

ONTARIO COMMUNITY HEALTH STUDY

THINGS YOU NEED TO KNOW ABOUT HOSPITAL SATISFACTION

PRESENTED BY FORUM RESEARCH INC.

JUNE 2017



FORUM
RESEARCH INC.

KEEPING A PULSE ON ISSUES THAT MATTER

Nobody wants to get sick; nobody wants to need a hospital, but in a medical emergency an Ontario Hospital is the only place you'd want to be.

We have probed the thoughts of Ontario residents to get their opinions on their local hospitals, on how folks think they work, and how to make them better; but we can go deeper.

If you're interested in refining your approach to patient experience, fundraising, or government relations, you should make an appointment to chat with us. We can help you.

No referral needed.

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PATIENT EXPERIENCE

The majority of patients or family members are finding their visits to their local hospital to be a helpful, and positive experience. At the heart of it, people feel strongly about the care they're receiving, as well as the way they're receiving it.

OVERALL EXPERIENCE



HELPFULLNESS OF THE VISIT



FUNDRAISING

While the majority have not donated to their local hospital, most say that they would be likely to do so in the future.

DONATION ABILITY AWARENESS



Age: respondents over the age of 55 are most aware of the ability to make a donation to a hospital.
Education: residents with a college/university degree are most aware of hospital donations

FUTURE DONATION LIKELIHOOD



Region: most respondents in Southwestern Ontario would be at least somewhat likely to donate in the future
Education: residents with some college/university, or a completed college/university degree are most likely to say they'd donate in the future

PERSONAL DONATION HISTORY



Region: Eastern Ontario is the most generous

Q6. Were you aware you can donate to hospitals?
Q7. In the past, have you ever made a donation to your local hospital?
Q13. How likely are you to donate to your local hospital in the future?

HEALTHCARE RATINGS

When it comes to the quality of care, the largest category of respondents rated the healthcare received as **excellent**, and almost three quarters rated the care as **good** or better.

29%
EXCELLENT



25%
VERY GOOD



20%
GOOD



16%
FAIR



10%
POOR



Better experience means more support for Ontario hospitals

Ontarians who rated their health care experience as **good**, **very good**, or **excellent** were more likely to **donate** to their local hospital in the future.

GOVERNMENT FUNDING

You don't need a neurosurgeon to tell you that healthcare system doesn't get the funding it needs to fully operate. You know it, we know it...but the good news is, most Ontarians know it too. In better news, more than three quarters know that the reason hospitals fundraise is to support equipment and initiatives not paid for by the government. Additionally, more than two-thirds think the government should increase its funding to hospitals, which provides a very broad base of support for a campaign to increase base funding.

GOVERNMENT FUNDING SHORTFALL AWARENESS

70%  YES



Those in the **GTA, Niagara, Hamilton, Oshawa** were most aware of the funding shortfall



The **college or university** educated are the most aware of the healthcare funding gap

GOVERNMENT FUNDING APPROACH

69%  INCREASE



Respondents in the **905 and Southwestern Ontario** are the most likely to support an increase to hospital funding



Post-graduate degree recipients are the least likely to support an increase to healthcare funding

HOSPITAL FUNDRAISING AWARENESS

77%  YES



Respondents in **Toronto** are the least likely to have an understanding of the purposes of hospital fundraising



Awareness is highest amongst those **45 or older**

Q10. Were you aware that the government does not fund all healthcare needs, including those at hospitals?

Q12. In your opinion, how should the government approach its funding of hospitals?

Q11. Were you aware that hospitals fundraise to buy equipment and other needs that are not funded by the government?

OVERALL SATISFACTION

Ontarians are pretty happy with the healthcare system.

Happy patients mean giving patients, with more than 8 in 10 that said they were somewhat satisfied or very satisfied also said they would be very likely to donate to their local hospital in the future.

Ultimately, Ontario's healthcare system gets a clean bill of health from its patients and they're likely to recommend it to their friends and family.

Q14. Overall, how satisfied are you with healthcare in Ontario?

Q4. Would you recommend this hospital to your friends and family?

SATISFACTION

TOP2



60%

62%



58%



Torontonians and those living in Eastern Ontario are the most satisfied with the health system overall



Seniors are most likely to be satisfied with the healthcare system

RECOMMENDATION

TOP2



73%

73%



73%



Respondents in Eastern Ontario are far more likely to recommend their local hospital, with 81% saying they would at least "probably" recommend it.



Across the board, as the age of Ontarians increases, so does their likelihood of recommending their hospital to their family and friends

FORUM CAN TRIAGE PUBLIC OPINION FOR YOU



Let us know how we can help.

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