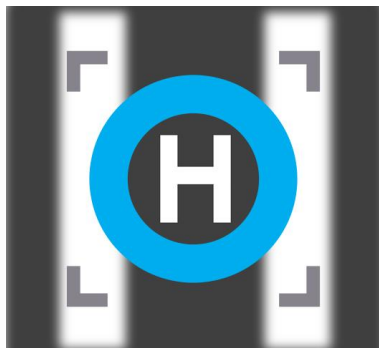




# Hospital Reputation Ratings in Canada Normative Benchmarks



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Wave 3: 2019

# About Pollara Strategic Insights

- **Since 1980, Pollara Strategic Insights has provided our clients with what they need: deep understanding, bulletproof accuracy, actionable recommendations, and insightful ongoing counsel. One of Canada's premier public affairs research firms, we are a collaborative team of senior research veterans who are passionate about helping our clients – through hands-on engagement and creative solutions chosen from our comprehensive toolbox of industry-leading quantitative and qualitative research methodologies and analytical techniques.**

**Experience. Creativity. Perspective.**

- **With a health affairs research practice led by senior researchers who, together, have conducted every type of study for more than 50 hospitals, LHINs, and health councils across Canada, Pollara understands hospitals and health authorities. We understand the principles, challenges, constraints, and needs at play. And, we understand how research can assist hospitals in developing strategic plans, devising effective branding and communications strategies, and making sensitive, difficult decisions which reflect and acknowledge the views of their patients and catchment.**

# Methodology

- **Sampling:** Online survey of randomly-selected sample of **2,500 adults (18+) Canadians**.
  - The total N=2,500 dataset is a merged sample of two datasets:
    - National study of 1,000 adult (18+) Canadians. Study was conducted from June 23 to July 3, 2019
    - Ontario study of 1,500 adult (18+) Ontarians. Study was conducted from June 25 to 28, 2019
  - The total, merged dataset has been weighted according to the most current gender, age, and regional Census data, to ensure sample reflects actual population of adult Canadians as well as Ontarians across the Ontario sub-regions displayed.
- **Reliability:** Online surveys do not permit the application of a margin of error. A probability sample of N=2,500 carries a margin of error of  $\pm 2.0\%$ , 19 times out of 20. A sample of N=1,500 carries a margin of error of  $\pm 2.5\%$ , 19 times out of 20. A sample of N=1000 carries a margin of error of  $\pm 3.1\%$ , 19 times out of 20. The margin of error is larger for sub-segments.

STUDY 1: NATIONAL		
Region	Number of interviews	Margin of error*
Atlantic Canada	108	$\pm 9.4\%$
Quebec	180	$\pm 7.3\%$
Ontario	290	$\pm 2.3\%$
Manitoba	79	$\pm 11.0\%$
Saskatchewan	73	$\pm 11.5\%$
Alberta	130	$\pm 8.6\%$
British Columbia	140	$\pm 8.3\%$
Canada	1,000	$\pm 2.0\%$

STUDY 2: ONTARIO ONLY		
Region	Number of interviews	Margin of error*
Toronto	340	$\pm 5.3\%$
905 GTA Belt	419	$\pm 4.8\%$
Hamilton-Niagara	166	$\pm 7.6\%$
Southwest	257	$\pm 6.1\%$
East	216	$\pm 6.7\%$
North	102	$\pm 10.0\%$
Canada	1,500	$\pm 2.0\%$



