participate

break

Ask all

Q17. What could enhance your involvement in CHA or make your participation in CHA more rewarding?

(Enter your response in the box below. Be as specific as possible.)

DK Not sure

break

Ask all

- Q18. Thinking about your own organization—the challenges you face based on the type of organization you are and the population you serve—how well does CHA address your organization's needs?

(Select the rating scale point that best describes how you feel.)

Very poor						Excellent				
0	1	2	3	4	5	6	7	8	9	10

break

Ask all

- Q19. What should CHA be doing to better serve your type of institution?

(Enter your response in the box below. Be as specific as possible.)

DK Not sure

break

Ask all

- Q20. To what degree were you aware that CHA Shared Services, the Association's affiliate, provides products and services for hospitals, including decision support tools, education, financial services, insurance products and group purchasing at reduced and/or competitive pricing?

(Select the response that best describes how you feel.)

Not aware	Somewhat aware	Very aware
1	2	3

break

Ask all

- Q21. To what extent does being a CHA member influence your willingness to consider CHA's shared services (i.e. products and services for hospitals, including decision support tools, education, financial services, insurance products and group purchasing)?

(Select the response that best describes how you feel.)

Strong negative influence	Negative influence	No influence, neutral	Positive influence	Strong positive influence
1	2	3	4	5

break

Ask all

- Q22. Were you aware that the overall revenue generated through CHA Shared Services products provides financial support for CHA core member services?

- 1 Yes
2 No

break

Ask all

Responses should sum to 100

The strategic priorities below are important areas of focus for CHA.

Assume you had \$100 total to allocate across these areas. Allocate your \$100 across CHA's strategic priorities based on how important each area is to you. The more important an area is to you personally, the more you would allocate to it.

If you believe there is an area missing from this list that should be considered, please add it in the space labeled "other priorities."

You can allocate between \$0 and \$100 to each area, but your total allocation must add to \$100. You can give all \$100 to one area or you can divide the \$100 up in any manner among the areas to reflect your own priorities.

(Enter your responses as whole numbers in each of the boxes below. Your answers should add to \$100.)

Accept responses between 0 & 100

Randomize

Q23_1.	Improving alignment between hospitals and physicians:	\$ <input type="text"/>
Q23_2.	Workforce development and shortages:	\$ <input type="text"/>
Q23_3.	Assisting with transition to new care delivery models and payment systems:	\$ <input type="text"/>
Q23_4.	Improving outcomes and patient safety (Triple Aim):	\$ <input type="text"/>
Q23_5.	Behavioral health – mental health and substance abuse/use:	\$ <input type="text"/>
Q23_6.	Hospital reimbursement:	\$ <input type="text"/>
Q23_7.	Engaging and educating the public:	\$ <input type="text"/>
Q23_8.	Health information and data analytics:	\$ <input type="text"/>
Q23_9.	Population health:	\$ <input type="text"/>
Q23_10.	Workforce diversity:	\$ <input type="text"/>
Q23_11.	End-of-life care/advance care planning:	\$ <input type="text"/>

Q23_12. Other priorities; list here: [OTHER: S]

\$

Total

\$

break

This is a hidden variable not seen by respondents

Assign based on the priority/priorities that received the highest \$ allocation in the Q23-series

Q24_SHOW. Priorities to ask about in Q24.

Restore priorities to which \$1+ was allocated in the Q23-series

break

Ask all

Q24. **Show if just one priority had the highest \$ allocation in the Q23-series (per Q24_SHOW):** What specific activity (or activities) under this category would you have CHA prioritize as most important in offering our members assistance?

Show if 2+ priorities had the highest \$ allocation in the Q23-series (per Q24_SHOW): What specific activity (or activities) under these categories would you have CHA prioritize as most important in offering our members assistance?

<Restore priorities selected in Q24_SHOW (in Q23-series order)>

(Enter your response in the box below. Be as specific as possible.)

DK Not sure

break

Conclusion

Ask all

- C1. Is there anything you would like to add, or anything we should have asked you and didn't?
(Enter your response in the box below. Be as specific as possible.)

DK Not sure

break

Ask all

- C2. As you are likely aware, this member survey is one component of several being used to help drive the development of CHA's 2016–2018 strategic plan. CHA member perspectives are essential in this process.

Given that, would you allow Market Strategies to contact you directly if we have additional questions about your survey response? If you agree to do so, you will still maintain your anonymity (CHA senior management will not know your identity).

1 Yes

2 No

break

Ask if respondent agrees to be contacted (C2=1)

- C3. In the event that we do contact you with additional questions, are there any specific days and times that work best for you?
(Enter your response in the box below. Be as specific as possible.)

DK Not sure

break

Ask all

- C4. May we share your individual responses with CHA's senior management?

1 Yes

2 No

break

We appreciate your time and assistance in providing information and feedback that will help to enhance the value of CHA to your organization.

APPENDICES**Exceptions**

Show previous arrow
 Include a logo
 Force responses to all open-end questions

Front end sample move-ins

SAMPLE. Sample source.

1 Client supplied

break

Standard variable names that Sampling will use. Populate the first, third columns for sample variables to be moved in. Delete rows that don't apply.

VAR name in sample	VAR name in dataset	VAR label
First Name	FIRSTNAME	First name
Last Name	LASTNAME	Last name
	NAME	
Email Address	EMAILTO	Email address
Work Phone	PHONENUMBER	Executive phone number
Work Phone	ASSISTANT_PHONE	Assistant phone number