Public Perceptions and Pressures for Hospital Patient Safety and Quality

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CALIFORNIA HOSPITAL ASSOCIATION
Pressures on Hospitals

- Growing financial pressures
  - Medi-Cal and Medicare Budget Cuts
  - Health Care Reform
    - Coverage expansion and changes in reimbursement
  - Improved Patient Safety & Quality Outcomes
    - Hospital report cards
  - Workforce Shortages – Physicians, Nurses, Allied Health Professionals

- Other pressures
  - The media
  - Public perception
69% have a favorable opinion of their local hospital.

Most think hospitals are big businesses.
- Do hospitals overcharge for the services they bill for?
  Yes = 88%, No = 11%

- Personal experience with hospital overbilling?
  Yes = 48%, No = 49%

Cost of care is chief concern.
- Controlling health care costs is a top-tier issue (83%).
- 45% worry a lot about paying medical bills.
Perception: Safety & Quality

- Seen or heard news stories about medical errors occurring in hospitals.
  
  Yes – 44%, July 2011

- 68% are concerned that medical errors occur at their local hospital.

- 76% consider a hospital’s reputation when making health care and other decisions.
  
  - Perceptions about a hospital’s reputation is key to consumers, elected officials, media, etc.
Hospital Headlines Color Public Perception

John Commins for HealthLeaders Media

April 25, 2012
CHA - Influence and Advocacy

- Legislative Advocacy
- CHPAC
- Public Education/Advocacy
- Media Relations
Public Advocacy Program

- Protect hospitals by enhancing their position.
  - Highlight the good work of hospitals
    - Patient safety & quality improvements
    - Charity care
  - Balance the negative media stories

- Educate the public about issues that impact hospitals.

- Build support and influence for hospitals.
  - Build a strong coalition
  - Bring a powerful voice to the State Capitol.
Hospitals care for patients & communities – 24/7.
- They provide vital health care services and protect public health.

Hospitals are on the front lines of care.
- ERs must care for everyone, despite their ability to pay.
- Hospitals provide $13 billion of uncompensated care annually.

Hospitals are making great strides in a rapidly changing health care environment.
- Improving patient safety and quality.
- Reducing costs and providing more care to more people.
2013 – Image and Influence

- Patient Safety & Quality Improvement
  - 2013: Readmissions and Early-Term Deliveries
  - 2012: Reducing C-diff infections, surgical safety and reducing medication errors
  - 2011: Reducing sepsis, CLASBI, patient falls, pressure ulcers

- Contributions of 100,000 Volunteers

- Charity Care and Community Benefit Services (AB 975)

- DP/SNF Cuts (AB 900)
Join Our Caring Team!

- Know the issues that impact your hospital.
- Become a hospital supporter. Sign up today or on: www.CaringisourCalling.org
- Help us build a powerful coalition and voice. Ask your colleagues and friends to sign up.
- Engage when asked.

At California’s community hospitals – Caring is our Calling