

SVH Community Perception Survey Overview

Sonoma Valley Health Care District

October 2019

About This Research

Objectives

Conduct opinion research with Sonoma Valley residents to:

- Determine how the community perceives Sonoma Valley Hospital
 - Perceived strengths and weaknesses
 - Issues affecting use and reputation
- Assess how opinions may have changed since the 2015 survey

About This Research

Methodology

- Surveyed 369 community members in August 2019 as a follow up to a study conducted in 2015
- Two approaches:
 - Telephone survey with random sample of Sonoma Valley residents (n=202)
 - Online survey with people on the hospital's mailing list (n=167)
- When there's no statistically significant difference (SSD) between survey groups, responses are aggregated. When there are differences, they are noted.
- Margin of Error is about 6% at 90% confidence interval
- Note: 2015 survey had smaller sample (n=317)
 - Random phone survey (n=150)
 - Online survey (n=167)

About This Research

Random Phone Participant Criteria

- Adults 18+
- Live in Health Care District
- Have health insurance or Medicare; include Kaiser members
- Have visited a doctor or hospital at least once in the past 3 years
- Mix of women and men as it naturally falls out; same with ethnicity and income

About This Research

All
(n=369)

GENDER

Female	62%
Male	38%

No SSD between 2019 and 2015.

AGE

Under 60	26%
60+	74%

Age v. 2015

The Online sample was a little older in 2019 than in 2015.

18 - 29	1%	} 26%
30 - 39	5%	
40 - 49	5%	
50 - 59	14%	
60 - 69	22%	} 74%
70 - 79	33%	
80+	19%	

	2019	2015
70+	64%	55%

Importance of SVH to the Community

Importance: 83% of all respondents see SVH as important to the health of the community; 73% see it as very important.

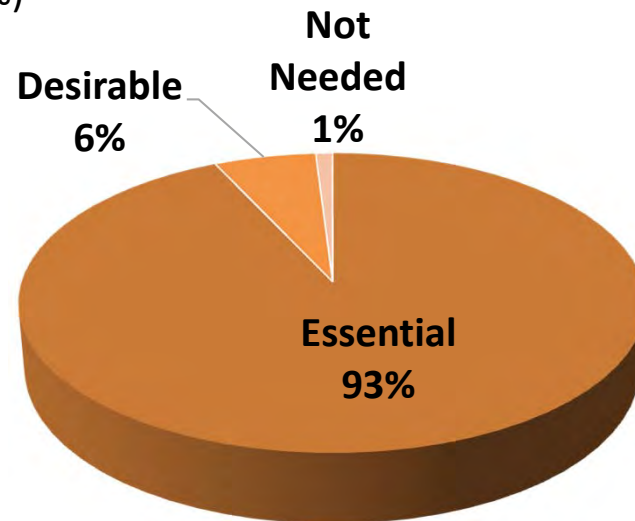
- The number has fallen since 2015 (from 94% to 83%).

Need for hospital: 84% feel that a hospital is essential to their community.

- No change from 2015.

Need for ER: Nearly everyone (93%) feels that an Emergency Department is essential to their community. (No real change from 2015 – 95%)

Which of the following three statements best reflects your thinking about the need for an EMERGENCY DEPARTMENT in your community?



Base: All Respondents (n=369)

Overall Favorability/Opinions About SVH

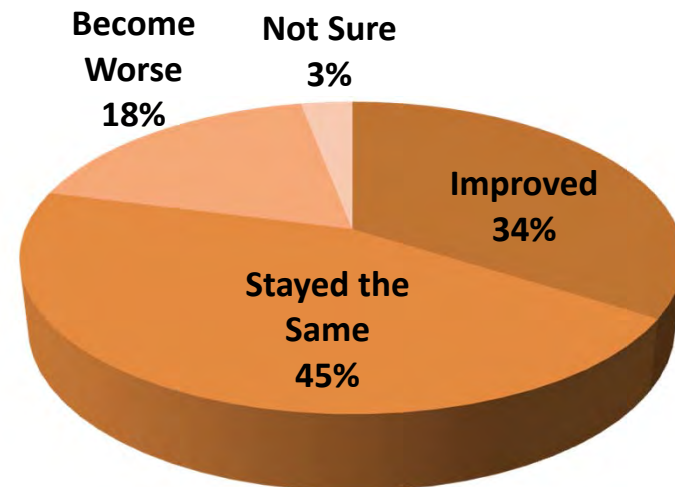
Favorability: SVH is well-regarded in the Sonoma Valley community (67% favorable, 17% unfavorable opinion of hospital).

