

PRHC Strategic Planning Update

External Consultations Results

March 2011

PRHC Vision 2014
Engaging. Planning. Inspiring.



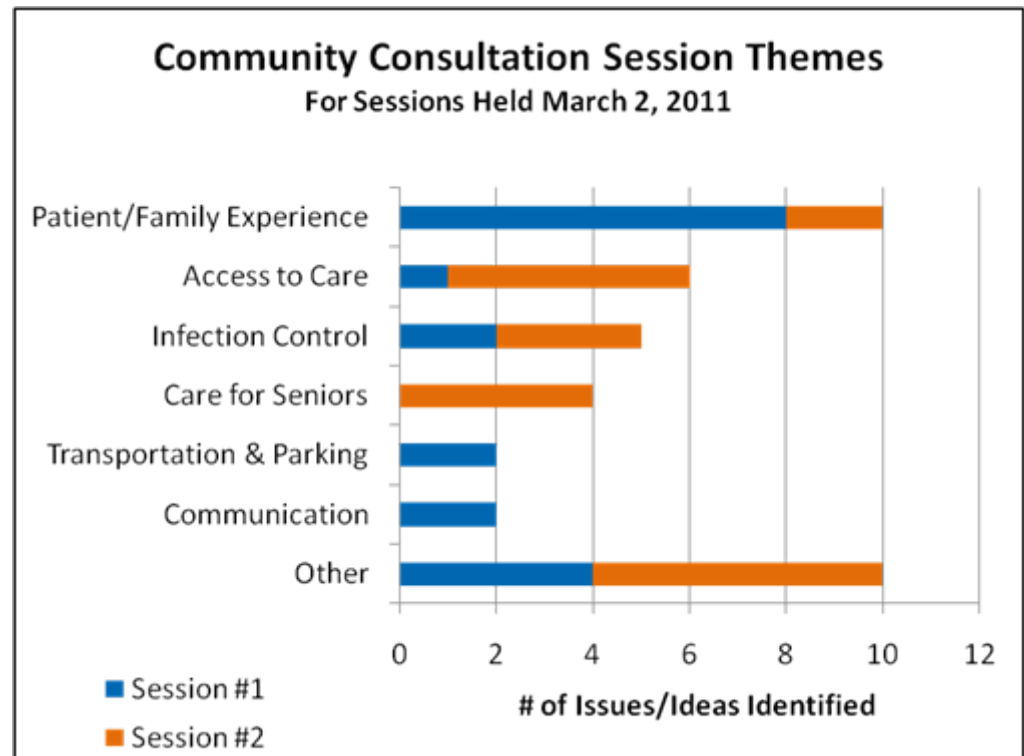
1) Public Consultation Sessions

Eight community consultation sessions were scheduled to occur on March 1st and 2nd

- Four sessions scheduled for March 1st were cancelled as there were no participants signed up as of 3pm February 28th
- The four sessions scheduled for March 2nd were consolidated into two sessions
 - 5 people attended the 1st session
 - 10 people attended the 2nd session

The primary themes emerging from these Sessions were:

- Patient/Family Experience (Session 1)
- Access to Care (Session 2)
- Care for Seniors (Session 2)



