



Date: July 18, 2012  
To: El Camino Hospital & Interested Parties  
From: Marybeth Gilliam  
Re: Quantitative Research Study of District Population

We have completed the quantitative research study of the district population and are providing a topline report herewith. Following are the key findings associated with the study's primary objective of understanding public opinion surrounding the District and its governance of El Camino Hospital.

- 1. The community is highly satisfied with the job the District is doing to provide health care services.** Sixty-five percent of the population is extremely/very satisfied and 82% are at least somewhat satisfied.
- 2. The community believes continuing the current governance of El Camino Hospital via the District will provide them with the best quality of health care.** Seventy-three percent of the population agrees that continuing to be owned by the community and governed by the locally elected District Board would provide the community with the best quality of care.
- 3. The community is not in favor of dissolution of the District.** Seventy-three percent of the population is opposed to dissolving the District and only 6% is in favor of it. The remaining 21% do not know if they favor it or not.
- 4. Approximately half of the population believes it is extremely or very important that El Camino Hospital retains its status as an independent, locally owned and locally controlled hospital.** Another 20% of the population agrees that it is at least somewhat important.

These findings related to the governance of the Hospital by the District are all in keeping with a general finding that 78% of recent El Camino Hospital patients describe their overall quality of care as excellent or very good. With perceptions of quality this high, it is easy to understand why community members are eager to maintain the current governance model – in their opinion, it appears to be working.

# El Camino Hospital District

District Quantitative Research Report

July 12, 2012



# Background and methodology

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## Background & objectives

To better understand public opinion and perceptions regarding the El Camino Hospital District, the Hospital conducted a quantitative research survey of its residents to determine the following:

- Overall satisfaction with the District.
- The importance of El Camino Hospital to the community.
- Recent patient perceptions of the quality of care at El Camino Hospital.
- The extent to which the District contributes to the Hospital's quality of care.
- The importance of the Hospital's independent, locally-owned and locally-controlled status.
- The importance of free community care received through El Camino Hospital.
- The extent to which the population is in favor of eliminating the District.

# Methodology

Results are statistically projectable to the District.

325 interviews were conducted amongst the population aged 21 and older.

- Demographic profile of respondents is consistent with current US Census data.
- Kaiser is represented by approximately 21% of the respondents (similar to their market share).

Respondents were interviewed over the telephone.

Interviews were conducted the week of June 25<sup>th</sup> and were approximately 6 minutes in length.

This study was fielded by Quality Data Management. Dr. William Rogers, PhD, reviewed the questionnaire design, managed the analytics of survey, and provided statistical results.

- *Dr. Rogers is a Principal at Quality Data Management. He is the former Principle Investigator for the CAHPS projects through his affiliation with the Harvard School of Health Policy. Before that, he was a 20-year veteran and Senior Scientist at The RAND Corporation where he lead design and analysis efforts on major research projects including the Health Insurance Experiment, the Medical Outcomes Study and the DRG/Prospective Payment Study.*

# Executive Summary

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# Executive summary results

**Seventy-five percent of the population has received care at El Camino Hospital at some time, and 38% have been treated in the past 2 years. Of those treated in the past 2 years, 78% cite their overall quality of care as excellent or very good.**

**It is important to most people that they can receive care at El Camino Hospital.**

The majority of the population (76%) say that it is at least somewhat important that they can utilize ECH services with 59% of the population citing it is extremely or very important. Importantly, approximately 21% of the respondents (and population) are Kaiser members who can only use ECH for emergency services.

**It is also important to most people that ECH remains independent, locally owned and locally controlled.**

Approximately three-quarters of the population claim that independence and local ownership and control are at least somewhat important with about 50% saying that it is extremely or very important. Another 10% of the population doesn't know if it is important.

**Almost three-quarters of the population agrees that continuing to be owned by the community and governed by the locally elected District Board would provide the community with the best quality of care.**

**More than three-quarters of the population believes it is extremely/very important that community members can receive charity care at ECH.**

**The district population does not want the District to be dissolved.**

Seventy-three percent of the population does not want to see the District dissolved. They are in favor of continuing to use the District to govern El Camino Hospital. An additional 21% of the population does not know if they are in favor of dissolution, leaving only 6% of the population in favor of dissolving the District.

**The community is highly satisfied with the job the ECH District is doing to provide health care services.**

65% of the population is extremely/very satisfied and 82% is at least somewhat satisfied.

# Executive summary conclusions

People who have been a recent patient at ECH have a very high opinion of the quality of care provided at El Camino Hospital. Over three-quarters (78%) of patients receiving care in the past 2 years cited El Camino Hospital quality as excellent or very good.

This perception of high quality of care is very strongly associated with the current District governance. Over 85% of the population agreed that the quality of the El Camino Hospital District directly contributes to the quality of health care delivered to the community.

So, it is not surprising that community members definitively oppose eliminating the District. They are not in favor of doing anything that would change the structure of the governance of the Hospital. Given their high quality of care perceptions, it would stand to reason that they believe there is very little room to improve and a great deal to be lost.

The majority of community members believe it is extremely/very important that El Camino Hospital retains its independence and continues to be locally owned and controlled. Seventy-three percent felt that continuing to be owned by the community, and governed by the locally elected District Board, will provide the best quality of healthcare.

Overall, there is a high level of satisfaction with the job the District Board is doing. Sixty-five percent of respondents are extremely/very satisfied and 82% are at least somewhat satisfied.