- ...but not as well regarded as in 2015 (78% favorable, 9% unfavorable).

Personal Opinion: Nearly twice as many people (34%) say their opinion of SVH has improved as say it has worsened (18%) over the past couple of years.

- Online respondents report a decline in perceived improvement and an increase in perceived worsening from 2015 to 2019.
- More Phone respondents in 2019 than in 2015 say things have worsened.

In past couple of years, has your opinion of SVH...



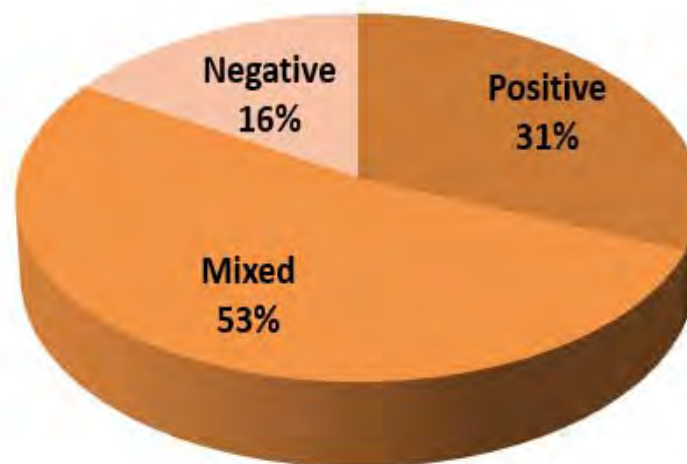
Base: All Respondents (n=369)

Overall Favorability/Opinions About SVH

What They Hear from Others: Nearly twice as many people (31%) say they hear mostly positive comments from others about SVH as hear mostly negative comments (16%).

- The percent of Phone respondents who have heard mostly positive things fell from 49% in 2015 to 29% in 2019.

Would you say that most of the comments (you hear) about SVH are...



Base: the 81% of respondents who have heard others talk about SVH (300n)

Opinions of Services

Positive Aspects: The majority of respondents report high marks for SVH services based on either their own experience or what they have heard from others.

- Ratings are down slightly from 2015 for Imaging, Rehab/PT, Inpatient and Surgery services.

Based on your own experience, or what you have heard about the hospital, please rate Sonoma Valley Hospital on the following services.