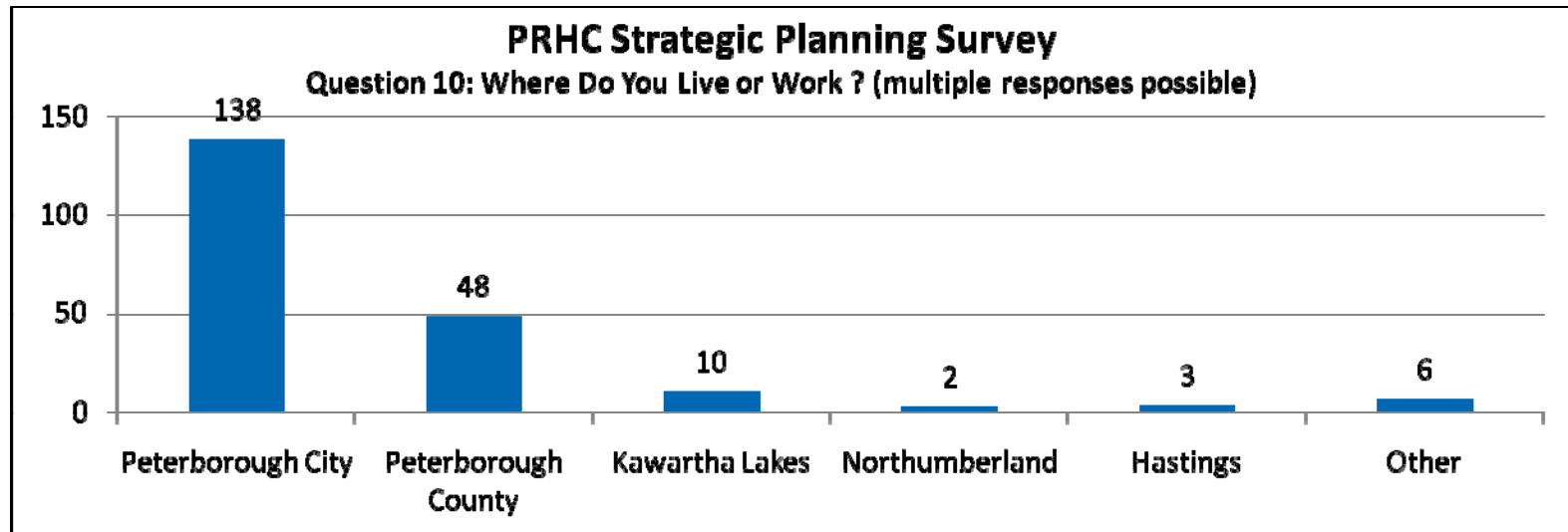
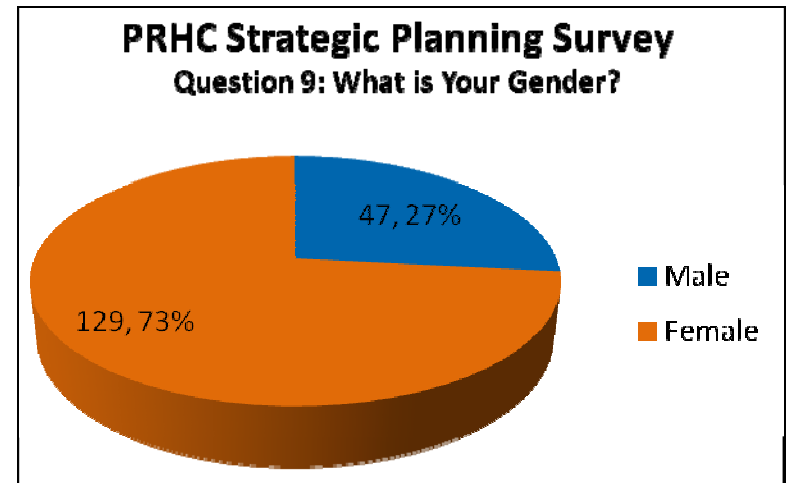
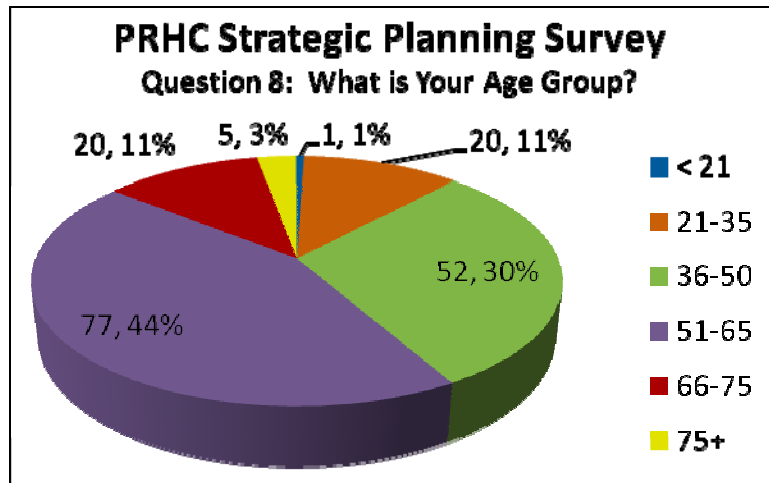
2) Consultation Survey Results