# Detailed findings

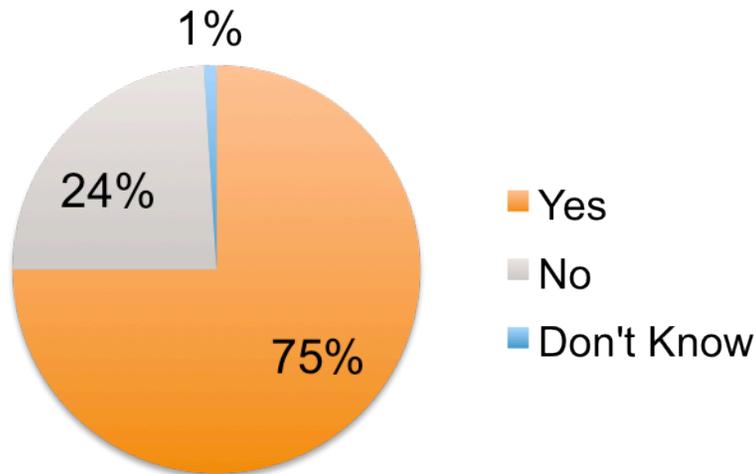
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# Utilization of El Camino Hospital

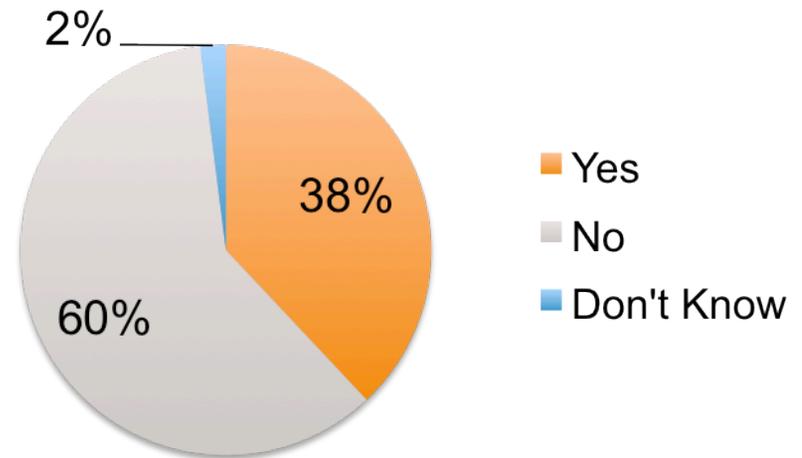
- Approximately 75% of the population has been a patient at El Camino Hospital. Of those who have been a patient, 38% cite being a patient in the past two years.

## Ever Been a Patient



(Base = Total respondents; n=325)

## Patient in Past 2 Years

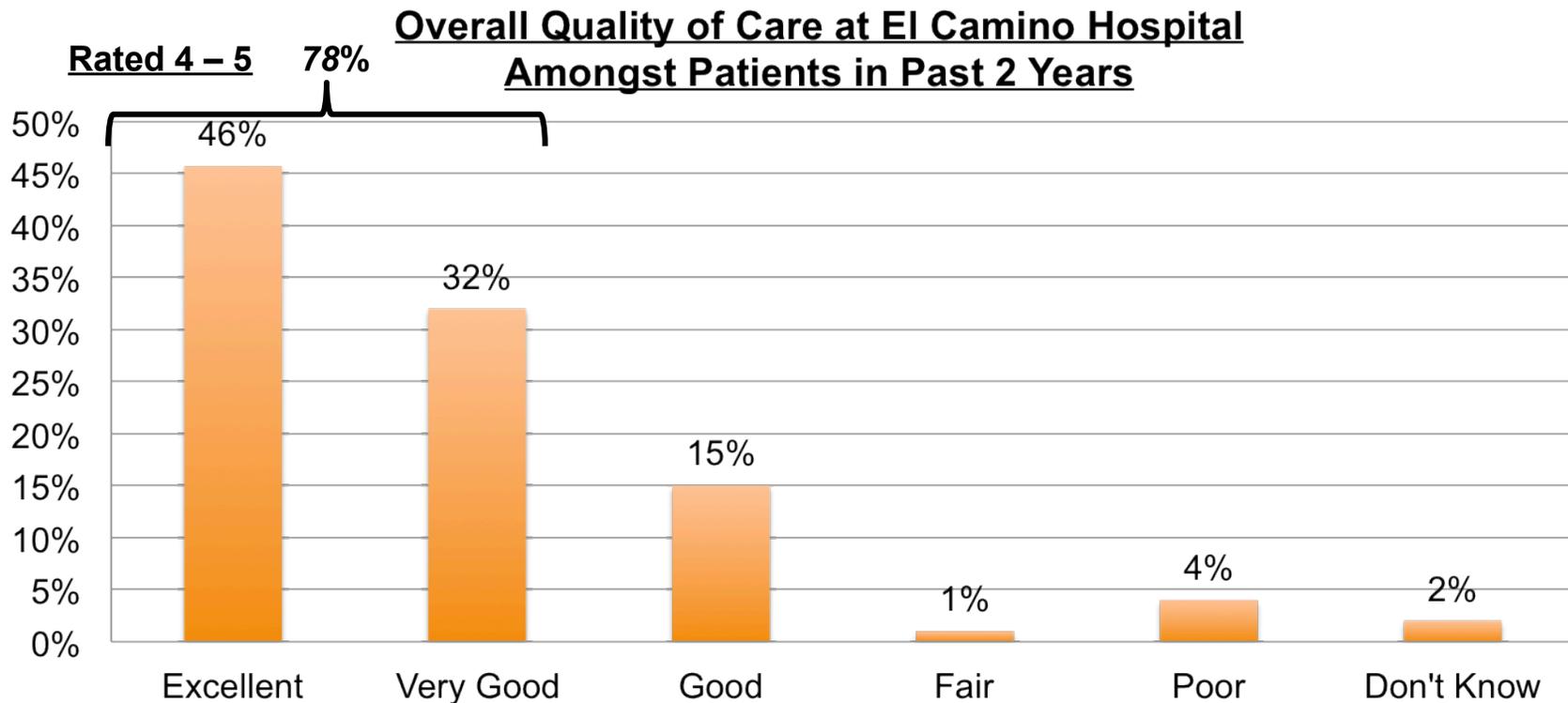


(Base = Been a Patient; n=243)

# Recent patient perceptions of ECH overall quality of care

- Of the 38% of the population who has been a patient of ECH in the past 2 years, most have excellent or very good perceptions of their overall quality of care. More than three quarters (78%) of these recent patients cite the overall quality of care at El Camino Hospital as excellent or very good.

