



London Health Sciences Centre

Corporate Communications and Public Relations

*Survey Results for the 2010 Annual Report to the
Community and Annual Community Meeting*

(Includes all anecdotal comments)

Section 1

Survey Results: 2010 Annual Report to the Community

The Annual Report to the Community is designed to highlight the past year's activities, demonstrate accountability and enhance the LHSC brand. The theme of the Annual Report, "It's In Our DNA," refers to the proud tradition of caring and innovating at LHSC and was weaved throughout the content of the report.

Much of the content categories for the 2010 report remained the same as last year, with messages from the President and CEO and Board Chair, highlights from the year, medical breakthroughs, strategic plan, and the financial report. The biggest change this year was the use of the staff members' voice in the three feature stories (London Regional Cancer Program, Cardiac Care, and Medical Genetics) rather than the patient point of view. This was done to deliver on the theme "It's in Our DNA" and to demonstrate how the people of LHSC are caring and innovating.

The online survey was profiled in the printed version of the report to encourage people to go the LHSC website to complete the survey. A prize of a personalized DNA art print was offered as an incentive.

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 most informative by the reader:
 - a. Highlights of the year
 - b. Messages from the President and CEO and Board Chair
 - c. LHSC by the numbers
 - d. Medical Breakthroughs
 - e. Strategic Plan
 - f. Three feature stories (LRCP, Medical Genetics, Cardiac Care)
 - g. Lawson Health Research Institute - personalized medicine feature
 - h. Financial report

With 138 people completing the online survey, more than half of respondents (55%) read this year's report online. Given the distribution levels for both the printed and e-mailed versions of the annual report, the survey cannot be considered statistically valid. Nevertheless the feedback provides a snapshot of the views of readers and overall was quite positive, with 95% rating the overall design of the report as 'Good' or 'Excellent,' and 86% saying the content was 'Good' or 'Excellent'.

Results from the survey will help plan content, theme and design of the 2010/11 Annual Report to the Community.

Detailed survey questions and answers are below:

(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	55.1% [76]
Print	32.6% [45]
Both	12.3% [17]

Results

Close to 70 % of respondents read the report online, which can be attributed in part to the fact that the survey was only available on-line. Additional data is required to determine if on-line publishing of the annual report is the most effective way to reach target audiences. It should be noted that 1,300 copies of the printed version were distributed to stakeholders, and the web link to the online version of the report was sent to 50 external key stakeholders and our over 10,000 staff, physicians and researchers.

Please rate the overall *Design* of the Report to the Community

	Percentage
Excellent	50% [69]
Good	44.9% [62]
Average	5.1% [7]
Fair	0
Poor	0

Results

The feedback on the design of the Annual Report was exceptionally positive, with none of the 138 respondents indicating a ‘Fair’ or ‘Poor’ response. In fact, half of those who completed the survey rated the design as ‘Excellent’.

Please rate the *Content* of the Report to the Community

	Percentage
Excellent	34.1% [47]
Good	52.2% [72]
Average	10.9% [15]
Fair	2.2% [3]
Poor	0.7% [1]

Results

Nearly 90% of respondents indicated a ‘Good’ or ‘Excellent’ result for the overall content of the report. (A more detailed analysis of each section is available below).

Which articles, if any, were of particular interest to you? (Multiple answers allowed)

	Yes, of interest to me	No, not of interest to me	Total # of respondents
Highlights of the year	98.5 % [128]	1.5 % [2]	130
President and CEO message	56.3 % [67]	43.7 % [52]	119
Chair of Board of Directors message	45.4 % [54]	54.6 % [65]	119
LHSC by the numbers	90.3 % [112]	9.7 % [12]	124
Medical breakthroughs	96.9 % [125]	3.7 % [4]	129
Strategic plan 2010-2013	71.3 % [82]	28.7 % [33]	115
Feature – LRCP	94.8 % [128]	5.2 % [7]	135
Feature – Medical Genetics program	92.9 % [118]	7.1 % [9]	127
Feature - Cardiac Care Program	92.8 % [116]	7.2 % [9]	125
Personalized Medicine feature	96.1 % [122]	3.9 % [5]	127
Financial report	50.4 % [58]	49.6 % [57]	115

Results

In almost all cases, the majority of those who answered this question indicated ‘Yes, the content was of interest to me’. The only areas of the report where this was not the case were the message from the Chair, Board of Directors (54.6% responded ‘No, not of interest to me’) and the Financial Report (almost half, 49.6% responded ‘No, not of interest to me.’)