337 responses were received from an on-line survey conducted from February 23rd through March 14th

- Survey questions were developed based on an analysis of letters, community presentations, meetings and issues raised to the patient relations office over the past year
- The survey consisted of:
 - 7 questions related to the Strategic Plan
 - 5 questions related to demographics or overall general comments
- Publicity for the survey was generated through media interviews and in-kind advertisements
 - Survey respondents were self-selected
 - No attempt was made to collect a representative sample
- Survey results are not likely to be biased by any one sub-group of respondents
 - There was a high level of consistency in the major survey findings among respondents
 - Responses were analyzed using demographic data breakdowns, including IP addresses

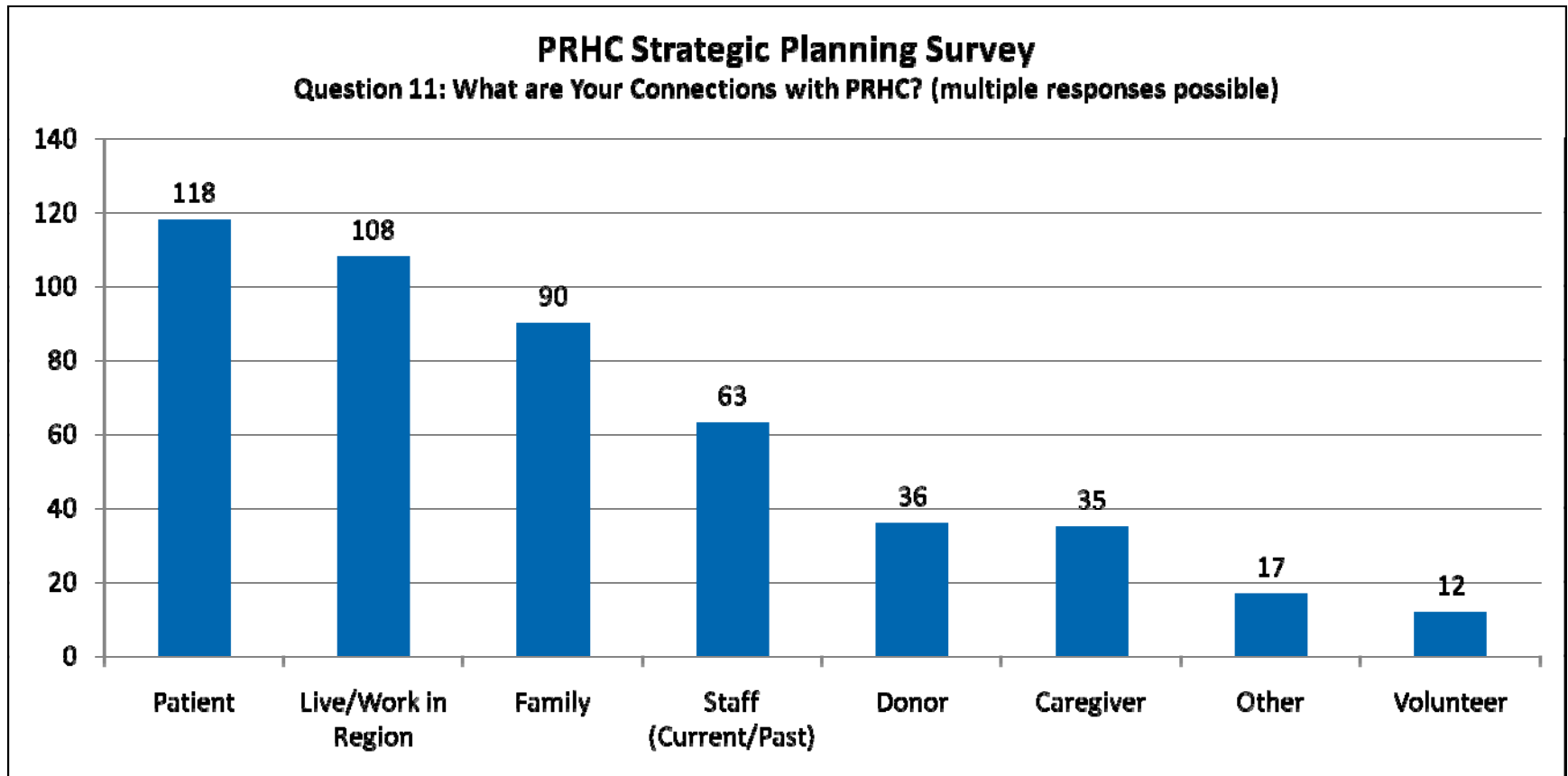
3.2) Consultation Survey Results – Respondent Profile