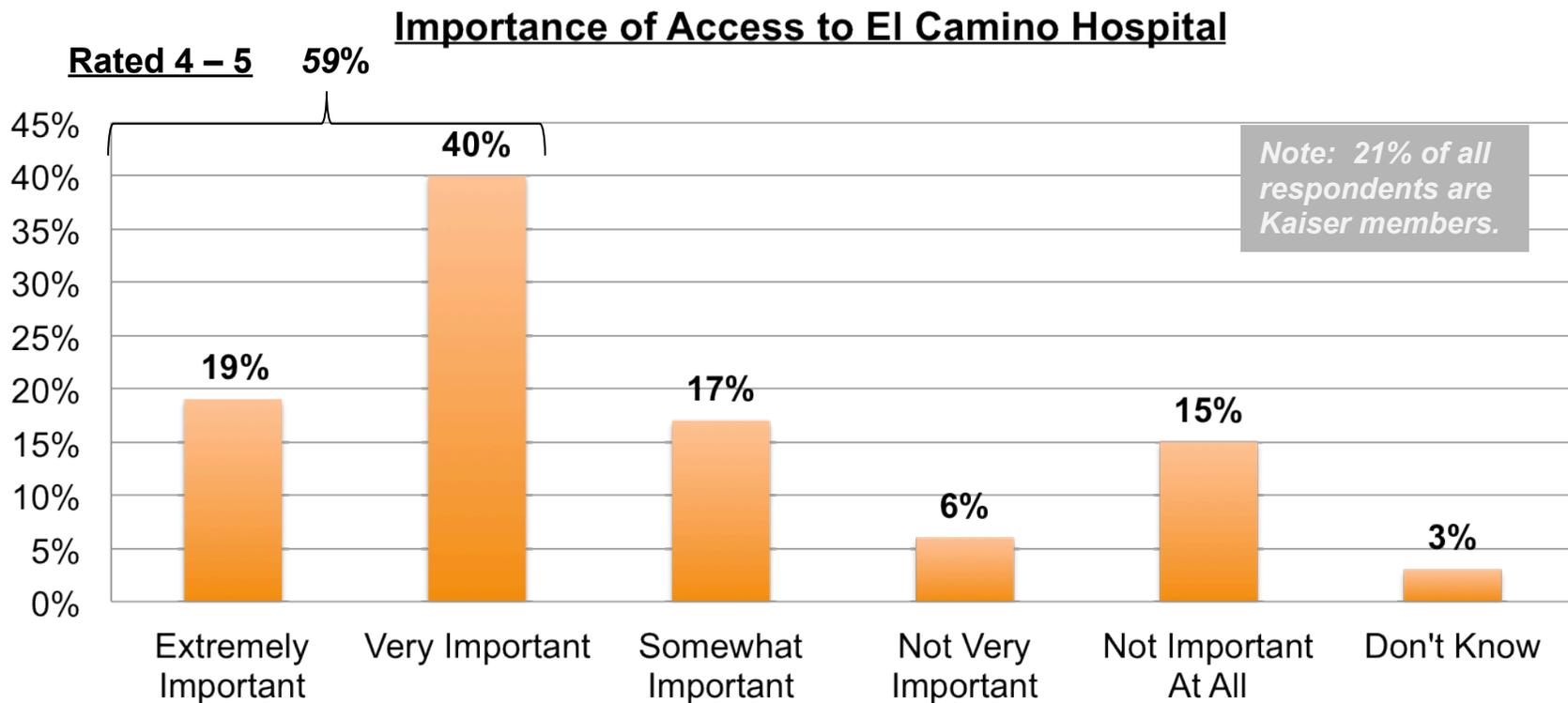
*Q: ONLY ASKED AMONGST THOSE WHO HAD BEEN A PATIENT IN THE PAST TWO YEARS: Overall, would you describe the quality of care you received from El Camino Hospital as excellent, very good, good, fair or poor?*



# Importance of access to ECH

- Approximately three quarters (76%) of the population ascribes some importance to their access to El Camino Hospital, with the majority of those people (59%) feeling strongly that access is important citing it as extremely or very important to them.