Readers were most interested in the Highlights of the Year (98.5%), LRCP feature (94.8%), Medical Genetics feature (92.9%), Cardiac Care feature (92.8%) and Personalized Medicine feature (96.1%).

Please leave any other questions, comments or ideas on how we can improve our Report to the Community in future years. (optional)

“I really enjoy the personal aspect of the annual report--the pictures and stories that the average person can relate to. This year, I was very impressed to find the glossary of terms for the general public. I was surprised to not find anything relating to transplant on the medical breakthrough page! Overall, a very impressive Report to the Community!!”

“More program review from the patient and volunteer point of view”

“It's great”

“Explain to the community the strategies LHSC is implementing to improve emergency services in order to reduce wait times for treatment. Provide information regarding the measures in which LHSC is reducing managerial staff to incorporate more funding towards staff providing direct patient services including nursing, technical, clerical, etc. in order to improve all areas of patient care.”

“It was very well done and very interesting reading.”

“Going green in the future is always a good idea.”

“It was a very good looking report”

“Was a great Report”

“Don't find it worth the read”

“I did not read anything about education”

“good job!”

“Great layout. Colours are visually appealing. Financial report seems unnecessary though.”

“It is important for the community to know the numbers and to know how we are spending our money. I often hear comments about how wasteful the hospitals are with their money so they would appreciate us justifying the money we spend.”

“I thought this year's report was informative, compelling and interesting to read.”

“I appreciate the opportunity to provide feedback.”

“Personally I prefer the human stories, I was particularly impressed with the most recent article 'When the doctor becomes the patient.' It put a real face to those who work in the field, now working in the system from the other side of the coin. Great article.”

“the 'stories' of programs, patients & staff highlight the very real impact of the Hospital on the community”

“Very interesting!”

“I think it is important to use pictures of people who work at LHSC. thank you for doing that.”

“It looked very good.”

“Lots of good info.”

“Great information. Always enjoy reading through it. Makes me feel proud to be here when i read it!!”

“Keep up the good work!”

“It was especially interesting to read Cliff Nordal's message as he summarized some of the key accomplishments in the past year as well as his focus.....also because he is retiring to see what he had to say as he looked back.”

“Because LHSC consists of 'member of the community', perhaps you could incorporate 'Message from our staff' too about how different issues affect staff 'as part of the community'.”

“No improvement needed.”

“Great to see the audited financial stmts on line. Contributing to more and more transparency.”

“the role of laboratory technologists in diagnosis of disease ex. clinical cytogenetics, flow cytometry, radiology, core lab (blood bank, haematology, chemistry, pathology) etc. co-ordinating results from all labs in diagnosis”

“Summary of financial status would be easier to read and any pending actions as a result of the financial status”

“How this affects an ordinary member of the community, what it means to THEM, not just LHSC workers.”

“Bedside nurses talking about their roles and what nursing means to them, perhaps sharing a significant event in their nursing careers. Or, a day in the life of a nurse.”

“I don't think that there is anything I can say except that it is full of lots of information for the general public to read and understand. Lots of information for all to know. Thanks”

“Love reading this! Very informative and enjoyable!”

“I really enjoyed the article of when the Dr. becomes the patient. More articles focusing on the different department in the hospital and the focus on Patient & staff safety”

“Personalize the information more to engage community more fully.”

“More topics related to front line staff, emerg dept, emerg psych, difficulties related to wait times, admitted er pts, admitted psych patients etc.”

“No major suggestions at present - I do find fact more interesting than fiction though. And a suggestion, this printing must have been a bit more expensive, perhaps a less

expensive version is appropriate - those of us who are going to read it will do so even if it is not glossy and colourful. Thanks for keeping us up-to-date."

"I enjoyed reading all of the report, especially e and g which was especially touching. All of the report was very informative. Overall, I don't know at this point what could be improved but know I found the information very easy to read."

