

ILLINOIS HOSPITAL ASSOCIATION 2009 MEMBER RESEARCH HIGHLIGHTS



MARYJANE A. WURTH

The areas where you want IHA to be more effective... are addressed in our 2010 strategic plan.

March 2010

Dear Members,

Earlier this year, IHA member CEOs were interviewed by the HSM Group, a national research firm specializing in health care that has conducted annual surveys for IHA for the past several years. This research is a central part of our planning process; IHA is the place where your issues and concerns are heard and represented. Your answers to our questions become part of our plan for the year ahead and help to guide us as we allocate our resources to the areas that are most important to you.

The high response rate of 76% – 157 CEOs reflecting all types of hospitals and all areas of the state – gives us an accurate picture of a membership that is pleased with IHA's performance, the direction it is taking, and the value of their membership. Those results are gratifying. But we also want to learn where we can improve. Our goal is to provide programs and services that not only respond to your needs but also anticipate them. As we examine the survey findings in detail, we will fine-tune our performance and identify any emerging issues that deserve more of our attention.

Some issues, like Medicaid reimbursement, remain high on your top concerns list year after year, while other issues, such as federal health care reform, change as the health care environment changes. We are encouraged to see that the areas where you want IHA to be more effective – such as state and federal advocacy, improving our web site, more quality initiatives, and physician supply issues – are addressed in our 2010 strategic plan and are the focus of our efforts today.

My thanks to all of you who took the time to share your valuable opinions with our interviewers and help shape the Association to meet your needs. Please feel free to continue to share your thoughts with us throughout the year.

Maryjane A. Wurth
President

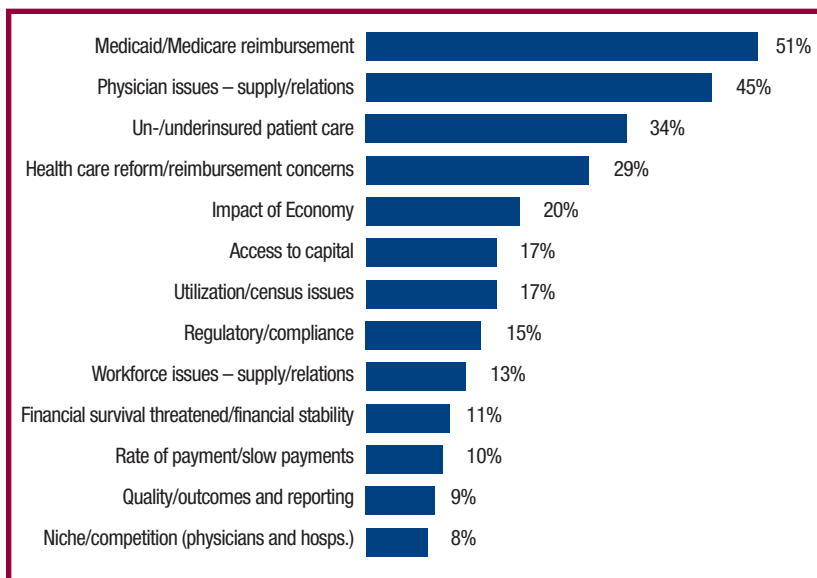


Illinois Hospital Association

ABOUT THE SURVEY PARTICIPANTS

Respondents came from every area of the state and represented every hospital segment. Seventeen of the 157 CEOs were from systems and 140 represented individual hospitals. Forty-eight percent represented large urban hospitals, 16% other urban, and 36% rural hospitals. Other membership categories included major teaching institutions (7%), critical access hospitals (27%) and safety net hospitals (22%). Geographically, 20% were from northwest Illinois, 14% from metro Chicago, 25% from the Chicago suburbs, 20% from central Illinois, 6% from the St. Louis area, and 14% from southern Illinois. The mean number of years the respondents have been in their current jobs is 7.04, with 17% in their jobs for one year or less. The research suggests that greater familiarity with IHA leads to greater appreciation, since those CEOs with five or more years in their current positions rated IHA higher than those with fewer than five years in their jobs.