*Q: How important is it to you that you can use El Camino Hospital for your health care needs? Would you describe it as extremely important, very important, somewhat important, a little important or not important at all?*

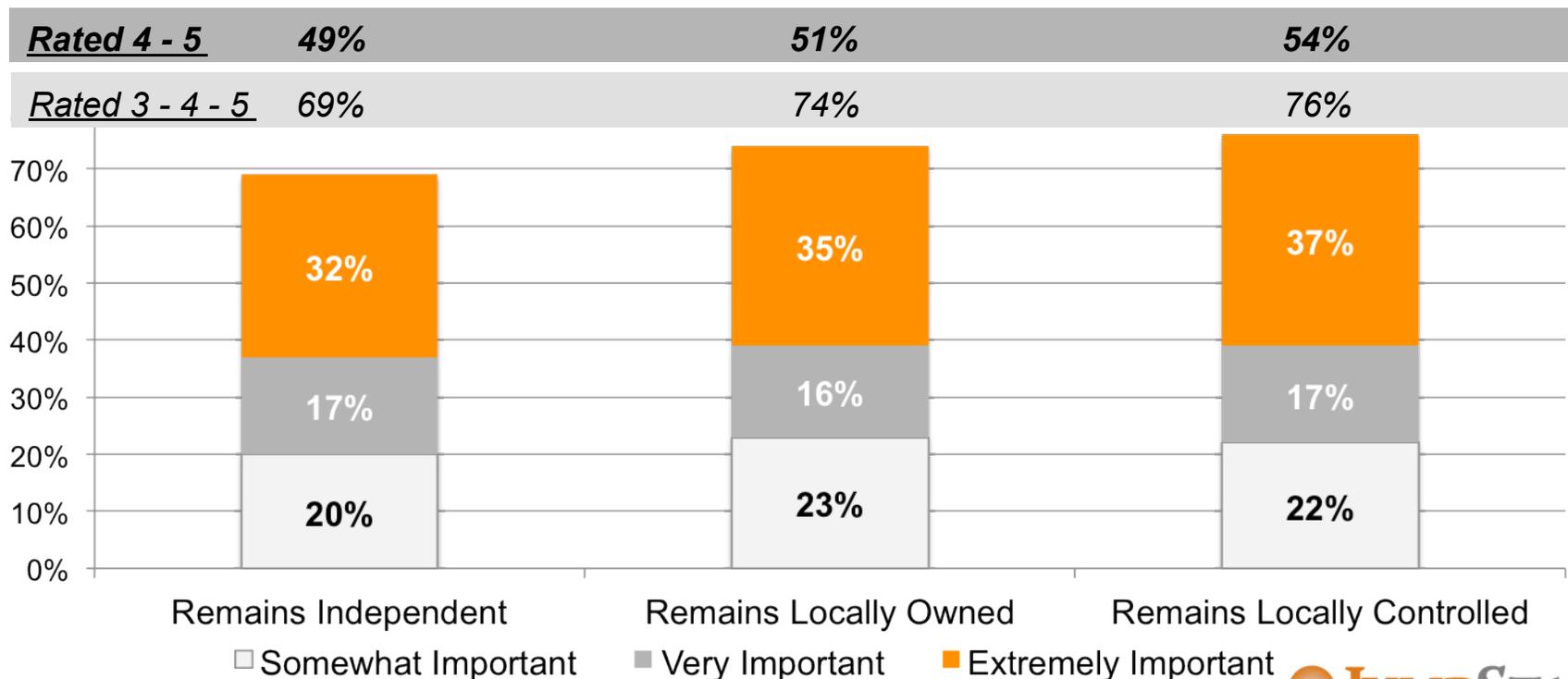


# Importance of El Camino Hospital independence

- Approximately half the population believes it is extremely or very important that El Camino Hospital remains independent, locally-owned and locally-controlled.
- An additional 20%-23% of the population feel independence is “somewhat” important, increasing the total percentage of the population interested in retaining independence to approximately 70% - 75%.

*Q: Currently El Camino Hospital is an independent hospital, governed by a publically elected Board of Directors and owned by the community. Is it extremely important, very important, somewhat important, a little important or not important at all that El Camino Hospital remains Independent? Remains locally owned? Remains locally controlled?*

## Importance of Independent, Locally Owned and Locally Controlled

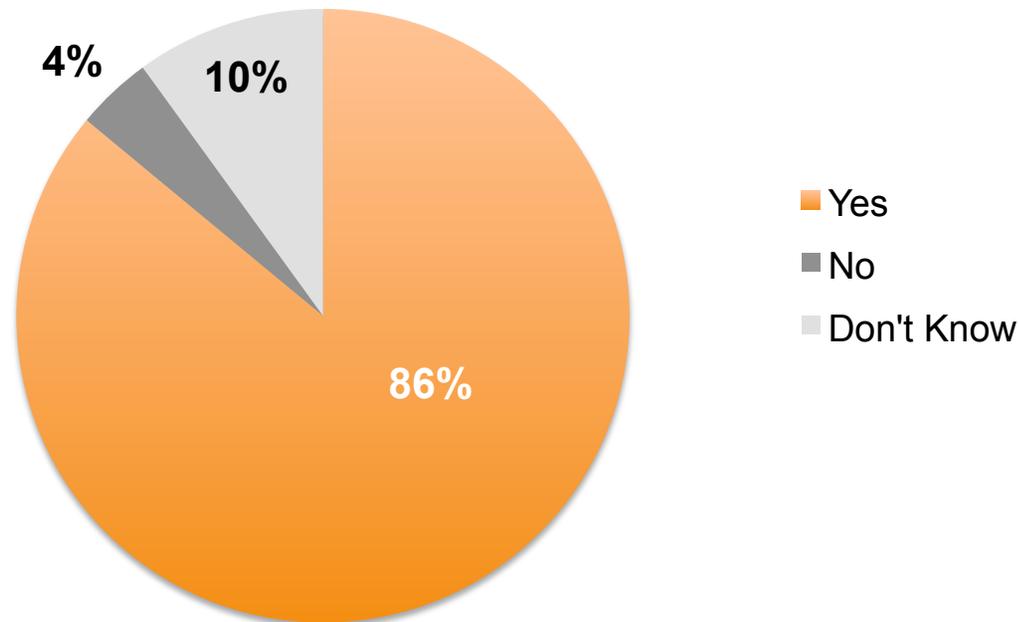


# District contribution to quality of healthcare

- Eighty-six percent of the population believes that the District contributes to the quality of health care delivered to the community.

