



London Health Sciences Centre
Corporate Communications and Public Relations

*Survey Results for the 2011 Annual Report to the
Community and Annual Community Meeting*

Executive Summary	1
Annual Report to the Community – Summary	2
Annual Community Meeting – Summary	4
Appendix A (Annual Report Survey Feedback).....	5
Appendix B (Community Meeting Survey Feedback)	9

Survey Results for the 2011 Annual Report to the Community & Annual Community Meeting

Executive Summary

Each year, the London Health Sciences Centre Annual Report and Annual Community Meeting are planned in part using feedback from the previous year, as well as recommendations from the President and CEO, Board Chair, and Ontario Hospital Association guidelines.

In 2010, it was determined that a formal survey tool should be implemented for both corporate vehicles to help develop concrete evaluation mechanisms for future planning. This information is also useful in demonstrating solid, measureable evidence when submitting for various national and local communications awards.

To obtain this feedback, survey tools were developed by Corporate Communications and Public Relations. A printed survey was made available to attendees at LHSC's 2011 Annual Community Meeting, and an online survey tool developed for those who read the Annual Report to the Community (both online and the print version).

Each survey contained questions specific to the goals of the particular publication or meeting. In addition, the questions were designed to explore how audiences were receiving invitations or their report, what format they preferred them in, and how interested or impressed they were with the various functions.

The following document contains an analysis of the feedback obtained from both surveys, as well as a detailed breakdown of responses for each question.

2011 Annual Report to the Community

Summary

The Annual Report to the Community is designed to highlight the past year's activities and accomplishments, demonstrate accountability and shine the spotlight on different departments and areas within the organization. The theme of the 2011 Annual Report was "new beginnings," focusing on the new spaces, new faces, and new ways of delivering care at London Health Sciences Centre that are featured throughout the report.

Each year's annual report features several of the same sections with 2011 being no exception. These include:

- Message from the President and CEO
- Message from the Chair, Board of Directors
- Highlights of the Year
- Three featured program areas (for 2011: Critical Care, Dialysis, Labs)
- Financial Report

A medical breakthroughs timeline and strategic plan are usually included in the annual report, but were removed this year. Instead, the medical breakthroughs were mentioned in a paragraph on the Highlights of the Year page, driving readers to our website where they could find a full list of all of our firsts. This approach was taken as we did not have enough 'firsts' within our three featured program areas (Critical Care, Dialysis and Labs) to warrant a breakthroughs spread. The Strategic Plan was left out as the organization is currently in the midst of future planning and a current plan was not available.

New to this year's report was the inclusion of reports from London Health Sciences Foundation and Children's Health Foundation, both of whom had a four-page spread (five in the case of LHSF) that included a message from their Board Chair and patient-care stories.

The online survey was profiled in the printed version of the report to encourage people to visit the LHSC website to complete the survey. In addition, a direct link to the survey was included at the bottom of every page on the Online Annual Report. A prize of a photo session with Rob Nelson, the 2011 annual report photographer, was offered as incentive for filling out the survey.

The online survey had two major objectives:

1. Determine readers' rating of the overall design and content of the report
2. Determine what content categories were considered of interest (measured by whether it was read by the respondent):
 - a. Highlights of the year
 - b. LHSC by the numbers
 - c. Messages from the President and CEO and Board Chair
 - d. Three feature stories (LRCP, Medical Genetics, Cardiac Care)
 - e. Lawson Health Research Institute - personalized medicine feature
 - f. LHSF and CHF reports
 - g. Financial report

The number of respondents to the 2011 survey was drastically reduced from the previous year, with only 16 responses compared to last year's 138. Because of this low number, results are not necessarily indicative of the overall reaction to the annual report given that nearly 1,300 copies of the printed version were distributed to stakeholders, and more than 11,000 sent electronically.

However, the overall response from the survey was positive, with 94% (all but one respondent) scoring either "agree" or "strongly agree" that the annual report was easy to understand, and the same percentage rating the overall design as "good" or "excellent." In addition, at least 75% of respondents read the entire report from cover to cover.