<p>Mean = 1-5 scale 1 = Poor 5 = Excellent</p>

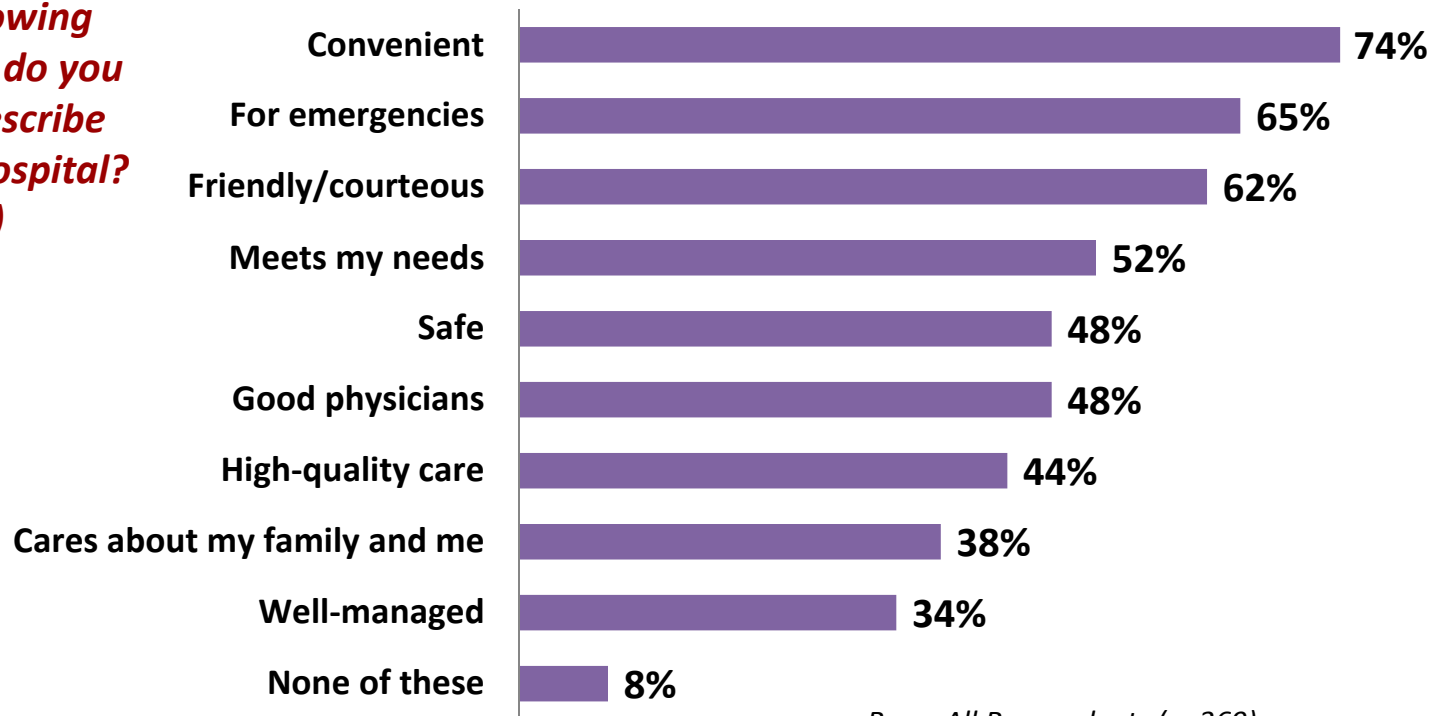
	Mean Score 2019	Mean Score 2015
Laboratory	4.5	4.5
Medical Imaging	4.3	4.5
Rehab/PT	4.1	4.4
Emergency Dept.	4.2	4.2
Inpatient	3.9	4.3
Surgery	3.9	4.3

Base: All Respondents (n=369)

Perceptions of SVH

Aided Descriptors. SVH is most often seen as convenient, a place to go for emergencies, and friendly/courteous.

Which of the following words or phrases do you feel accurately describe Sonoma Valley Hospital? (Aided responses)



Base: All Respondents (n=369)