*Q: Overall, do you feel that the quality of the El Camino Hospital District directly contributes to the quality of health care delivered to the community?*

## Belief District Contributes to Quality Care



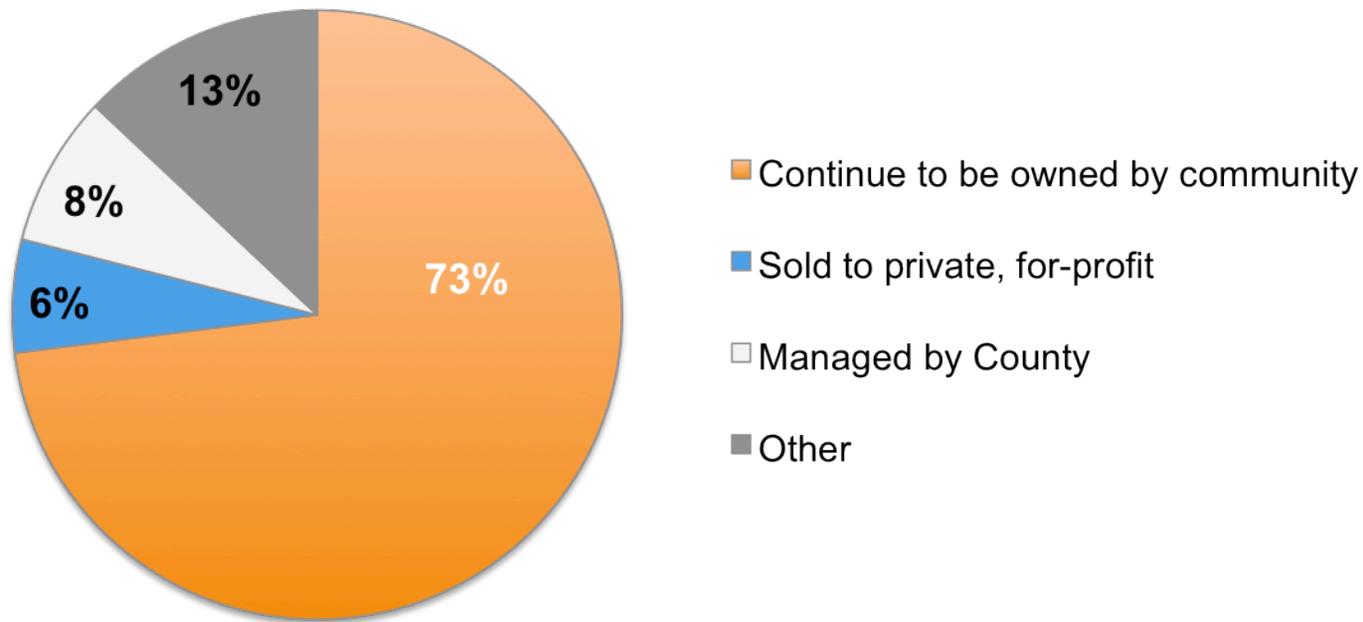
(Base = Total respondents; n=325)

# Governance leading to best quality health care

- Seventy-three percent of the population believes the community will be provided with the best health care if it continues to be owned by the community and governed by the locally elected District Board.

*Q: Which of the following do you believe will provide the community with the best quality of healthcare? Continue to be owned by the community and governed by the locally elected District Board; be sold to a private, for-profit Hospital network; be managed by Santa Clara County as a County Hospital; other.*