Despite the low response rate, the limited results from the survey will be taken into consideration during the planning stages for content, theme and design of the 2011/12 Annual Report to the Community.

Detailed survey questions and answers are found in Appendix A.

2011 Annual Community Meeting

Summary

London Health Sciences Centre's 2011 Annual Community Meeting followed the same format as the previous year when no official board business was conducted and also included information booths from the three featured program areas in the Annual Report to the Community.

The feedback survey was handed out at the meeting (with the agenda). The incentive for respondents to participate was the chance to win a photography session with Rob Nelson, photographer of the 2011 LHSC Annual Report to the Community. A total of 36 surveys were returned; only 12 per cent of the approximately 300 people in attendance completed the survey. This was drastically reduced from approximately 80 completions in 2010.

The survey questions were designed to elicit feedback in three separate areas:

1. Invitation method (to track how many more attendees are using the web-based invite rather than hard copy);
2. Logistics of the meeting (RSVP process, venue, parking, information booths, length, and refreshments); and
3. Content, presentation, and use of multi-media in reports

Overall, the response was very positive in all categories. Feedback on reports from the President and CEO, Board Chair, London Health Sciences Foundation, Children's Health Foundation, and Lawson Research Institute were divided up into three areas: content, presentation, and use of multi-media. Responding either 'very effective' or 'effective' in each of three areas, the breakdown is as follows:

- 84 % for content
- 84 % for presentation style
- 83 % for use of multi-media.

Results from this survey will be used to help the planning of LHSC's 2012 Annual Community Meeting. Detailed survey questions and answers are in Appendix B.

Appendix A

Annual Report to the Community – Survey Feedback

(NB: Each breakdown is presented as a percentage, with the total number of respondents in [square parentheses])

Did you read the print or online version of the Report to the Community?

	Percentage
Online	62.5% [10]
Print	18.75% [3]
Both	18.75% [3]

Results

More than 80% of respondents read the report online, which can be attributed in part to the fact that the survey was only available online. Additional data is required to determine if online publishing of the annual report is the most effective way to reach target audiences.

The annual report was easy to understand

	Percentage
Strongly Agree	69% [11]
Agree	25% [4]
Disagree	6% [1]
Strongly Disagree	0

Results

The purpose of this question was to elicit whether the reader found the report easy to understand, and thus understood the purpose of the report. With 94% (all but one respondent) indicating ‘Agree’ or ‘Strongly Agree’ we can conclude that the report was easy to understand.

Please rate the overall Design of the Report to the Community

	Percentage
Excellent	75% [12]
Good	19% [3]
Average	6% [1]
Fair	0
Poor	0

Results

Feedback on the design of the Annual Report was exceptionally positive, with none of the respondents indicating a ‘Fair’ or ‘Poor’ response. In fact, three-quarters of those who completed the survey rated the design as ‘Excellent’. This question did not require

respondents to clarify whether they liked the design of the print versus online versions, so unfortunately we do not have any data to indicate preference.

What did you like/dislike about the design [optional field to complete]

I like the highlights a lot. Thank you for highlighting the work of the child and Youth Advisory Council. This recognition will mean sooo much to the youth volunteers. Very colourful and positive messages overall.

Really liked pages 6 and 7 Highlights of the Year. Layout and format easy to follow and understand.

I love the size of the report – it was easy to handle. I also loved the layout and use of photography throughout.

I like the patient focus. Corporate colours are clearly represented. Clean, fresh look.

I am currently staying on the 9th floor in the B zone and boy is it beautiful.

It was quick and easy to read, easy to navigate. Colors were very visually appealing.