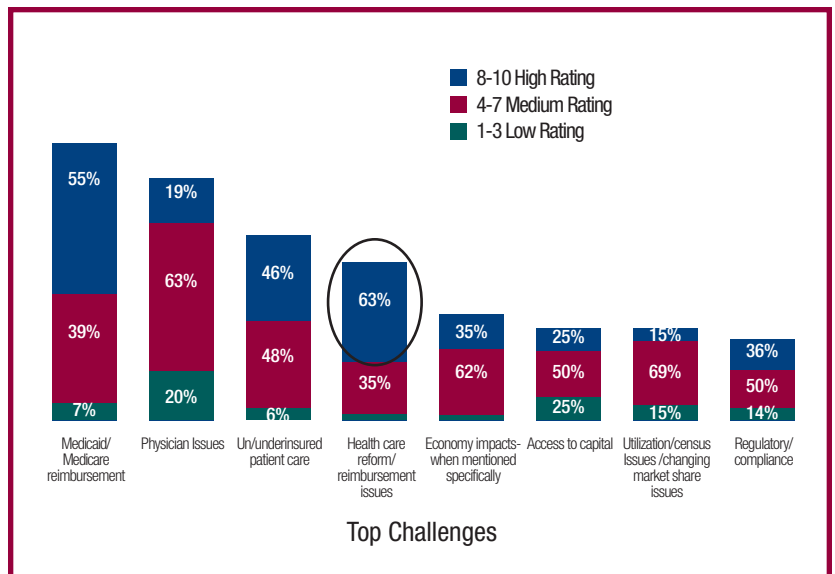
YOUR MOST CHALLENGING ISSUES



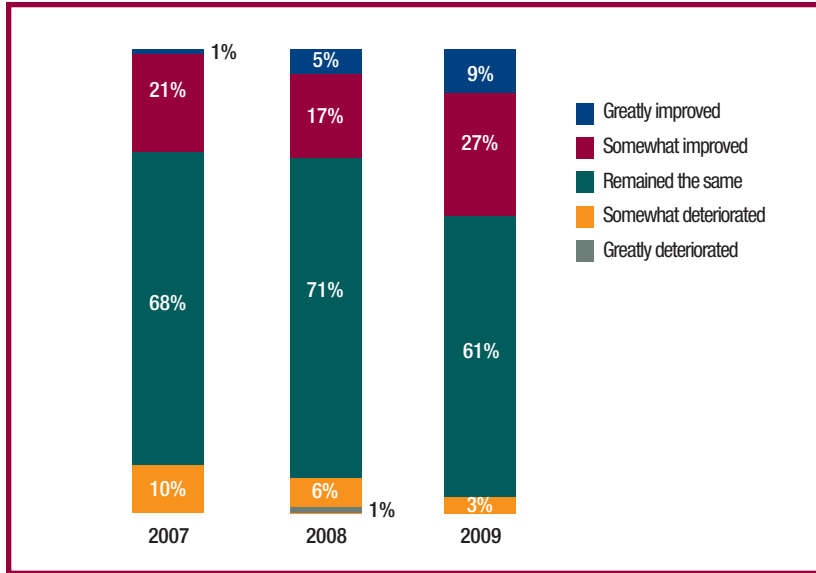
This chart shows responses when members were asked to name their three most challenging issues. However when asked for their most important issue *in isolation*, reimbursement issues related to health care reform was the second most frequently mentioned top issue, after Medicaid and Medicare reimbursement. One significant change from 2008 is the drop in workforce issues from third position in 2008 to ninth position in 2009, although physician supply and relations remain a top concern.

ADDRESSING MEMBERS’ TOP CHALLENGES

CEOs were asked to rate IHA’s ability to address their top issues. This chart shows that more members who cited health care reform as a top challenge rated IHA’s ability to address this issue in the high range than any other of these eight top challenges. Medicaid and Medicare reimbursement and uninsurance issues also received high ratings.



