

Facilities

Foundation

Calendar

Human Resources

News Article



Monday, August 20, 2012

Survey shows MSHA is No. 1 health care provider in the region

Who's really the leader in our health care market?

It's Mountain States Health Alliance, and the numbers back it up.

When it comes to who serves more patients, who's more well-known and who's most preferred for health care in this region, MSHA is No. 1, according to a study by the National Research Corporation that compared MSHA to Wellmont Health System. The survey questioned more than 1,000 people in the area,



going from July of 2011 through June of 2012, and MSHA rated higher in all 28 categories.

"Ten years ago, our neighbor led in some categories," said Ed Herbert, vice president for Communications and Marketing at MSHA. "This year, due to the hard work of our team members, we dominated the survey. It shows the public prefers Mountain States Health Alliance and our services."

The Ticker National Research Corporation FY12 Survey covered a 16-county area, with a plus-or-minus standard margin of error at 3.3 percent.

The survey asked people which of the two health systems they were most aware of, which one did they think had the best reputation, which one had they most recently used and which one they preferred.

Among the categories and scores were Best Overall Quality (MSHA 43.1 percent to Wellmont at 36.5), Best Doctors (MSHA 41.2, Wellmont 35.2), Best Nurses (MSHA 44.8 to 34.5) and Most Preferred for All Health Needs (MSHA 43.2 to 35.8).

Mountain States did particularly well in maternity, OB/GYN and pediatric categories, ranking at least 15 percent higher than Wellmont in all three areas, with pediatrics coming in at 51 percent to 27.9 for Wellmont.

MSHA rated higher in treatment for cancer as well as for heart care, orthopedics, pediatric services, maternity services and emergency services. In 10 of the 28 categories, MSHA won by at least 10 percent.

"We didn't have a good year financially, but we're still No. 1," said Marvin Eichorn, chief financial officer for MSHA. "In almost every respect, MSHA is about 50 percent bigger than Wellmont. When it comes to who sees more patients, we're stronger than ever. We have more than 400 physicians, and we have the region's only accountable care organization in AnewCare Collaborative, and ACOs are the future of health care.

"It's very humbling and it's good to see our message, that our team members deliver on our mission every day of bringing loving care to health care. I'm honored that we're the one this area trusts."

The National Research Corporation's Ticker service is the largest online healthcare survey in the U.S., polling 270,000 consumers annually in more than 250 markets across the country. Each month, Ticker tracks the healthcare opinions and behaviors of consumers to assist hospital leaders in better understanding consumer preference, advertising recall, brand perception and more. For more information, visit www.nationalresearch.com.

"They're an independent national research company who does this survey every year, and this year we dominated," Herbert said. "We are the market leader."

Category	MSHA Wellmont	
Top of Mind Awareness	48.2%	31.6
Best Image/Reputation	44.6	36.2
Best Overall Quality	43.1	36.5
Best Doctors	41.2	35.2
Best Nurses	44.8	34.5
Most Preferred for All Health Needs	43.2	35.8
Most Personalized Care	45.5	33.1
Hospital Advertising Recall	51	32.7

PREFERENCE

Cancer Treatment Preference	45.9	31.5
Heart Care Preference	43.6	37.6
Home Health Care Preference	44.4	36
Hospital Inpatient Stay Preference	43.5	34
Hospital ER Preference	47.4	33
Imaging Services (MRI/CT-PET Scan)	45.3	34
Maternity/OB Preference	49.0	30.8
Neurology Preference	45.3	35.2
Orthopedic Treatment/Surgery Preference	43.4	36.9
Outpatient Testing/X-Rays Preference	45.5	33.7
Outpatient/Same-Day Surgery Preference	44.5	34.9
Pediatric Services Preference	51	27.9
Women's/GYN Preference	46.8	31.6

LAST USED

Hospital ER Last Used	48.6	34.5
Hospital Inpatient Stay Last used	48.5	36
Outpatient/Same-Day Surgery Last Used	38.1	30.9
Outpatient Testing/X-Rays Last Used	45.4	29.9
Highest Patient Safety	42.2	35.3
Hospital Web Site Used Most Often	41.8	36.8
Best Community Health Programs	42.7	36.2