## Governance leading to best quality health care

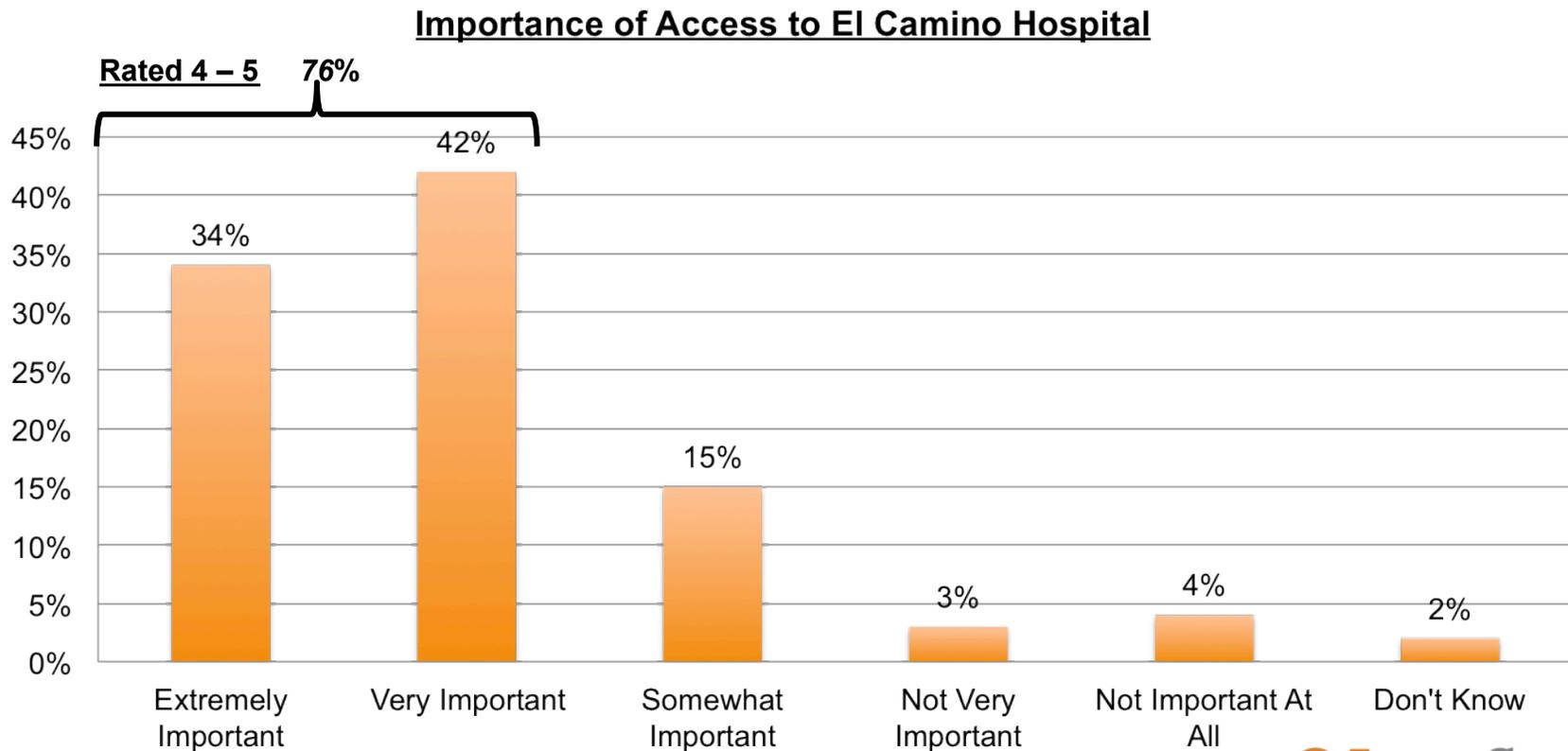


(Base = Total respondents; n=325)

# Importance of charity care services from ECH

- Seventy-six percent of the population believe it is extremely or very important that the community's poor can receive free programs and services from El Camino Hospital.

*Q: As a non-profit, community hospital, El Camino Hospital provides free programs and services to the community as charity care. In your opinion, how important is it that the community's poor can receive these health care services from El Camino Hospital? Would you describe it as extremely important, very important, somewhat important, a little important or not important at all?*



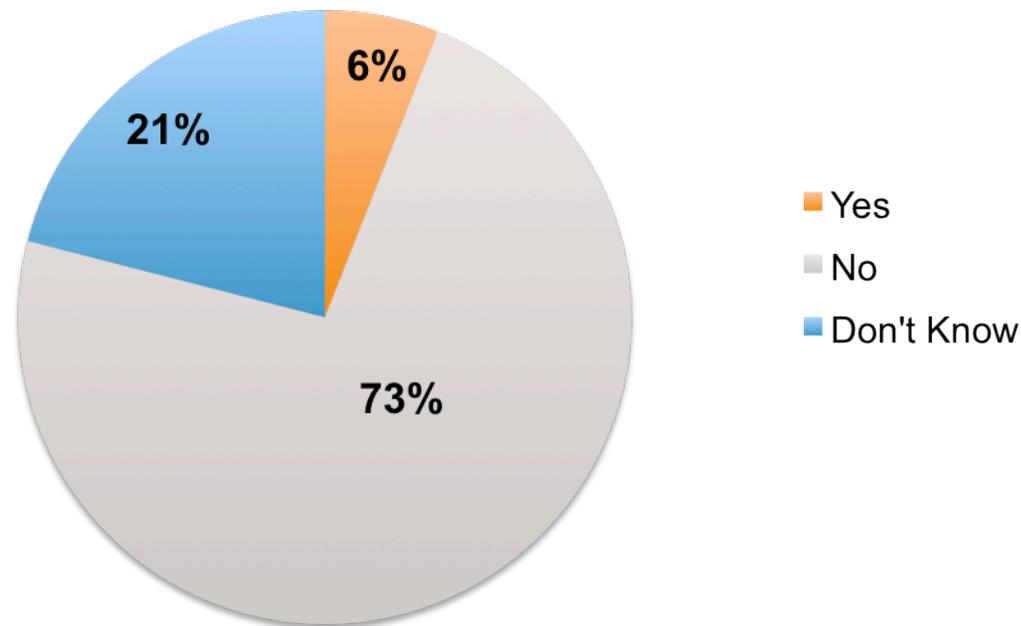
(Base = Total respondents; n=325)

# Favor elimination of District

- Only 6% of the population favors eliminating the District. Seventy-three percent do not favor eliminating the District. Twenty-one percent of the population does not know which they favor.

*Q: The Local Agency Formation Commission, also known as LAFCo, recently provided a service review and audit that suggested several potential options might be taken by LAFCo. One of the options was to eliminate the District. If the District was eliminated the community would lose control over the Hospital and all of the Hospital's assets. Are you in favor of eliminating the District?*