# National Results

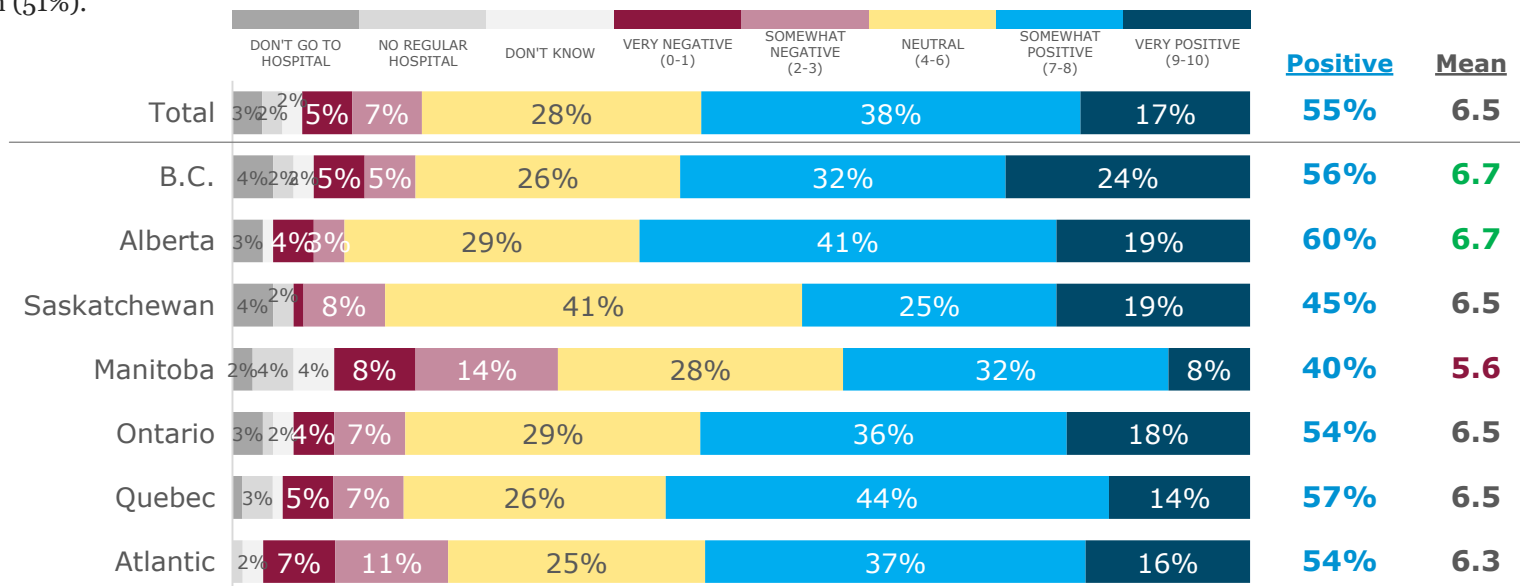


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# Impression ratings of primary hospital: Overall



- Just over half hold a positive impression of their primary hospital overall (55%). Residents of Alberta (60%; 6.7) and B.C. (56%; 6.7) have higher positive scores, while ratings are lowest in Manitoba (40%; 5.6) with only 8% giving a very positive score, and one-quarter giving a negative score (22%). Though Saskatchewan also has an overall lower positive score (45%), a similar proportion is neutral (41%), rather than negative, with a mean score of 6.5.
- Nationally, the 55+ year olds, give a higher positive score (65%) than the younger age groups (47%-50%), as do men (59%) when compared to women (51%).