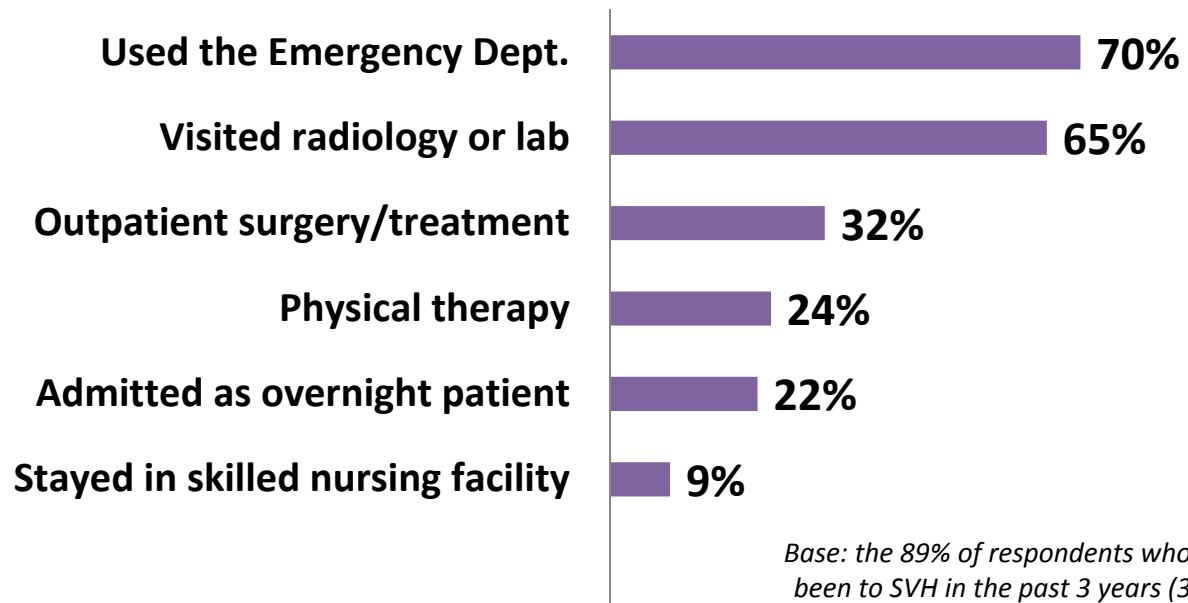
Use of SVH

Frequency: 89% of all respondents (or their families) visited SVH in the past 3 years, including 64% who averaged at least one visit per year.

- Phone respondents report more frequent usage of the hospital in 2019 than in 2015.

Purpose: The most common purposes for a visit were the ER or Radiology/Lab.

What were the purpose(s) of your visit(s) to SVH in the past 3 years (Multiple answers allowed)

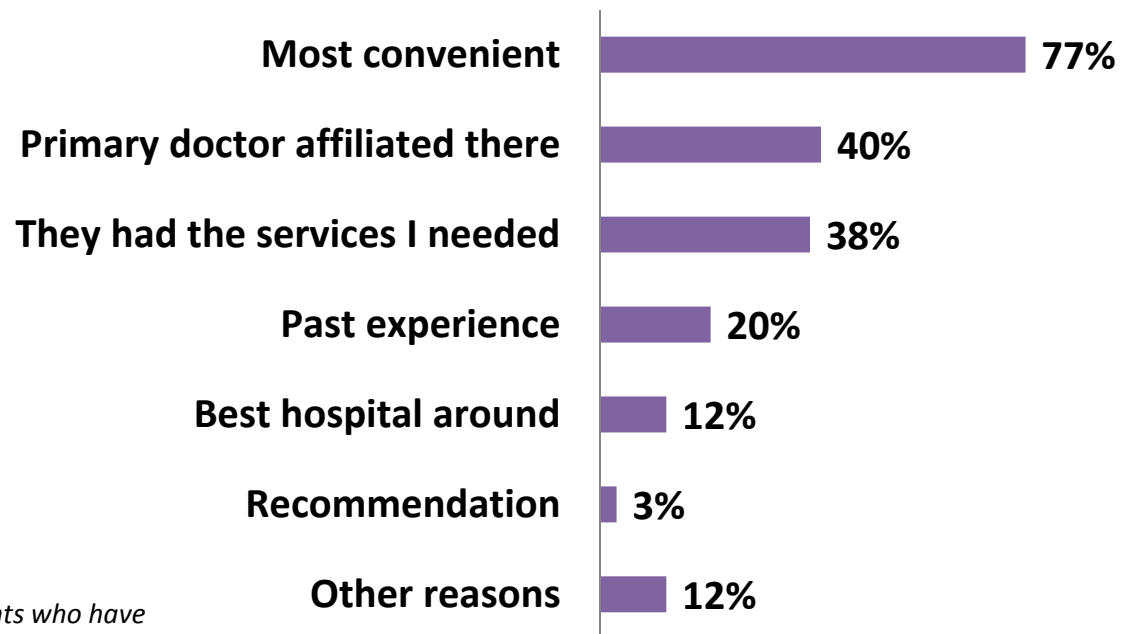


Choosing SVH

Reasons for Using: The main reason survey respondents report for choosing SVH is convenience (77%).

- Online respondents were more likely to choose SVH because their doctor is affiliated there and because it had the services they needed.

What are the main reasons you or your family chose to go to SVH rather than another hospital? (Multiple answers allowed)



Base: the 89% of respondents who have been to SVH in the past 3 years (327n)

Satisfaction With SVH Visit

Most Recent Visit(s): The majority (78%) of SVH visitors were satisfied with the care they received during their most recent visit.