"More information regarding inter departmental achievements; for instance those departments that indirectly related to Health care"

"Didn't know about this report until I received an email to complete the survey. Very interesting. Particularly liked reading about all the breakthroughs that happened at LHSC."

"I like the report to the community because it provides information not only for the community but for myself as well. It's nice to be able to keep up with what's happening in and around the hospital and it's involvement in the and with the community. It's great to read about our medical breakthroughs. This report makes me feel like I've may have been a small part of helping make this hospital the successful part of the community is is!"

"Possibly include more of nursing aspect. Hospital care is nursing care"

"More pictures . more patient stories of ordinary events."

"I liked how the online version of the report was so streamlined and succinct. Often online reports can bog you down but this didn't have a heavy feel to it at all. I really think the spacing and use of pictures and colour helped with this."

"Continue with more of the same. Very pleasant and informative read."

"informative information"

"I thought the first edition was very interesting and informative."

"It is important to share with the Community about what is occurring in our hospital and the financial issues. One never knows what could or would come from legitimate information disseminated in this manner. Maybe more letters to the Ministry!!As well Foundation money could be garnered. The Community relies on the hospital as a service provider. The Community makes the hospital and the workers inside the hospital. So I firmly believe you are on the right track!!"

"nothing, i like it!"

"What a great idea."

"It is easy for us to cocoon ourselves in our own area of work. Good to see what is going on in the organization as a whole."

“Featured Stories were the most interesting part of the report, and Medical Breakthroughs and Highlights on the Year were also very interesting. As an LHSC employee, reports such as this one allow me to step back and look at the bigger picture of LHSC, and recognize its impact on people of our community. I also learned some things about my hospital that I didn't know!”

“It seems that a lot of money is put into these reports. I think an electronic version should be more encouraged. There are at least 3 if not more of these paper reports sitting on our lunch-room table, which will be thrown away. A big waste! Otherwise, I think the report is great. It is nice to see the highlights of LHSC.”

“As an internal stakeholder much of the messaging from the President and Board Chair was not 'new'. I do understand that the primary audience is the community however and this is an extremely important part of the report!”

“More photos”

“Personal stories of patients for staff”

“Great design ... v. impressed!”

“Keep up the good work”

“I really like the new format!”

“Online should be the way of the future. Hopefully this is provided to local and surrounding newspapers in the form of a link to expand readership”

“The layout was terrific. Articles were very interesting and easy to read.”

“Loved the ease of going from article to article. Will this be replacing The Page?”

“I find the design could offer some merit to the community but differs from actual value and content the public newspaper reports on with some of these same departments. Closing and laying off staff and reorganizing staff placement are not conveyed internally”

Section 2: Survey Results: 2010 Annual Community Meeting

London Health Sciences Centre hosted its first Annual Community Meeting in 2010, implementing some small but noticeable changes from its previous Annual General Meeting format. No official board business such as by-law changes was conducted during the meeting and this year's event included the use of information booths from the three featured program areas in the Annual Report to the Community, and the introduction of a keynote speaker.

The feedback survey was handed out at the meeting (with the agenda). The incentive for respondents to participate was the chance to win personalized DNA artwork, in keeping with the theme "It's in Our DNA." A total of 51 surveys were returned; approximately one-third of the approximately 160 in attendance. (*NB: In some cases, not all sections on the survey were filled out.*)

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. Eighty per cent responded either 'satisfied' or 'extremely satisfied' overall in the logistics of the meeting. Feedback on reports from the President and CEO, Board Chair, London Health Sciences Foundation, Children's Health Foundation, and keynote address were divided up into three areas: content, presentation, and use of multi-media. Responding either 'good' or 'excellent' in each of three areas, the breakdown is as follows:

- 90 % for content
- 87 % for presentation style
- 89 % for use of multi-media.

While not many respondents added any additional comments, those that did were overwhelmingly positive. For example, "Very good balance and well-planned event. I enjoyed listening about the medical achievements at LHSC." and "A well-run, well-presented meeting."

Results from this survey will be used to help the planning of LHSC's 2011 Annual Community Meeting. Detailed survey questions and answers are below:

How did you hear about the 2010 Annual Community Meeting?

E-mail invite	Hard Copy invite	Website	LFP	Londoner
29	10	2	3	0

Results

The majority of respondents heard about our Annual Community Meeting via e-mail invitation.