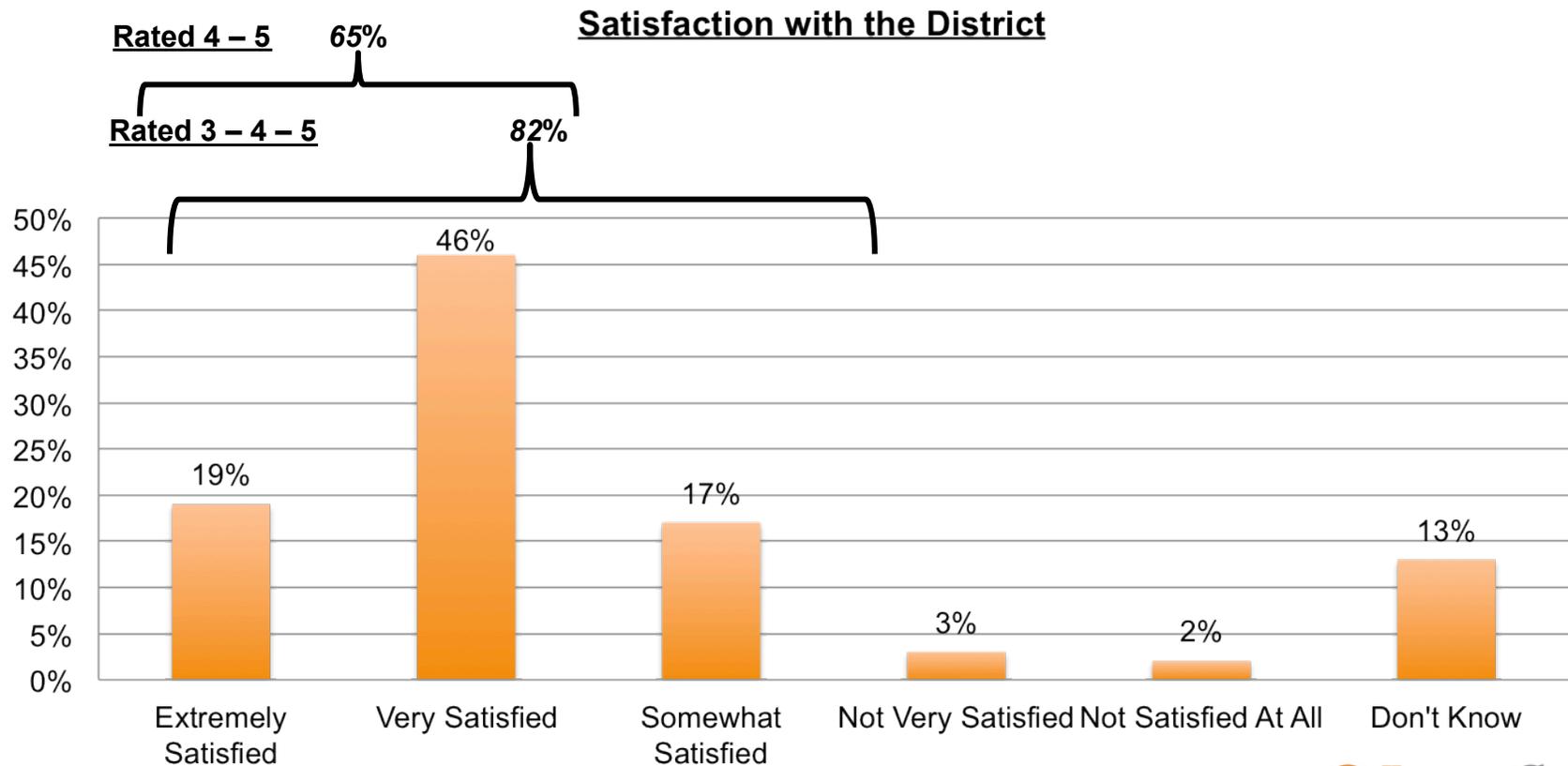
## Favor eliminating District



# Satisfaction with the District

- Eighty-two percent of the population has some level of satisfaction with the District, but sixty-five percent of the population claim they are extremely or very satisfied.

*Q: Overall, are you extremely satisfied, very satisfied, somewhat satisfied, a little satisfied or not satisfied at all with the job El Camino Hospital District is doing to provide health care services in your community?*



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*JumpStart is a market research and planning firm specializing in health care. It has worked with leading Hospitals and businesses on the West Coast to field numerous quantitative and qualitative research studies. It is known for its ability to translate data points into meaningful business-building insights.*

**SCREENER**

**INTRODUCTION**

Hello, my name is \_\_\_\_\_ and I am calling from QDM, a national public opinion company. Today we are conducting a short survey about El Camino Hospital District, the public agency that owns and controls El Camino Hospital. This survey will help the District to better understand how it can serve you. I assure you we are not selling anything. Your responses will be kept strictly confidential.

May I ask you a few questions?

A. Can you please confirm that the following is your correct zip code? **(READ ZIP CODE ON SCREEN)**

- Yes  100%
- No
- Don't Know  - **TERMINATE**

B. Which of the following groups includes your age? **(READ LIST)**

- Under 21  0% - **TERMINATE**
- 21-34  21%
- 35-44  22%
- 45-54  22%
- 55-64  16%
- 65-74  9%
- 75+  10%

C. Do you, or does any member of your household work for a Hospital or Physician's office?

- Yes  8%
- No  92%
- Don't Know  0%

D. Do you have health insurance for yourself?

- Yes  93%
- No  7% **SKIP TO Q1**
- Don't Know  0%

E. Do you use Kaiser as your insurance provider?

- Yes  21%
- No  79%
- Don't Know  0%

**MAIN QUESTIONNAIRE**

1. Have you or a member of your household ever been a patient at El Camino Hospital?

- |            |                          |     |            |
|------------|--------------------------|-----|------------|
| Yes        | <input type="checkbox"/> | 75% |            |
| No         | <input type="checkbox"/> | 24% | SKIP to Q2 |
| Don't Know | <input type="checkbox"/> | 1%  | SKIP to Q2 |

1A. Was that in the past two years or more than two years ago?

