

2021 Member Satisfaction Survey Report

74%

2021 CEO
response rate

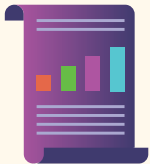
The Ontario Hospital Association's (OHA) annual Member Satisfaction Survey is a vital tool in helping us understand and track our progress in meeting member needs. Member input ensures that we continue to meet your needs now and into the future. The 2021 Member Satisfaction Survey feedback will help shape our upcoming work and identify priorities to align with strategic plan development.

This past year was trying on the hospital sector. The OHA greatly values and appreciates the participation of hospital CEOs who took the time to complete this year's survey.

This is the fourth consecutive year of record high CEO participation.

Here's what CEOs and Board Chairs told us in the 2021 survey:

1. Overall Performance



97%

Satisfied / Very Satisfied

2021 was the seventh consecutive year of over 90% combined CEO satisfaction on overall performance.

- “ The OHA is a great advocate for our sector as a whole, and has done a good job navigating the complexities of COVID-19 over the past year. Its role is even more important as we come out of the pandemic and we look to reshape the future of health care services – the “status quo” of the past is not an option for the future, and hospitals have a key role to play.”
- “ Excellent attention to main issues, especially given the unprecedented COVID impact.”
- “ Great leadership at all levels from the OHA. Truly professional, solid approach and always there to support with great insights. Great overall job from you and your team Anthony.”

2. Value of Membership



97%

Satisfied / Very Satisfied

This is the highest score for 'value of being an OHA member' ever. This is the seventh consecutive year this score has been above 90%.

3. Opportunities to Have Your Voice Heard



91%

Satisfied / Very Satisfied

“ Recently Anthony called to gain a better understanding of the impact of the VOC on LTC in our area. I appreciated our conversation.”

4. Effectiveness in Member Communication



98%

Satisfied / Very Satisfied

“ Timely, relevant and comprehensive communications relating to pandemic [are done well]. I especially appreciate the summaries of information early on, as it helped our leadership team sift through the extreme volumes of information to get right to what mattered most.”

5. Satisfaction with Member Engagement



92%

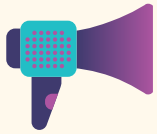
Satisfied / Very Satisfied

Member feedback mentions the OHA adapting its engagement efforts during the COVID-19 pandemic. Some members expressed interest in resuming in-person engagement opportunities when allowed.

“ Engagement with hospitals, Ministry, and political leaders throughout the pandemic has been outstanding and greatly appreciated.”

“ Provide opportunities to allow networking/connectivity amongst healthcare colleagues, especially in more remote regions.”

6. Effectiveness as an Advocate to the Provincial Government



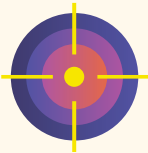
94%

Satisfied / Very Satisfied

“ [The OHA has] Been a strong voice for hospitals AND the health system to support the response to the pandemic. Advocating and also profiling the work of hospitals across Ontario in the response. I felt the OHA was in exactly the right spot this past year. Also working closely with the science table to ensure evidence guided the actions.”

“ Keep up your excellent advocacy, communications and education to members. Your team is making a positive difference! We are in an unprecedented healthcare system transformation, and the OHA has a key role to play in enabling and focusing our hospitals to have a significant role in setting our course.”

7. Focus on the Right Issues



92%

Satisfied / Very Satisfied

The COVID-19 pandemic highlighted existing and new hospital issues such as funding and HHR issues.

Top Issue Facing Hospitals

In 2021, CEOs identified their top issue as:

- Financial Challenges consistently remains as the top issue facing their hospital, according to CEOs.
- HHR issues were mentioned the same number of times as funding for the first time ever in 2021.
- Member feedback mentions the COVID-19 pandemic is increasing staff burnout and the need for staff wellness support.
- OHA management continues to engage members on hospital issues and aligns work where necessary to support the membership.

35%

Financial Challenges

- Funding for capital equipment
- Infrastructure
- Facilities

35%

Health Human Resources

- Staff recruitment, retention, relationships
- Physician recruitment, retention, relationships

10%

Capacity

- Community
- Hospital
- ALC patients

3%

Health System

- Mental health and addictions services
- Capacity planning and integration

3%

Relationships

- Ministry and government relations

16%

Other

- COVID-19 pandemic
- Vaccine rollout