Please indicate your satisfaction:

1-Extremely dissatisfied 2-Dissatisfied 3-Neutral 4-Satisfied 5-Extremely satisfied (NA-not applicable)

	1	2	3	4	5	NA
RSVP Process		1	2	12	26	7
Venue		1	11	22	14	
Parking	1	4	9	14	18	2
Display booths		1	4	23	19	1
Length			3	22	20	3
Food/Drink				17	25	5

Results

Overall, 80 % responded either ‘satisfied’ or ‘extremely satisfied’ in the logistics of the meeting.

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

RSVP Process - 79%
 Venue - 75%
 Parking - 67%
 Booths - 88%
 Food/drink - 89%

Presentations – Content

1-POOR 2-FAIR 3-NEUTRAL 4-GOOD 5-EXCELLENT

	1	2	3	4	5
LHSC Board Chair			5	10	31
LHSC CEO			4	13	29
CHF Rep		1	5	16	25
LHSF Rep			7	17	28
Dr. David Hill			3	4	40

Presentations – Presentation Style

1-POOR 2-FAIR 3-NEUTRAL 4-GOOD 5-EXCELLENT

	1	2	3	4	5
LHSC Board Chair			4	12	29
LHSC CEO			4	14	27
CHF Rep		2	7	14	26
LHSF Rep	1	2	8	14	20
Dr. David Hill			2	12	32

Presentations – Use of Multimedia

1-POOR 2-FAIR 3-NEUTRAL 4-GOOD 5-EXCELLENT

	1	2	3	4	5
LHSC Board Chair	1		5	10	25
LHSC CEO			2	14	24
CHF Rep		1	7	10	24
LHSF Rep			4	15	23
Dr. David Hill			2	5	35

Results

Overall, the feedback on presentations was extremely positive, with respondents scoring ‘good’ or ‘excellent’ at 90 % for content, 87 % for presentation style, and 89 % for use of multi-media.

Percentage of those responding with 4 or above (good or excellent):

	Content	Presentation	Use of Multi-media
Bob Siskind	89%	91%	85%
Cliff Nordal	91%	91%	95%
CHF	87%	81%	81%
LHSF	87%	76%	90%
Keynote	94%	96%	95%

Comments

“Very good balance and well-planned event. I enjoyed listening about the medical achievements at LHSC.”

“Wonderful presentations”

“Focus on buildings/material goods, etc. fine, what about staffing for those centres (cutbacks – nurses Dr’s, plus other needed personnel – technicians, lab workers). Those needs are there but cutbacks are evident.”

“I am pleased that the Holdsworth was used again. Very interesting.”

“I replied by e-mail but it was not received.”

“Enjoyed the format! Dr. David Hill was great.”

“Excellent presentations.”

“Thank you for inviting us. Everything was most informative. I especially enjoyed hearing all the firsts!”

“Very informative.”

“A well run well presented meeting. Venue – air a bit stuffy. Content overall good. Chair great but I’m biased!”

“Loved the historical research view.”

“Thanks again, Bob!”

“The annual meeting has progressed greatly from satisfying a group of about 30-40 voting members situated at the front and centre of the hall (outward).”

“I need a better chair! Lol! Dr. Hill was excellent!”

“A great community meeting. Congratulations on the innovations.”

“Great showcase of the good being done in our community. I am looking forward to helping in the future growth of LHSC.”

“Great!”

“Dr. Hill was outstanding”

“Great work everyone!”

“Excellent – well organized and informative”

“Everything was wonderful”

“We heard of what positive things can and have happened ... However no mention of RN cutback at the bedside, long ER waits, increase in infections (highest in Ontario) and the promise by MPPs that 2 CEO’s would not be hired. We do not need for presidents, coordinators, vice presidents, CEOs, we need RN’s at the bedside, patient care already jeopardized and soon to be replaced by regular practice nurses, unskilled workers. The meeting did not cover any of these concerns. It was a lovely whitewash with great food (paid for by letting one more bedside care giver go). Shame on you! One CEO making more money than the PM of Canada – shame, shame, shame!”

“Meeting sufficiently interactive with the community. I have great compassion for all young members of our community who have been advised that their unique perception and imagination is disordered. This is a crime.”