- |                         |                          |     |            |
|-------------------------|--------------------------|-----|------------|
| Within the Past 2 years | <input type="checkbox"/> | 38% |            |
| More than 2 years ago   | <input type="checkbox"/> | 60% | SKIP to Q2 |
| Don't Know              | <input type="checkbox"/> | 2%  | SKIP to Q2 |

1B. Overall, would you describe the quality of care you received from El Camino Hospital as excellent, very good, good, fair or poor?

- |           |                          |     |
|-----------|--------------------------|-----|
| Excellent | <input type="checkbox"/> | 46% |
| Very Good | <input type="checkbox"/> | 32% |
| Good      | <input type="checkbox"/> | 15% |
| Fair      | <input type="checkbox"/> | 1%  |
| Poor      | <input type="checkbox"/> | 4%  |

Don't Know  2%

2. How important is it to you that you can use El Camino Hospital for your health care needs? Would you describe it as extremely important, very important, somewhat important, a little important or not important at all?

- |                      |                          |     |
|----------------------|--------------------------|-----|
| Extremely Important  | <input type="checkbox"/> | 19% |
| Very Important       | <input type="checkbox"/> | 40% |
| Somewhat important   | <input type="checkbox"/> | 17% |
| A little important   | <input type="checkbox"/> | 6%  |
| Not important at all | <input type="checkbox"/> | 15% |

Don't Know  3%

**ECH District Study**

**Version 7**

**June 21, 2012**

3. Currently El Camino Hospital is an independent hospital, governed by a publically elected Board of Directors and owned by the community.

Is it extremely important, very important, somewhat important, a little important or not important at all that El Camino Hospital...

	Extremely important	Very important	Somewhat important	A little important	Not important at all	Don't Know
Remains independent	17%	32%	20%	4%	14%	13%
Continues to be locally owned	16%	35%	23%	5%	12%	10%
Continues to be locally controlled	17%	37%	22%	5%	12%	7%

4. Overall, do you feel that the quality of the El Camino Hospital District directly contributes to the quality of health care delivered to the community?

Yes  86%  
 No  5%  
 Don't Know  10%

5. Which of the following do you believe will provide the community with the best quality of healthcare?

Continue to be owned by the community and governed by the locally elected District Board  73%  
 Be sold to a private, for-profit Hospital network  6%  
 Be managed by Santa Clara County as a County Hospital  8%  
 Other \_\_\_\_\_  13%

6. As a non-profit, community hospital, El Camino Hospital provides free programs and services to the community as charity care. In your opinion, how important is it that the community's poor can receive these health care services from El Camino Hospital? Would you describe it as extremely important, very important, somewhat important, a little important or not important at all?

Extremely Important  34%  
 Very Important  42%  
 Somewhat important  15%  
 A little important  3%  
 Not important at all  4%  
 Don't Know  2%

**ECH District Study**

**Version 7**

**June 21, 2012**

7. The Local Agency Formation Commission, also known as LAFCo, recently provided a service review and audit that suggested several potential options might be taken by LAFCo. One of the options was to eliminate the District.

If the District was eliminated the community would lose control over the Hospital and all of the Hospital's assets. Are you in favor of eliminating the District?

- |            |                          |     |
|------------|--------------------------|-----|
| Yes        | <input type="checkbox"/> | 6%  |
| No         | <input type="checkbox"/> | 73% |
| Don't Know | <input type="checkbox"/> | 21% |

8. Overall, are you extremely satisfied, very satisfied, somewhat satisfied, a little satisfied or not satisfied at all with the job El Camino Hospital District is doing to provide health care services in your community?

- |                      |                          |     |
|----------------------|--------------------------|-----|
| Extremely Satisfied  | <input type="checkbox"/> | 19% |
| Very Satisfied       | <input type="checkbox"/> | 46% |
| Somewhat Satisfied   | <input type="checkbox"/> | 17% |
| A Little Satisfied   | <input type="checkbox"/> | 3%  |
| Not Satisfied At All | <input type="checkbox"/> | 2%  |
| Don't Know           | <input type="checkbox"/> | 13% |

## DEMOGRAPHICS

We have just a few final demographic questions. Please note that all responses will be kept strictly confidential.

D1. For classification purposes only, are you of Hispanic, Latin American or Spanish origin?

- |            |                          |     |
|------------|--------------------------|-----|
| Yes        | <input type="checkbox"/> | 5%  |
| No         | <input type="checkbox"/> | 90% |
| Don't Know | <input type="checkbox"/> | 5%  |

**D2 . What is your race? (READ LIST)**

White	<input type="checkbox"/>	62%
Chinese	<input type="checkbox"/>	9%
South Asian - Indian	<input type="checkbox"/>	9%
Other Asian	<input type="checkbox"/>	5%
Black	<input type="checkbox"/>	1%
Multi-Racial	<input type="checkbox"/>	2%
Other	<input type="checkbox"/>	12%

**D3. Which of the following best describes your employment status? (READ LIST)**

Employed full-time	<input type="checkbox"/>	38%
Employed part-time	<input type="checkbox"/>	14%
Homemaker	<input type="checkbox"/>	8%
Full-time student	<input type="checkbox"/>	7%
Unemployed	<input type="checkbox"/>	7%
Retired	<input type="checkbox"/>	24%
Prefer not to say	<input type="checkbox"/>	3% (DO NOT READ)

**D4. Which of the following describes your annual household income? (READ LIST) (**

Under \$50k	<input type="checkbox"/>	16%
\$50k to less than \$100k	<input type="checkbox"/>	22%
\$100k to less than \$150k	<input type="checkbox"/>	16%
\$150k or higher	<input type="checkbox"/>	26%
Prefer not to say	<input type="checkbox"/>	20% - (DO NOT READ)

**Those are all of our questions. Thank you for your participation!**