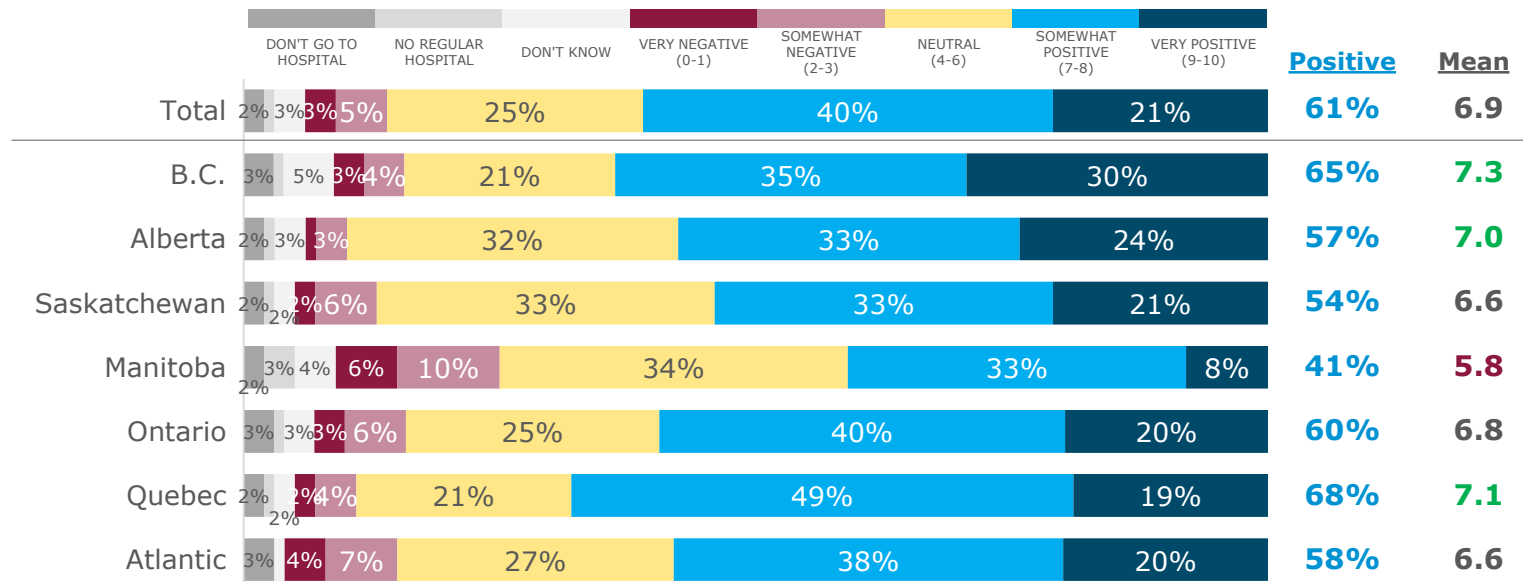


X2. Today, hospitals are called by different names. Some call themselves "Hospital". Some are called "Health Centre". Some simply use the word "Health" at the end of their name. Now, thinking about **the one hospital in your community that you are most likely to go to when you require medical attention** – whether emergency or non-emergency care...Using the scale below, what is your **overall impression** of the following aspects of this hospital? - **This hospital, overall** (National N=2500)

# Impression ratings of primary hospital: Overall quality of care provided



- Positive ratings for quality of care at the hospitals get a higher rating, six-in-ten give a positive score (61%). B.C. (65%; 7.3) again scores higher than the other provinces, with 30% giving a very positive score, followed by Quebec (68%; 7.1) and Alberta (57%; 7.0). Residents in Manitoba also rate the quality of care in their hospitals as low, 41% give a positive score, with only 8% saying very positive and 16% having a negative impression. They have significantly lower mean score (5.8) compared to the other provinces.