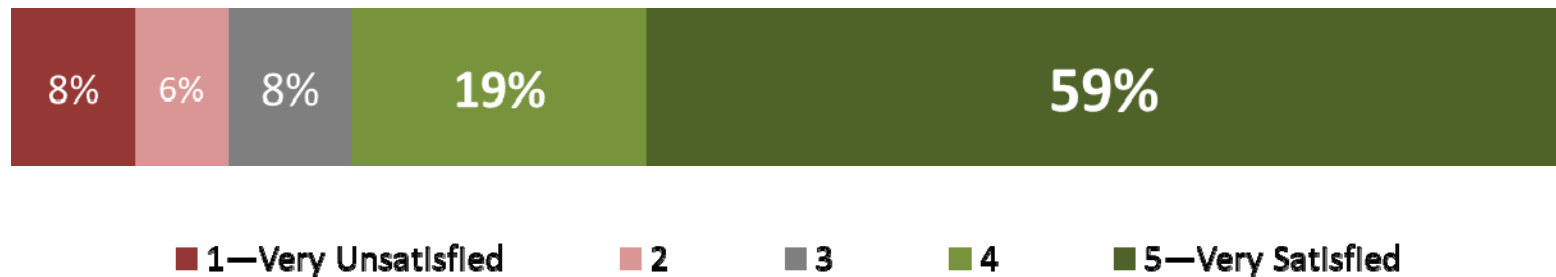
- Phone respondents had a higher level of satisfaction (82%) than did Online respondents (74%).

Compared to 2015:

- Satisfaction for Online respondents dropped in 2019 compared to 2015, with the percent Very Satisfied down 10 points (55% from 65%), and the percent Unsatisfied nearly doubled (14% from 8%).

How satisfied are you with the level of care you received (at your last visit)?

Base: the 89% of respondents who have been to SVH in the past 3 years (327n)

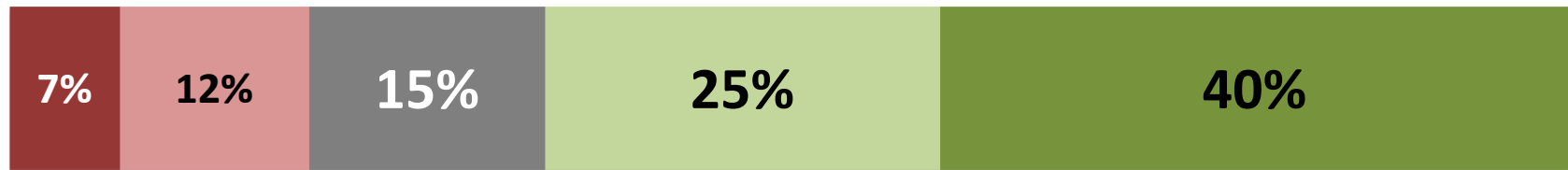


Future Use of SVH

Likelihood of Future Use: 65% of all respondents say they will likely use SVH again in the future.

- Down from 78% in 2015.

How likely are you to use Sonoma Valley Hospital the next time you or a loved one requires hospital care?



■ Definitely Will NOT ■ Probably Will Not ■ Not Sure ■ Probably Will ■ Definitely Will

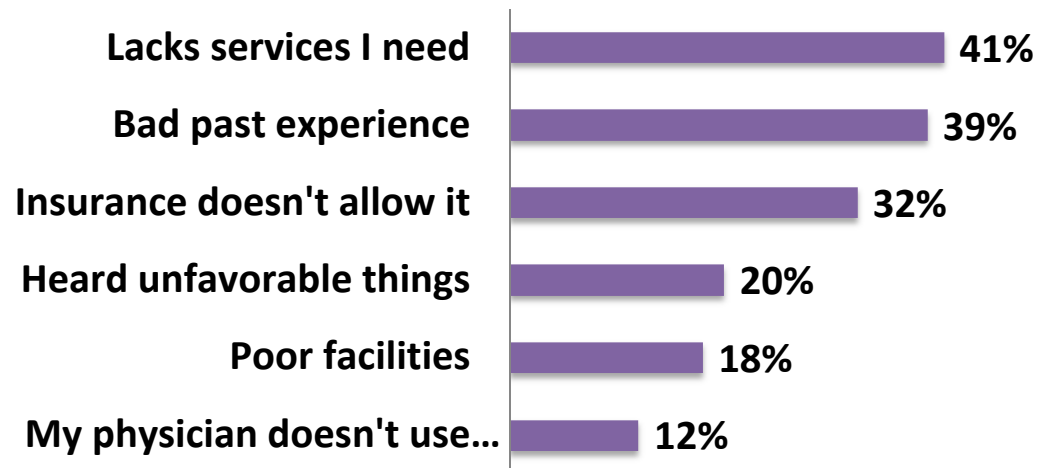
Base: the 89% of respondents who have been to SVH in the past 3 years (327n)

Reasons For Not Using SVH

Reasons for Not Using SVH in the Future: The main reasons people won't return to SVH are that it lacks the services needed (41%), a bad past experience (39%), and insurance restrictions (32%).

