

# THA Senior Executive Survey - 2015

## ABOUT YOU

### 1. Please provide the following (optional):

Name:

Organization:

Phone Number:

### 2. How long have you been a senior executive in a Tennessee hospital?

- Less than 6 months
- 6 months or more but less than 1 year
- >1-2 years
- >2-5 years
- >5-10 years
- >10-15 years
- >15 years

### 3. How long have you been in healthcare?

- Less than 6 months
- 6 months or more but less than 1 year
- >1-2 years
- >2-5 years
- >5-10 years
- >10-15 years
- >15 years

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## RELEVANCE TO YOUR NEEDS

### 4. What are the three most challenging issues that your organization faces within the next 3 years?

Your #1

Issue:

Your #2

Issue:

Your #3

Issue:

### 5. How relevant are the Association's services to these issues?

	Extremely Relevant	Relevant	Just OK	Not Especially Relevant	Completely Irrelevant	Don't Know
Issue #1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Issue #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Issue #3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 6. How important is it for the Association to be involved in these issues?

	Extremely Important	Above Average Importance	Average Importance	Below Average Importance	Not Important	Don't Know
Issue #1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Issue #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Issue #3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## HEALTHCARE ISSUES IN GENERAL

**7. Stepping back from your most challenging issues and looking at the healthcare industry as a whole, what do you consider the three most important issues facing healthcare in the next 2-3 years?**

#1 Issue:

#2 Issue:

#3 Issue:

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## THA PERFORMANCE AND VALUE

Please consider the following Association activities. Then indicate their importance to your organization and how well you believe they are serving you.

### 8. ADVOCACY

Importance to You 5=Extremely Important 1=Not Important	How well is THA serving you today in this area?	
<b>A. State legislative advocacy</b>	<input type="button" value="▼"/>	<input type="button" value="▼"/>
<b>B. Advocacy with state regulatory agencies</b>	<input type="button" value="▼"/>	<input type="button" value="▼"/>
<b>C. Federal relations and advocacy</b> (Permanent Medicaid DSH, wage index reform, <b>340B program</b> , two-midnight policy, RAC practices, etc.)	<input type="button" value="▼"/>	<input type="button" value="▼"/>

### 9. REIMBURSEMENT AND PAYER ISSUES:

#### Addressing Medicare reimbursement issues

Importance to You 5=Extremely Important 1=Not Important	How well is THA serving you today in this area?	
<b>D1. Inpatient and Outpatient PPS</b>	<input type="button" value="▼"/>	<input type="button" value="▼"/>
<b>D2. Wage index including Rural Floor Budget Neutrality Adjustments</b>	<input type="button" value="▼"/>	<input type="button" value="▼"/>
<b>D3. Value based purchasing, mortality, readmissions, etc.</b>	<input type="button" value="▼"/>	<input type="button" value="▼"/>
<b>D4. ACA mandated payment reductions</b>	<input type="button" value="▼"/>	<input type="button" value="▼"/>
<b>D5. Medicare DSH reductions and redistributions</b>	<input type="button" value="▼"/>	<input type="button" value="▼"/>

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## 10. REIMBURSEMENT AND PAYER ISSUES:

### General

Importance to You

5=Extremely Important

1=Not Important

How well is THA serving you today in this area?

**E.** Addressing Medicare regulatory and compliance issues

**F.** Addressing TennCare reimbursement and payment issues

**G.** Providing a forum to address payer issues

**H.** Insurance reform (health insurance exchanges, Medicaid expansion, etc.)

**I.** Working with payers to address member issues related to payment system and methodologies

## 11. DATA

Importance to You

5=Extremely Important

1=Not Important

How well is THA serving you today in this area?

**J.** Access to hospital data

**K.** Using data to address advocacy and other government relations issues

**L.** Identify and securing access to new data, such as the Tennessee All Payer Claims Database

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## 12. QUALITY AND PATIENT SAFETY

Importance to You

5=Extremely Important

1=Not Important

How well is THA serving you today in this area?

**M.** Information and support  
on public reporting  
requirements

**N.** Providing leadership  
performance reports and  
comparison data

**O.** Aligning quality  
initiatives with financial  
impact analyses

**P.** Providing access to  
national expert resources  
and education

**Q.** Sharing best practices  
and success stories within  
TN

**R.** PSO membership and  
related education programs

## 13. WORKFORCE RECRUITMENT AND RETENTION

Importance to You

5=Extremely Important

1=Not Important

How well is THA serving you today in this area?