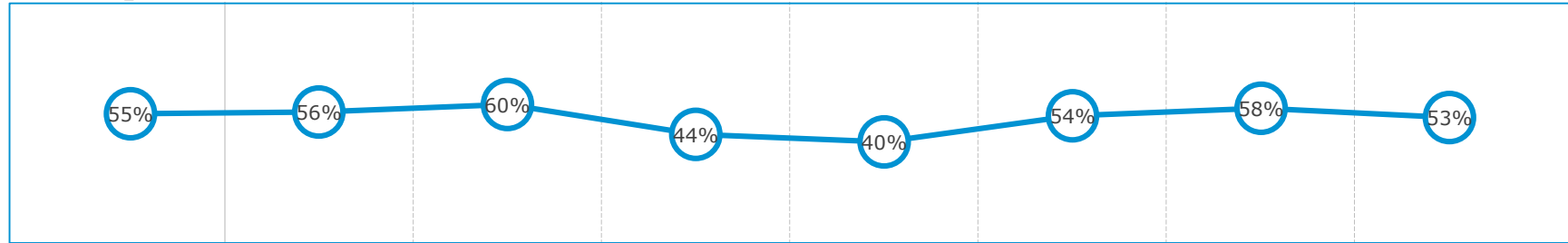


X2. Today, hospitals are called by different names. Some call themselves "Hospital". Some are called "Health Centre". Some simply use the word "Health" at the end of their name. Now, thinking about the one hospital in your community that you are most likely to go to when you require medical attention – whether emergency or non-emergency care...Using the scale below, what is your overall impression of the following aspects of