52% of respondents answered questions regarding their personal demographic information



3.2) Consultation Survey Results – Respondent Profile (2)

Of those providing information on their connection with PRHC, the majority of respondents indicated they were current or former PRHC patients and/or lived or worked in the region



3.3) Consultation Survey Results – Question 1

The most important issues for PRHC’s Strategic Plan, as identified by respondents are:

Question1: What are the most important issues that need to be addressed in PRHC’s Strategic Plan? (responses in rank order)	Sub Group Differences
1) Shorter waits for emergency care	
2) More local walk-in clinics and health services as alternatives to going to the hospital	
3) Caring doctors and nurses who listen to patients and family members	
4) Appropriate nurse-patient ratio	
5) Higher staff morale	#9 - filtered responses #1 - current staff
6) Preventing hospital infections (C.difficile, MRSA, VRE)	
7) Shorter waits for hospital beds	
8) Better coordination with post-discharge services so patients get the care they need when they leave hospital	
9) Welcoming atmosphere and courteous staff	
10) Better home care leading to reduced need for hospital visits	
11) More community services that help patients stay at home	
12) Clear helpful information about discharge and treatment so patients know what's going on	
13) Balanced budget with no deficits	
14) Shorter waiting lists for diagnostic imaging	#8 - filtered responses #19 - current staff

Agreement between sub-groups

Difference between sub-groups

3.3) Consultation Survey Results – Question 1 (2)

The remaining issues indicated as important to address in PRHC's Strategic Plan are ranked as follows:

- 15) Improve cleanliness of the hospital
- 16) Support for family caregivers after patient discharge from hospital
- 17) Better access to services at night and weekends
- 18) Working capital to purchase needed equipment and technology
- 19) Easier ways to resolve problems with poor patient service
- 20) Help in finding where to get the right services and making appointments at the right places
- 21) Improving community engagement in decision-making
- 22) Someone to talk to about anxieties and fears

3.3) Consultation Survey Results – Question 1 (3)

Open-ended responses were also submitted to the question regarding the most important issues to address in PRHC's Strategic Plan

- At least four respondents identified these issues in the open-ended comments:
 - Reduce the cost of parking for visitors
 - Improve communication between health care staff, on the wards and between PRHC and family physicians, including the accuracy of health records
 - Ensure that hospital staff maintain confidentiality by not speaking about patients and families in front of other patients (e.g., in the reception areas or wards) and refrain from inappropriate language
 - More kindness to people who are dying and their families
 - Better food
 - Accessibility for people with disabilities and elderly people (several problems were pointed out)

3.4) Consultation Survey Results – Question 6

Survey Question 6 focused on identifying what criteria PRHC should use when deciding on its regional specialties

Question 6: What criteria should PRHC use to decide on its regional specialties? (responses in rank order)	Sub Group Differences
1) Services for elderly patients	
2) Services that are not provided by other hospitals within a one hour drive	
3) Services that promote health for the whole community	
4) Services that focus on serious medical problems that need clinical specialties	
5) Services that smaller hospitals can't provide	Minor variations between sub-groups for these options
6) Services that focus on patient groups with the most complex medical needs needing a variety of services	
7) Services for low income patients	