- More respondents in 2019 than in 2015 would not use SVH because it lacks the services they need (41% v. 9% in 2015).
- Physician not using SVH was less of a problem for Phone respondents in 2019 vs 2015.
- *Note small base (n=125)*

Why are you unlikely/uncertain to use SVH for future care? (Multiple answers allowed)



Base: The 34% of respondents who will not use SVH in future (n=125)

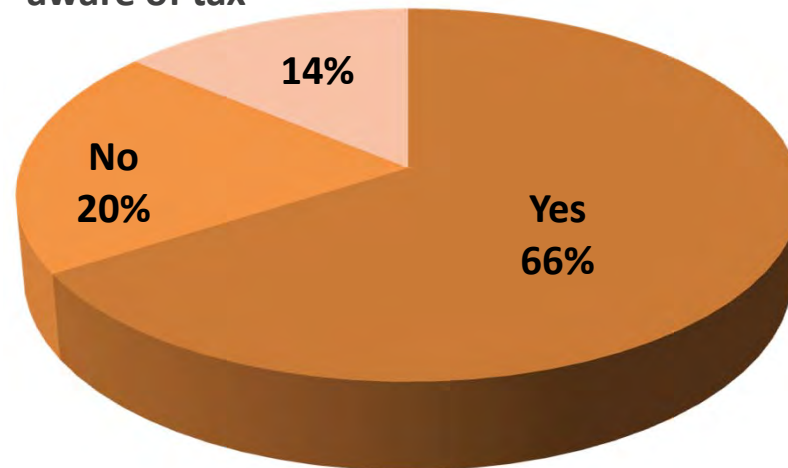
The Parcel Tax

Support for the 2017 Parcel Tax: The majority of respondents (66%) voted for the parcel tax in 2017.

- This response in 2019 is higher than the 60% in the 2015 survey who said they were generally supportive of a parcel tax.

Did you vote for the parcel tax in 2017?

Can't recall/not aware of tax



“Do you support Parcel Tax?”
2015 survey
Yes 60%
No 14%

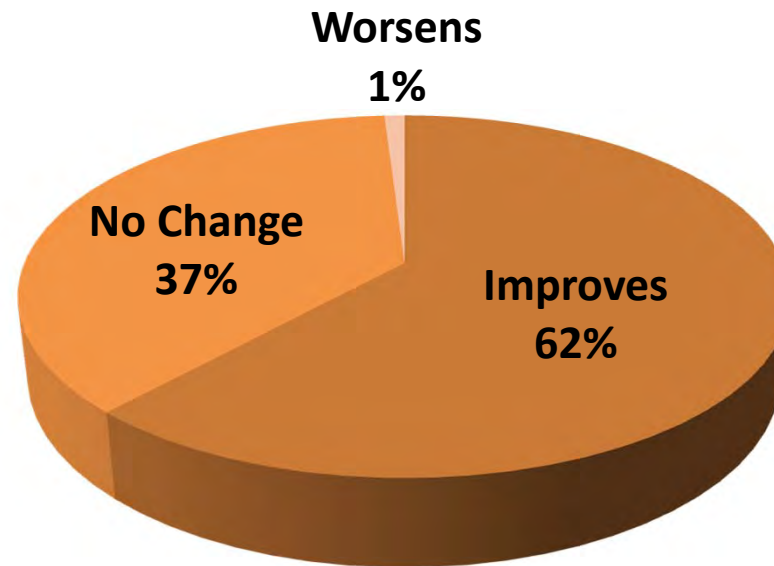
Base: All Respondents (n=369)

UCSF Affiliation

Awareness: The UCSF affiliation is seen as positive—it has enhanced the opinion of SVH for 62% of all respondents.