this hospital? - The overall quality of care provided by this hospital (National N=2500)

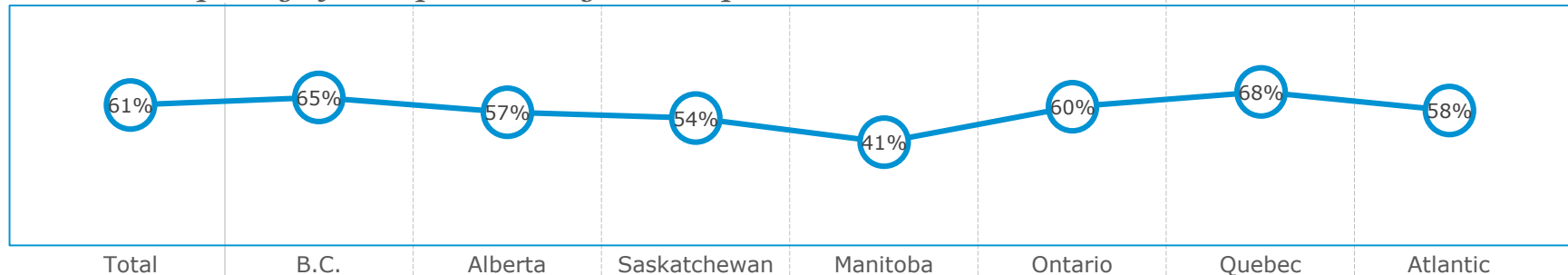
# Impression ratings of primary hospital: Positive impressions by region



*The hospital overall*



*The overall quality of care provided by this hospital*





# Ontario Regional Results



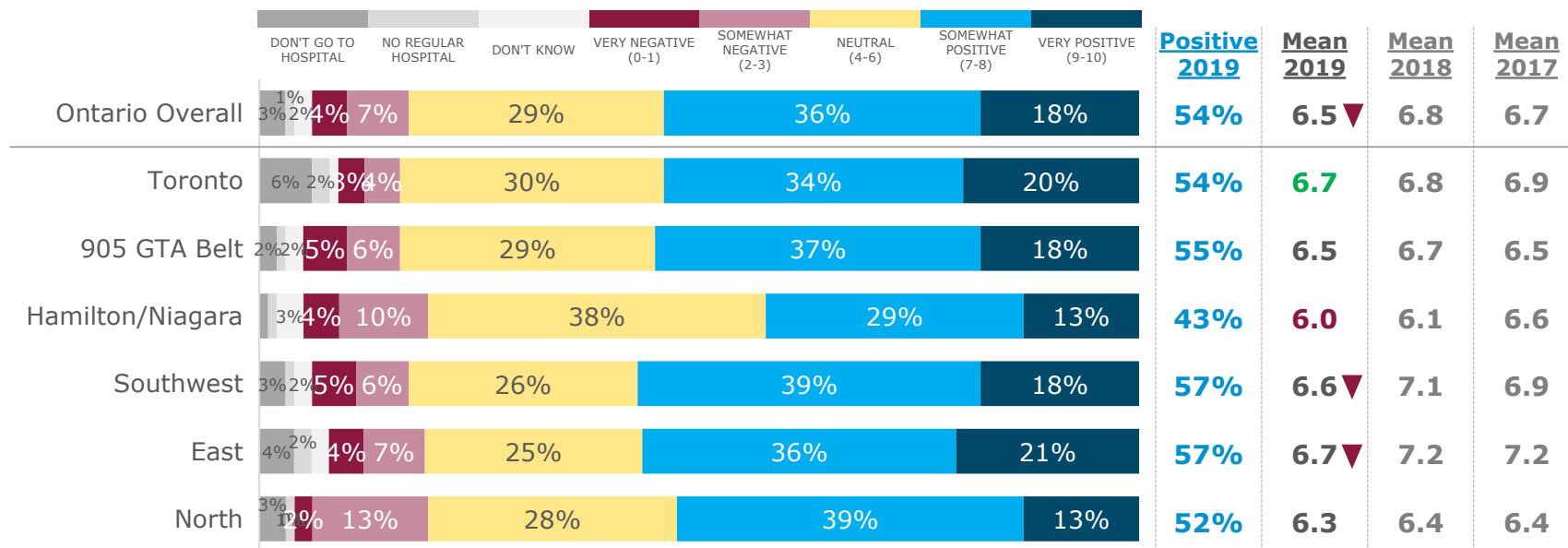
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# Impression ratings of primary hospital: Overall