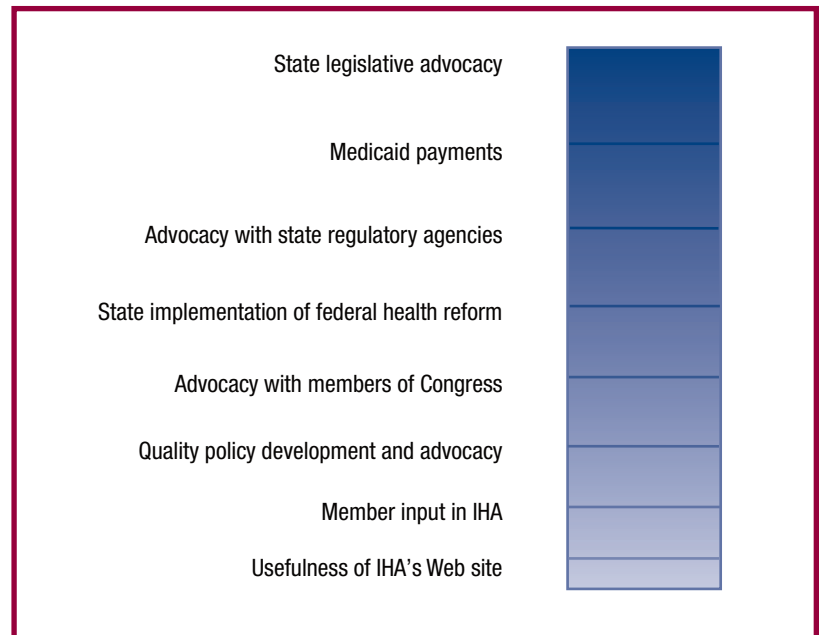
IHA'S PERFORMANCE AND VALUE



Members' ratings of the Association's performance and value have steadily improved over the last three years. The overall percentage of members citing improved perceptions of value increased from 22% in 2008 to 36% in 2009. The top reasons cited for improved value were member participation and IHA's staff and new leadership. Out of 157 respondents, only four said their opinion of IHA's value was lower this year.

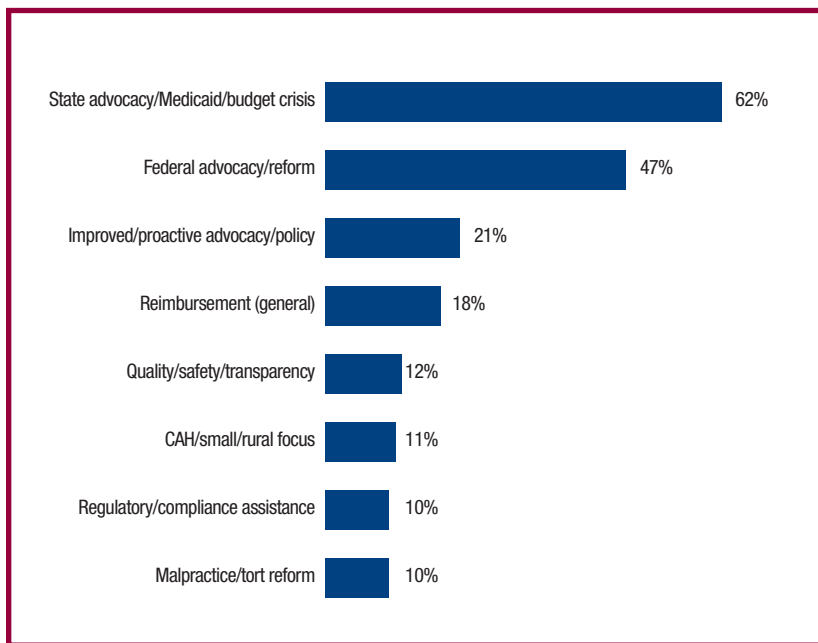
ENHANCEMENTS MEMBERS WANT FROM IHA

Members were asked to name the activities they consider most important and where IHA's effectiveness should be improved, as well as other areas in which they wanted enhancements. Activities related to state advocacy topped the list of areas that are most important to members that need improved effectiveness by IHA. Respondents also said that federal advocacy and quality improvement initiatives are IHA functions where they wanted more effectiveness. They indicated that the IHA web site is less useful compared to other communication vehicles, such as email. As in 2008, 82% of members who participate in IHA in some way view their involvement as rewarding, useful work or as "part of their job," but they also suggested that more member input would make participation even more rewarding.



PRIORITIES FOR IHA'S NEW PRESIDENT

When members were asked to name and rank three priorities for IHA's new president to focus on over the next 12 months, the most frequently mentioned priority was state-level advocacy, related to funding. The next highest number of mentions was for participation in federal advocacy and initiatives. Several members commented on a greater sense of openness and engagement with hospitals under IHA's new leadership.



WHAT MEMBERS SAY ABOUT IHA: SELECTED COMMENTS

They do a better job of communicating and identifying the right issues. Their agenda is more coherent and easily understandable.

They could advocate better for fairness and minimization of regulations, such as CON requirements. We are way too over-regulated.

They did a really great search for a president and got someone who is capable and competent.

The effect of securing additional Medicaid funding during a tough budget year in Springfield was incredible.

My opinion has greatly improved since being on the Small & Rural Steering Committee and seeing the impact of their efforts.

IHA's staff is absolutely phenomenal.

The new president is on-the-spot in terms of how she came out of the gate in the first 4-5 months.

Many state associations listen to larger facilities more than smaller ones. IHA had the sense to listen to the small/rural group.

IHA needs to be a stronger advocate for inner-city hospitals.

I was pleased to hear that the physician alignment and employment issues will be part of IHA's strategic planning. IHA will have to make that a key issue.

The advocacy on those things they can do something about, they do very well. These surveys help them find out what's important so they can focus on those areas.



Illinois Hospital Association

1151 East Warrenton Road, P.O. Box 3015, Naperville, Illinois 60566 • 630.276.5400 • www.ihatoday.org

3/23/10