Did you read:

	Yes	No
Highlights of the year	100% [16]	0
President and CEO message	81% [13]	19% [3]
Chair of Board of Directors message	81% [13]	19% [3]
LHSC by the numbers	94% [15]	6% [1]
Feature – Dialysis	75% [12]	25% [4]
Feature – Critical Care	94% [15]	6% [1]
Feature - Labs	75% [12]	25% [4]
Lawson Health Research Institute	94% [15]	6% [1]
Children’s Health Foundation	81% [13]	19% [3]
London Health Sciences Foundation	100% [16]	0
Financial report	75% [12]	25% [4]

Results

At least 75% of respondents read the Annual Report from cover to cover, which indicates the various sections were interesting and/or informative enough to hold the attention of the reader.

How can we improve our Report to the Community in future years?

Continue to highlight with patient and family stories

Great the way it is.

It's excellent!

Appendix B Annual Community Meeting – Survey Feedback

What Organization are you from?

LHSC	CHF	SJHC	LHSF	Lawson	Other
17	2		4		13

How did you hear about the 2011 Annual Community Meeting?

Invitation (Email and/or hardcopy)	Website	LFP	Londoner
26	1	2	1

Results

The majority of respondents heard about our Annual Community Meeting via email or hardcopy invitation.

Please indicate your satisfaction:

1- Very Satisfied 2- Satisfied 3- Neither Satisfied or Dissatisfied 4- Dissatisfied
5-Very dissatisfied (NA-not applicable)

	1	2	3	4	5	NA
RSVP Process	25	6		2	2	1
Venue	18	10	5	2	1	
Parking	15	14	4	1	1	1
Display booths	17	8	2	1	1	7
Length	20	8	2	2	2	2
Refreshments	22	8	1	1	4	

Results

Overall, 80 per cent responded either ‘very satisfied’ or ‘satisfied’ in the logistics of the meeting.

Percentage of those responding with 4 or above (satisfied or extremely satisfied):

RSVP Process - 86%
Venue - 78%
Parking - 81%

Booths - 69% - 19% answered Not Applicable

Food/drink - 83%

Presentations – Content

1-Very Effective 2-Effective 3-Niether Effective or Ineffective 4-Ineffective

5-Very Ineffective

	1	2	3	4	5
LHSC Board Chair	17	11	3	2	
LHSC CEO	21	7	1	2	2
CHF	21	6	4	1	1
LHSF	21	7	1	2	2
LAWSON	24	4	2		3

Presentations – Presentation Style

1-Very Effective 2-Effective 3-Niether Effective or Ineffective 4-Ineffective

5-Very Ineffective

	1	2	3	4	5
LHSC Board Chair	15	12	3	1	2
LHSC CEO	22	6	1	2	2
CHF	21	6	3	1	2
LHSF	19	8	3	2	1
LAWSON	21	7	3		2

Presentations – Use of Multimedia

1-Very Effective 2-Effective 3-Niether Effective or Ineffective 4-Ineffective

5-Very Ineffective

	1	2	3	4	5
LHSC Board Chair	19	7	3	1	3
LHSC CEO	25	3	3	1	1
CHF	25	3	3	1	1
LHSF	20	6	3	3	1
LAWSON	22	6	4		1

Results

Overall, the feedback on presentations was extremely positive, with respondents scoring ‘good’ or ‘excellent’ at 84 per cent for content, 84 per cent for presentation style, and 83 per cent for use of multi-media.

Percentage of those responding with “very effective” or “effective”:

	Content	Presentation	Use of Multimedia
LHSC Board Chair	84%	82%	79%
LHSC CEO	85%	85%	85%
CHF	82%	85%	85%
LHSF	85%	82%	79%
LAWSON	85%	88%	85%

Comments:

“Excellent coverage for 2011. Bonnie Adamson’s report was top notch. “

“We love this place.”

“Very effective presentation.”

“Representatives from the hospital executives, staff physicians need to be more in the public eye, outside of the hospital in community buildings. I.E. Library.”

“Thank you for opening this up to the community”

“Both LHSC video’s soundtracks were intrusive and excessively cacophonous. To lesser extent same applies to CHF. Like the absence of all the motions.”