- Just over half (54%) of Ontarians hold positive impressions of their primary hospital, scores falling by 4% compared to 2018 (58%). Mean score falls from 6.8 in 2018 to 6.5 in 2019.
- Scores in the Southwest (6.6; -0.5) and the East (6.7; -0.5) fall – from having the highest score last year, they fall closer to average score. Scores in GTA fall only slightly, from 6.7 to 6.5.

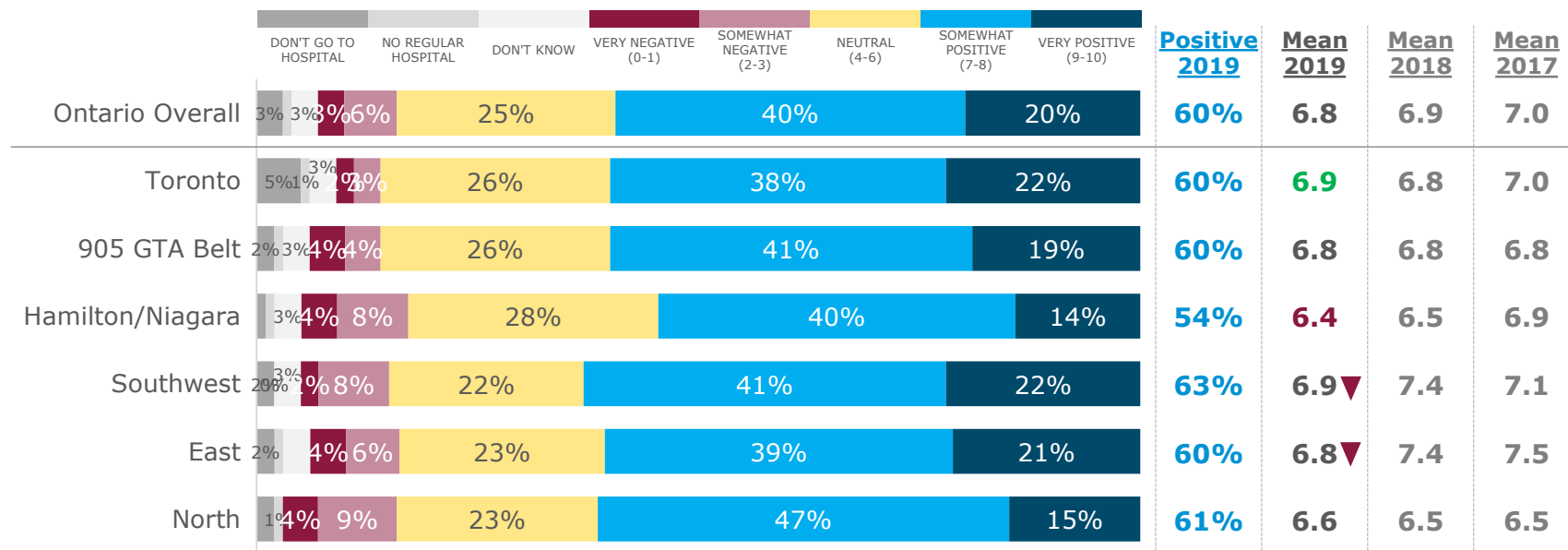


X2. Today, hospitals are called by different names. Some call themselves “Hospital”. Some are called “Health Centre”. Some simply use the word “Health” at the end of their name. Now, thinking about the one hospital in your community that you are most likely to go to when you require medical attention – whether emergency or non-emergency care...Using the scale below, what is your overall impression of the following aspects of this hospital? - This hospital, overall (Ontario N=1790)

# Impression ratings of primary hospital: Overall quality of care provided



- Six-in-ten (60%) Ontarians continue to have a positive impression of the overall quality of care provided by their primary hospital, impression ratings being similar to 2018 (61%).
- Similar to overall hospital ratings, scores have fallen in Southwest (6.9; -0.5) and East Ontario (6.8; -0.6).



X2. Today, hospitals are called by different names. Some call themselves “Hospital”. Some are called “Health Centre”. Some simply use the word “Health” at the end of their name. Now, thinking about the one hospital in your community that you are most likely to go to when you require medical attention – whether emergency or non-emergency care...Using the scale below, what is your overall impression of the following aspects of this hospital? - The overall quality of care provided by this hospital (Ontario N=1790)

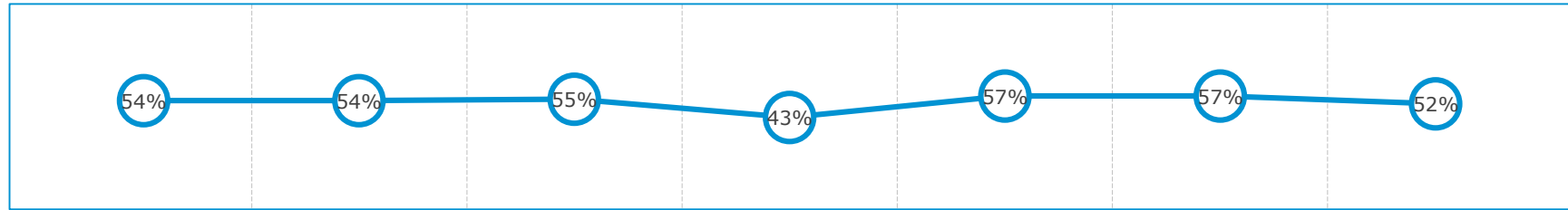
# Impression ratings of primary hospital: 2019