Survey Variances: Nearly all Online respondents (91%) and most Phone respondents (58%) were aware of the affiliation with UCSF Health.

How does the affiliation with UCSF affect your opinion of SVH?



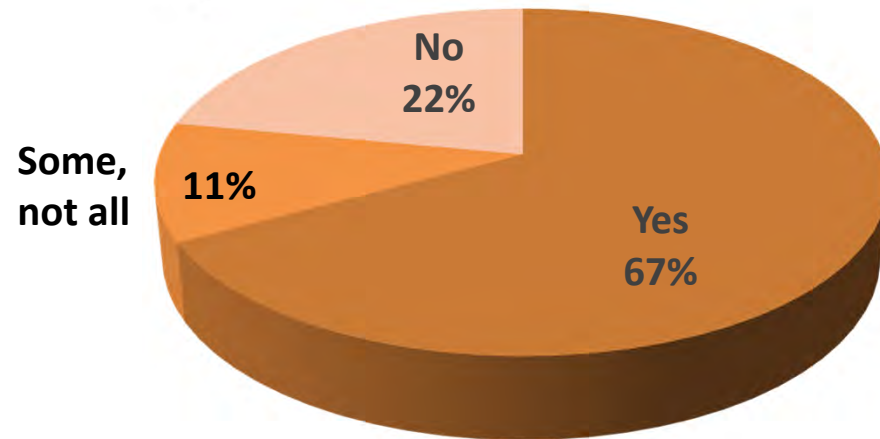
Base: All Respondents (n=369)

Changes in SVH Services

Awareness: In aggregate, 67% are aware of all changes in services and 11% are aware of some changes. Online respondents were much more aware than Phone respondents.

Survey Variances: Almost all Online respondents (95%) were aware of at least some of the recent changes in services, including 83% who were aware of all of the changes. While more than half of Phone respondents (53%) were aware of at least some of the changes, 37% were not aware of any.

The hospital made decisions affecting certain services in the past year because the services were losing money. These changes included closing Obstetrics, transitioning Home Care to a local organization, and bringing in an outside company to run the Skilled Nursing Facility. Are you aware of these changes?



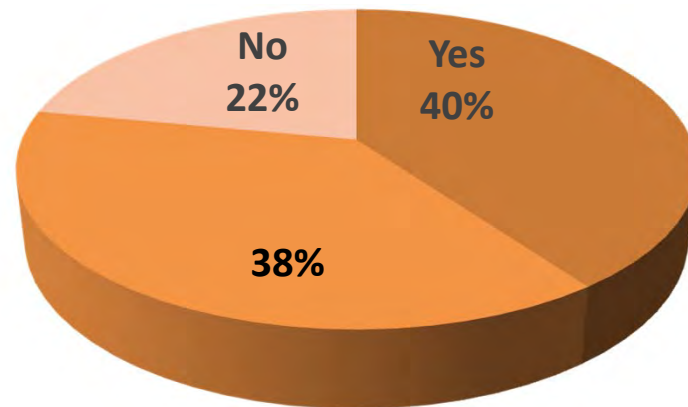
Base: All Respondents (n=369)

Changes in SVH Services

Opinion: In total, 40% agreed with all changes and 38% agreed with some changes. Online respondents were much more likely to agree than Phone respondents.

Survey Variances: Most Online respondents agreed with at least some of the changes (49% agreed with all of them, 39% agreed with some), with only 13% saying the decisions were bad. By contrast, only 28% of Phone respondents thought all the changes were good, 37% felt that some were, and 35% did not think SVH made good decisions in making these changes.

Do you think the hospital made good decisions in making these changes?



Agree with some,
but not all

Base: All Respondents (n=369)