- Other suggestions respondents made regarding criteria PRHC should use to decide on its regional specialties include:
 - Maternal health
 - Sick babies
 - Mental health
 - Children & teens
 - Services requiring special equipment that must be located at hospitals
 - Rehabilitation in the hospital and at home
 - People in extreme pain

3.5) Consultation Survey Results – Question 7

Survey Question 7 asked respondents to spend one million dollars (\$1M) on improving health care at PRHC

Question 7: If you had a million dollars for improving health care at PRHC what would you spend it on?	# Respondents	Average Investment	Sub Group Differences
After hours walk-in clinics	89	\$295,567.51	#3 - filtered responses
Emergency Department	92	\$168,647.28	#1 - filtered responses
Cancer	78	\$191,992.88	#2 - filtered responses
Diabetes	62	\$172,827.03	
Geriatrics - elderly people's health	73	\$131,714.79	#10 - filtered responses #2 - PRHC staff
Children's mental health	71	\$131,073.93	
Cardiac care	68	\$131,768.53	
Adult's mental health	69	\$125,147.17	
Hospital beds for general care	71	\$121,213.31	
Long term care	57	\$145,098.25	
Diagnostic imaging (MRI, CT scans)	65	\$124,699.31	
Personal home support	62	\$113,718.31	
Surgery	56	\$101,523.30	
Pediatrics - children's health	52	\$108,639.15	
Women's health	44	\$84,775.34	

3.6) Consultation Survey Results – Question 5

Respondents identified regular updates in local media, surveys and advisory group participation as the preferred methods for engaging community members

Questions 5: How should PRHC engage community members?	Number who chose option
1) Regular updates in local media	106
2) Regular surveys like this one	88
3) Advisory groups involving patients and families	81
4) Open houses	54
5) More representation on PRHC Board and Board committees	54
6) Email newsletters	50
7) CEO blog on PRHC web site	44
8) CEO speaking to community groups	43
9) Social media (Youtube videos, Twitter)	38

3.7) Consultation Survey Results – Question 3

The largest number of respondents indicated that patients and families should be involved in the evaluation of medical services at the program level

Question 3: How should PRHC improve the tracking and reporting of patient quality problems?	Number who chose option
1) Involving patients & their families in the evaluation of medical services at the program level	101
2) Feedback using suggestion boxes in the hospital	90
3) Suggestions using email or web site	85
4) Involving more patient representatives in the Board of PRHC	65
5) Better resolution of patient issues by the patient relations office	63
6) Publicizing various indicators and PRHC trends	46

- Other answers to this question that were submitted by respondents included:
 - Ensure that patients and family members know about the Patient Relations office and post its contact information where patients can see it
 - Ensure that suggestion boxes are accessible and easy to find by visitors and patients, and provide a satisfaction form to every patient at time of discharge
 - Make the report card clearer, simpler and more user-friendly, increasing the print size and reducing the jargon; Focus on areas of improvement and planned actions
 - Ensure that board members are transparently chosen and accountable to the community

3.8) Consultation Survey Results – Summary

The key themes identified in the survey responses include:

Question 1: What are the most important issues that need to be addressed in PRHC's Strategic Plan?

- 1) Shorter waits for emergency care
- 2) More local walk-in clinics and health services as alternatives to going to the hospital
- 3) Caring doctors and nurses who listen to patients and family members
- It's important to note that Staff Morale is rated as the top issue by respondents who self-identified as current/former staff, and within the top nine issues by other respondents

Question 6: Which criteria should PRHC use to decide on its regional specialties?

- 1) Services for elderly patients
- 2) Services that are not provided by other hospitals within a one hour drive

Question 7: If you had a million dollars (\$1,000,000) for improving health care at PRHC, what would you spend it on?

- 1) After hours walk-in clinics
- 2) Emergency department
- 3) Cancer services