## Positive impressions by region

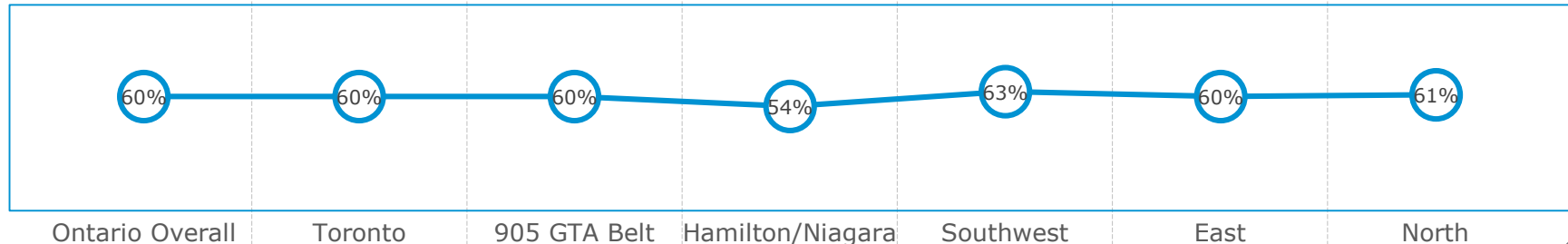


- Despite ratings falling compared to 2018, the overall hospital impression ratings are still higher in the East and Southwest, while it continues to be the lowest in the Hamilton-Niagara region.
- Quality of care impressions are highest in the Southwest and lowest in the Hamilton/Niagara region.

### *The hospital overall*



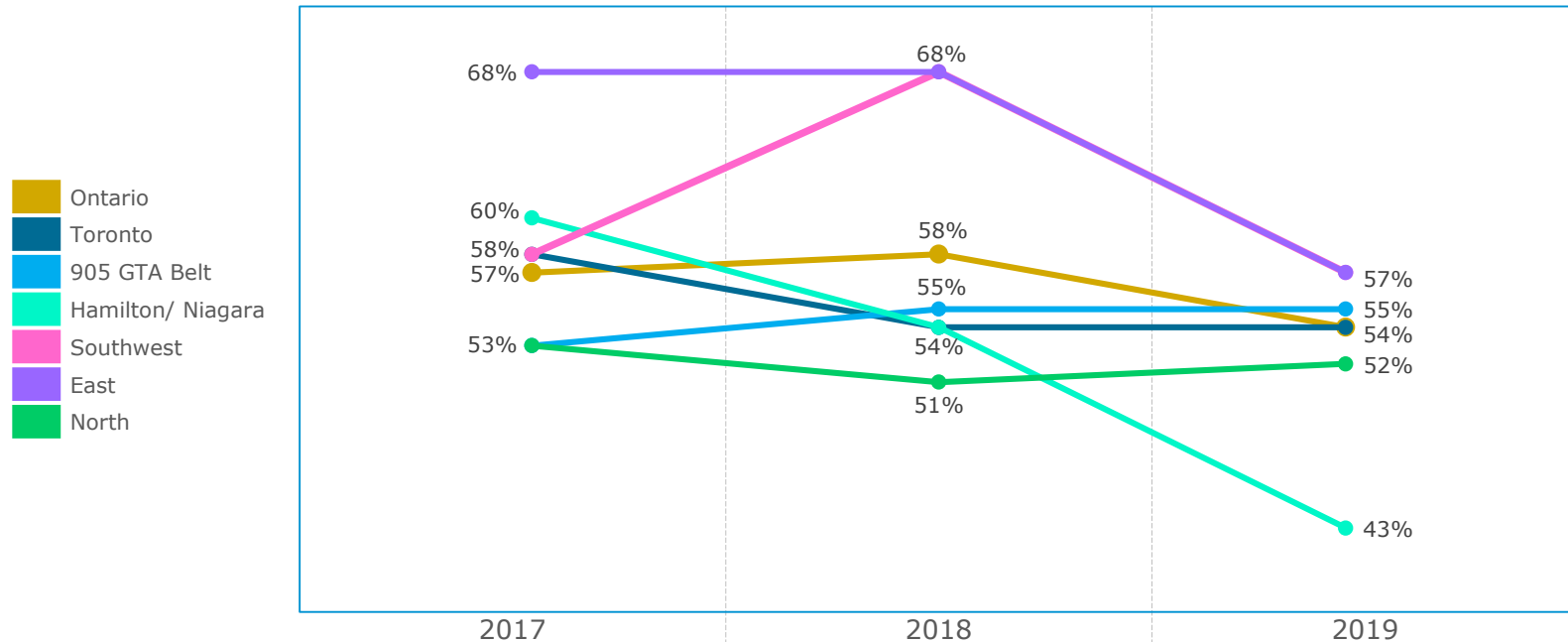
### *The overall quality of care provided by this hospital*