**S.** Support for primary care provider  
recruitment and retention

**T.** Understanding supply, demand and  
workforce needs across the state

## 14. OVERALL

How well is THA serving you today in this area?

Overall performance

**Please review answers for the largest gaps between importance and performance, identify the gap, and tell us what THA could do to better meet your expectations.**

## 15. Gap 1:

(A - T)

Criteria

What THA could do:

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## 16. Gap 2:

(A - T)

Criteria

What THA could do:

## 17. Please describe your perception of the Association on the following:

	Excellent	Good	Just OK	Poor	Very Poor
Understanding of where healthcare is going	<input type="radio"/>				
Leadership in policy development	<input type="radio"/>				
"Clout" as a political advocate on statewide issues	<input type="radio"/>				
Ability to mobilize grassroots support	<input type="radio"/>				
Providing a neutral forum for healthcare leaders to exchange views	<input type="radio"/>				
Responsiveness of professional staff	<input type="radio"/>				
Leader in health data	<input type="radio"/>				

## 18. How do you view your participation in Association activities?

- Rewarding, useful work
- Necessary part of my job
- Extra work but probably worth it
- Marginal user of my time
- A waste of time
- Don't participate

## 19. Are you interested in increasing your level of participation in THA activities?

- Yes
- No

## VALUE OF THE ASSOCIATION MEMBERSHIP

### 20. How would you rate the overall value you receive for your investment in membership?

- Excellent Value
- Good Value
- Just OK
- Poor Value
- Very Poor Value

What single change would you suggest to increase this overall value?



### 21. How would you rate the overall value your staff receives for your investment in membership?

- Excellent Value
- Good Value
- Just OK
- Poor Value
- Very Poor Value

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## EMERGING HEALTHCARE ISSUES

**22. Considering future healthcare delivery models and quality improvement initiatives, please rate the importance and how well you believe THA is serving you in the following areas:**

	Importance to You	How well is THA serving you today in this area?
Ensuring hospitals have a role in addressing population health	<input type="text"/>	<input type="text"/>
Addressing healthcare disparities in the community	<input type="text"/>	<input type="text"/>
Alignment of hospitals with post-acute providers	<input type="text"/>	<input type="text"/>
Patient and family representation on committees or board	<input type="text"/>	<input type="text"/>
Quality/Patient safety	<input type="text"/>	<input type="text"/>
Economic alignment of hospitals with physicians	<input type="text"/>	<input type="text"/>

## COMMUNICATIONS QUESTIONS

### 23. How do you feel about the frequency of communications from THA?

- Excellent
- Good
- Just OK
- Poor
- Very poor
- N/A or Don't know

### 24. How do you feel about the content of communications from THA?

- Excellent
- Good
- Just OK
- Poor
- Very poor
- N/A or Don't know

### 25. Which method of communication would be most useful to you for urgent Association matters?

- E-mail
- Phone
- Text message
- Mobile application push notification
- Website
- Social media (Facebook, Twitter, LinkedIn, YouTube)
- Other (please specify)

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### **26. How important is it to you for THA to share information and communicate more directly with other members of your executive and management teams?**

- Extremely important
- Above average importance
- Average importance
- Below average importance
- Not important
- Don't know

### **27. How often do you visit or use THA's website, THA.com?**

- Daily
- Weekly
- Monthly
- Almost never

### **28. Would you regularly use a mobile application that contains pertinent Association information and updates?**

- Yes
- No

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## EDUCATION

### 29. Please rate the following:

	Extremely Well	Well	Just OK	Poorly	Very Poorly	Don't Know
How well do the educational programs offered by THA meet the needs of your staff?	<input type="radio"/>					

### 30. What are the most important topics that THA should provide education on for you and your staff in the upcoming year?

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## Looking Forward

### 31. Looking forward, what should the Association's top three priorities be?

Priority #1

Priority #2

Priority #3

### 32. If you had to decide today, how likely would you be to renew your membership in THA?

Very Likely

Likely

Unsure

Somewhat Unlikely

Not at all likely

How likely would you be to renew your membership in THA?

Please take a moment to explain your rating:

### 33. Do you have any additional thoughts you would like to share?

### 34. Sharing and responses:

Yes

No

Would you like a personal response to your comments?

THANK YOU FOR YOUR TIME!