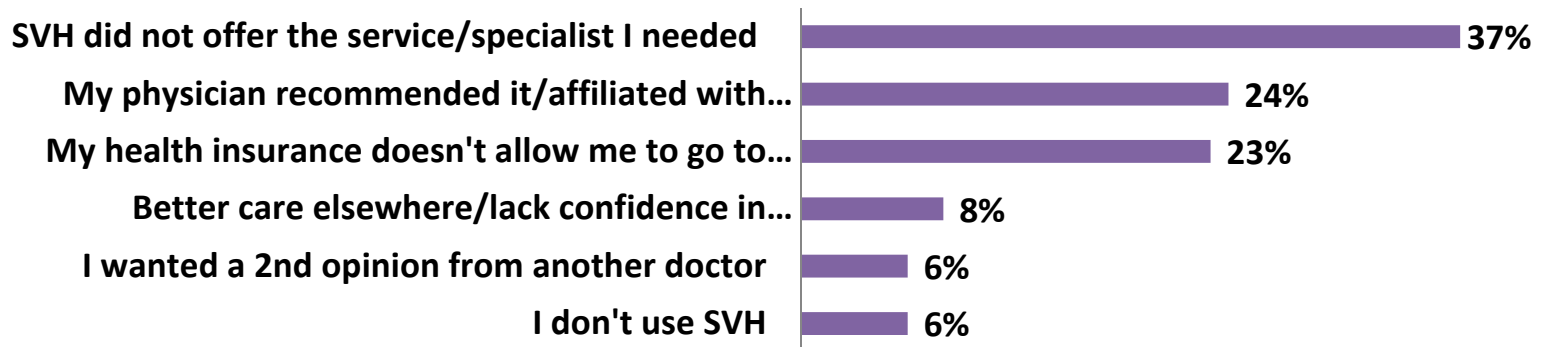
Use of Other Area Hospitals

Total Visitation: 59% of all respondents have visited a hospital other than SVH for services in the past 3 years.

Reasons for Visiting Another Hospital: The most common reason people went elsewhere was that SVH did not offer the service(s) they needed.

- More so for Online respondents (41%) than Phone respondents (24%).

What were the reason(s) you went to another hospital rather than SVH? (Multiple answers allowed)



Base: The 59% of respondents who have visited a hospital other than SVH in the past 3 years (n=219)

Kaiser Members View SVH Favorably

SVH Use: 20% of all respondents (75) are Kaiser members. 65% of Kaiser respondents/family used SVH at least once in the past 3 years

Opinions: Generally, Kaiser member opinions are similar to those of non-Kaiser respondents

- 70% believe it is essential to have a hospital in community
- 92% believe it is essential to have an ED in community
- 57% have favorable opinion of SVH; 20% unfavorable
- 57% voted for parcel tax in 2017

Of those who have used SVH services:

- 75% satisfied with level of care received
- 62% report positive experience with Emergency Department

Differences Between Survey Groups

While in most ways the two survey groups hold similar views of SVH, there are different factors shaping some opinions:

Phone (Random):

- Higher number of Kaiser members
- Use SVH less because insurance access is larger obstacle
- Younger average age; fewer Medicare users
- Not as well informed about SVH decisions, services changes

Online (Email)

- Older average age; more Medicare users
- Twice as many have made a financial donation (21% vs 42%)
- Generally better informed about SVH (i.e. UCSF affiliation; services changes)
- Online respondents show higher level of engagement with SVH, but this also tends to make them more critical of SVH in some ways.

Conclusions

Opinions about SVH are mostly positive, with most respondents offering favorable opinions about the hospital and its services.

- 8 out of 10 are satisfied with level of care received.
- 34% say their opinion of hospital has improved in recent years.
- 65% will use SVH again
- Nearly twice as many people (31%) say they hear mostly positive comments from others about SVH as hear mostly negative comments (16%).

Conclusions

However, positive opinions in some areas have dropped since 2015 as critical comments have increased... to the point that sometimes it seems like people in the community are talking about two different hospitals.

- Open-ended survey comments reinforced many positive comments, but also noted concerns about financial stability, the parcel tax and hospital services.

Conclusions

Positive opinions cover many areas, negative opinions tend to focus on fewer areas, but these receive considerable emphasis by some.

Positive opinions:

- Convenience of having SVH in community
- Need for ER in community
- Overall perception of SVH
- Level of care received
- Friendly staff
- Improved facilities
- UCSF affiliation

Negative opinions:

- Financial stability
- Not enough services offered
- Decisions to close/change existing services
- Need for parcel tax

Conclusions

This survey identifies areas of concern to many community members, especially those decisions/actions taken by the administration and board influencing financial sustainability and hospital services.

Going forward, it will be important to continue addressing these concerns through clear communications, including making efforts to reach those in the community who are less engaged with the hospital.