# Positive Impressions of the Hospital Overall: Tracking by region



*The hospital overall – Positive Impressions*

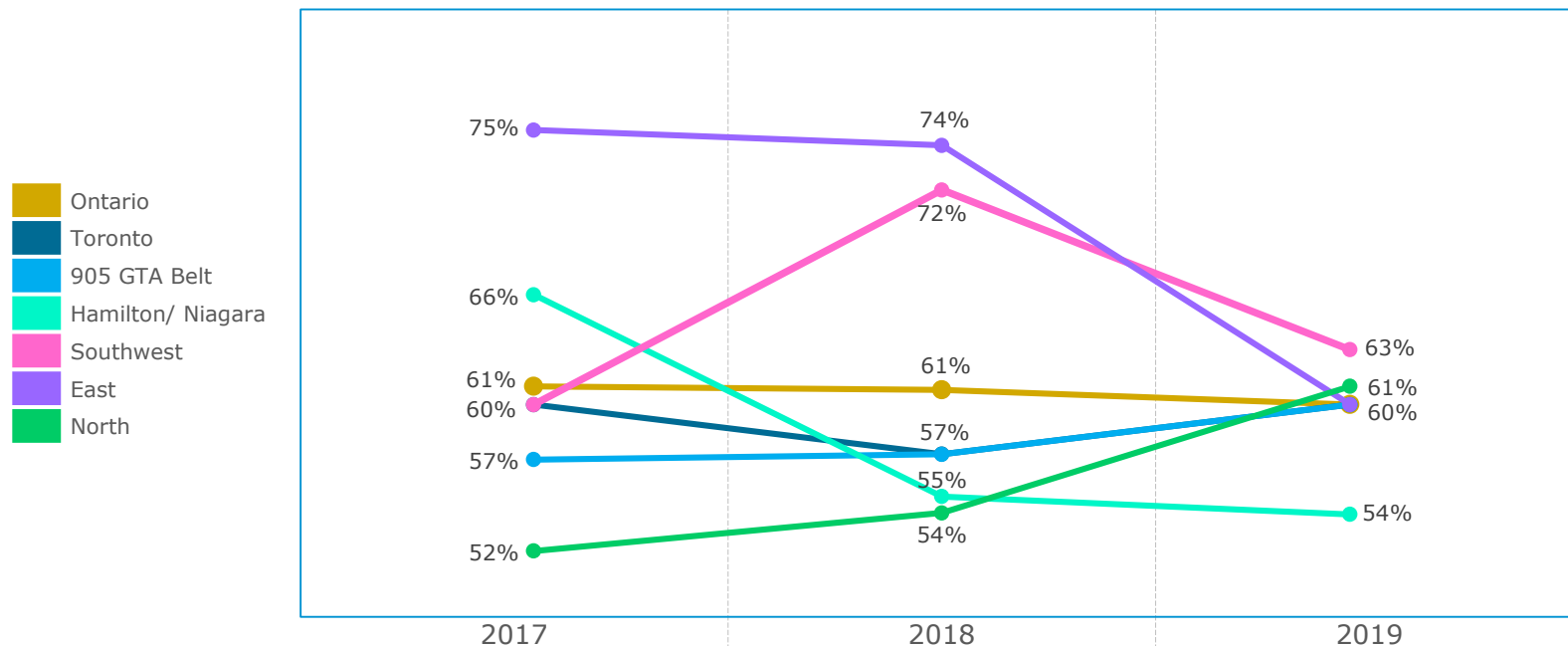


Positive Impressions (7-10) = Very Positive + Somewhat Positive

# Positive Impressions of the Overall Quality of care provided by the Hospital: Tracking by region



*The overall quality of care provided by this hospital –  
Positive Impressions*



Positive Impressions (7-10) = Very Positive + Somewhat Positive



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