

Leadership Perspectives on Health Care Survey

The purpose of this survey is to identify the specific issues/trends that most challenge health care leaders in the Twin Cities Metro and Greater Minnesota and to determine how they are addressing these issues/trends. We anticipate that it will take approximately 8-12 minutes of your time to complete this survey.

Thank you for your participation.

Participant Profile

Please indicate your position and/or title.*

If you answered "other" to the question above, please write in your position and/or title.*

Please indicate your age group or generation.*

Please indicate the type of organization to which you belong.*

Other: type of organization *

Please indicate the location of your organization.*

Top Ten Health Care Issues/Trends

1. Based on your focus for 2009, please rank the priority of the Top Ten issues/trends (identified in our 2008 health care survey) for you and your organization. If one of these "top ten" are no longer a priority issue for you, please indicate that. Then, share with us other priority issues/trends you see in the industry (that are not on this list) and rank their priority.

Rank: 1 (highest priority) - 10 (lowest priority)

Declining Reimbursement*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Technology*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Consumerism*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Market share and Marketing*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Mergers and Acquisitions*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Overhead and Profitability*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Physician Recruitment and Retention*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Quality*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Staffing - Employee Recruitment, Retention and Performance Management*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Strategic Planning*

1 2 3 4 5 6 7 8 9 10 No longer a top ten priority

Other - what is another issue/trend that you are you seeing in the industry?*

Please rate the priority of the issue/trend you listed above.*

1 2 3 4 5 6 7 8 9 10

Other - what is another issue/trend that you are you seeing in the industry?*

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1 2 3 4 5 6 7 8 9 10

Other - what is another issue/trend that you are you seeing in the industry?*

Please rate the priority of the issue/trend you listed above.*

1 2 3 4 5 6 7 8 9 10

2. What has your organization done to address the issues/trends that effect you most?*

3. In your opinion, what factors will be most important in the development of a new health care model?*

- Change in Reimbursement
- Consumerism
- Mergers & Acquisitions
- Physician Recruitment
- Political Environment
- Other

Please comment on your choice of response in the previous question.*

4. Looking ahead 3-5 years, which of the following do you predict to be the most likely outcome of health care reform? *

- Single payor system
- Standardized payment structure
- No-risk capitation
- Pay for performance
- Fee for service
- A combination of the above

Explain your choice(s) to the questions above.*

5. Is the size of your middle management team ...*

- Increasing
- Decreasing
- Staying the same

6. As it applies to all staff, do you identify the growth potential in your individual employees?*

- Yes
- No

If so, how?*

7. As it applies to your leadership team, do you identify exemplary people/high performers?*

- Yes
- No

If so, how?*

8. During 2009, do you anticipate introducing a new revenue stream into your business?*

- Yes
- No

9. During 2009, do you anticipate reducing or eliminating any service lines within your business?*

- Yes
- No

10. What impact are you predicting on revenue in 2009 as compared to 2008?*

- +15% or higher
- +10-15%
- +0-10%
- 0-10%
- 10-15%
- 15% or lower

11. In your opinion, is the pay for performance model successful?*

- Yes
- No

Please comment on your choice of response in the previous question.*

12. Do you believe that the current consolidation within health care benefits the patient?*

- Yes
- No

Please comment on your choice of response in the previous question.*

13. Looking back on 2008, what do you consider to be your organization's greatest success?*

14. Looking back on 2008, what do you consider to be your organization's greatest failure/shortcoming?*

Mary Christensen, President of Experienced Resources, will be conducting one/one interviews with additional questions to gain a deeper understanding of the issues and trends that most challenge health care leaders. If you would be willing to participate in this phase of the survey process, please provide your name and contact information. Thank you for considering this option.*