

# PATIENT CONFIDENCE SURVEY REPORT FOR LAVENTURE

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APRIL 24-26, 2020

## WHAT YOU NEED TO KNOW

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**48%**

Have skipped a health care visit or treatment

**71%**

Are not yet ready to make appointments with providers

**Not Ready**

Every practice type failed to receive 50% recognition as safe to reopen

**Prove It**

The public expects providers to prove and communicate safe practices

## OVERVIEW & METHODOLOGY

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Laventure conducted an online survey of North Dakota citizens' current thoughts and opinions of elective health care procedures in relation to restarting and resuming normal practices and consumer habits. The nine-question survey ran for two days and collected a baseline 200 (or more) responses for each question. Approximately one-half of the respondents that began the survey did not finish the full nine questions, resulting in a variance of answers from 397 respondents in question one to 204 respondents on question nine. Women made up 56.9% of the respondents, men 43.1%. The majority of respondents were between the ages of 25 and 54.

## REVIEW OF THE RESULTS

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### PATIENTS CAUTIOUS TO RESUME NORMAL ELECTIVE HEALTH CARE VISITING

About half of the respondents said they had postponed an elective health care procedure (48.2%) during the pandemic shut down, and 35.7% indicating they will take a 'wait and see'

approach as things reopen. Another 16.6% want to see what their providers will do before making an appointment for an elective health care procedure.

### **PUBLIC PERCEPTION – PATIENT SAFETY AND PROVIDER SAFETY**

Not a single healthcare practice type received more than a 50% ready-to-open score, and less than 35% are ready to return to orthopedic surgery. Patients need reassurance that healthcare practices are ready to adapt to the “new normal.”

Respondents were about evenly split on their confidence levels of which health care services are best prepared to open. Physical and Occupational Therapy, Vision Care and Psychiatric Services scored highest (44%-45%), while Chiropractic and Orthopedic Centers were slightly below (34%).

Most respondents said that patients should wear masks and keep proper social distance (43%) and less than one percent felt government should set standards for *patients*. Only 17.5% felt that government should set standards for *providers*. The vast majority responded that daily cleaning and disinfecting, wearing masks and PPE, and limiting the number of patients at one time were more important factors for their providers.

### **MIXED CONFIDENCE**

When asked to measure level of confidence that their elective health care providers were prepared to resume normal operations, 30.8% rated a “3” out of a 1 to 5 scale. However when asked to measure their level of confidence today to resume routine health care services, 42.9% rated a “4” or “5” on a 1 to 5 scale. This would indicate their confidence could be increased if they have more information what their health care providers are doing to keep them healthy and safe. Which also aligns with their response of taking a “wait and see” approach as the economy restarts.

### **CONCLUSION**

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The results of this survey, aimed at gauging elective health care services and patient confidence, shows nearly half of respondents skipped a healthcare visit due to COVID-19. At this time, most patients are not ready to resume normal elective health care services despite recent government actions encouraging a return to normal behavior with new best practices.

Patients expect healthcare providers to take extra precautions following the expiration of government shut down orders, regardless if the practice closed during the isolation period. Communication and marketing to current and future patients in the near future is imperative in restoring pre-COVID confidence in elective health care services.



## **SURVEY RESPONDENTS**

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**Respondents:** 204 collected / 200 targeted

**Location:** North Dakota

**Age:** 18-24 – 7.4%, 25-34 – 22.5%, 35-44 – 20.1%, 45-54 – 19.1%, 55-64 – 17.6%, 65+ - 13.2%

**Gender:** 43.1% Male, 56.9% Female

**Response Rate:** 51.4%

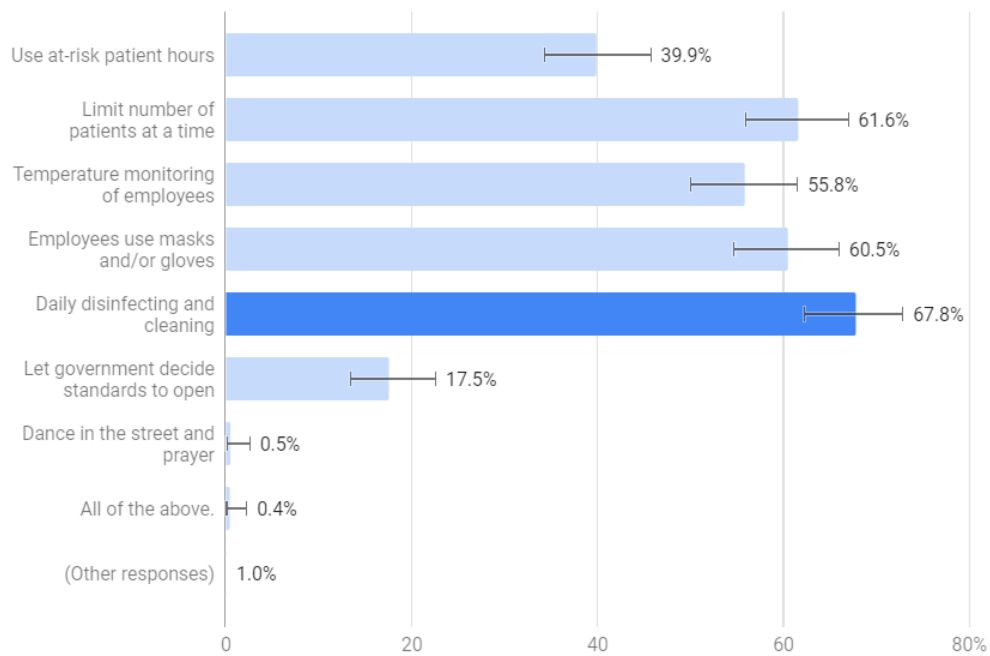
1. Have you postponed a medical, dental, or optometric clinic visit, procedure, or treatment due to the COVID-19 pandemic?

397 respondents



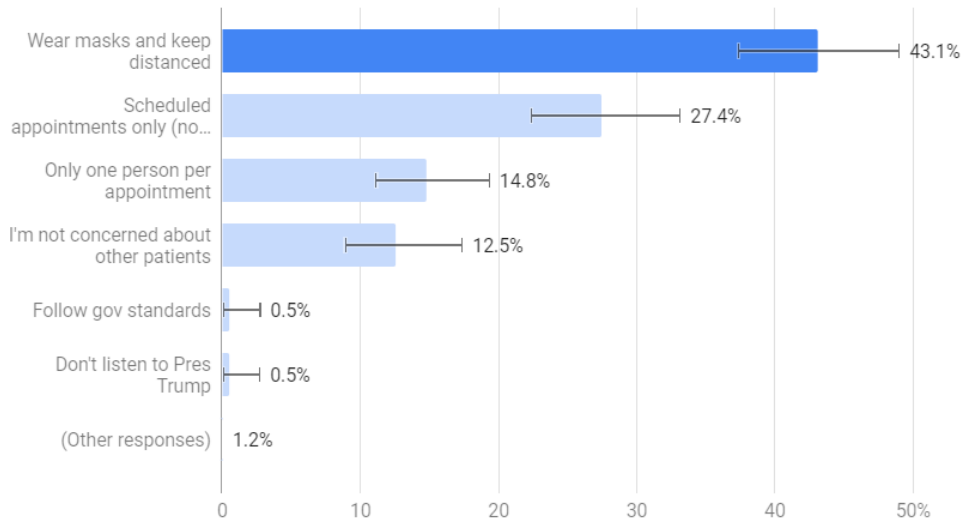
2. What safety procedures should health care providers adopt prior to reopening?

866 answers from 284 respondents



### 3. What is the most important safety measure for patients?

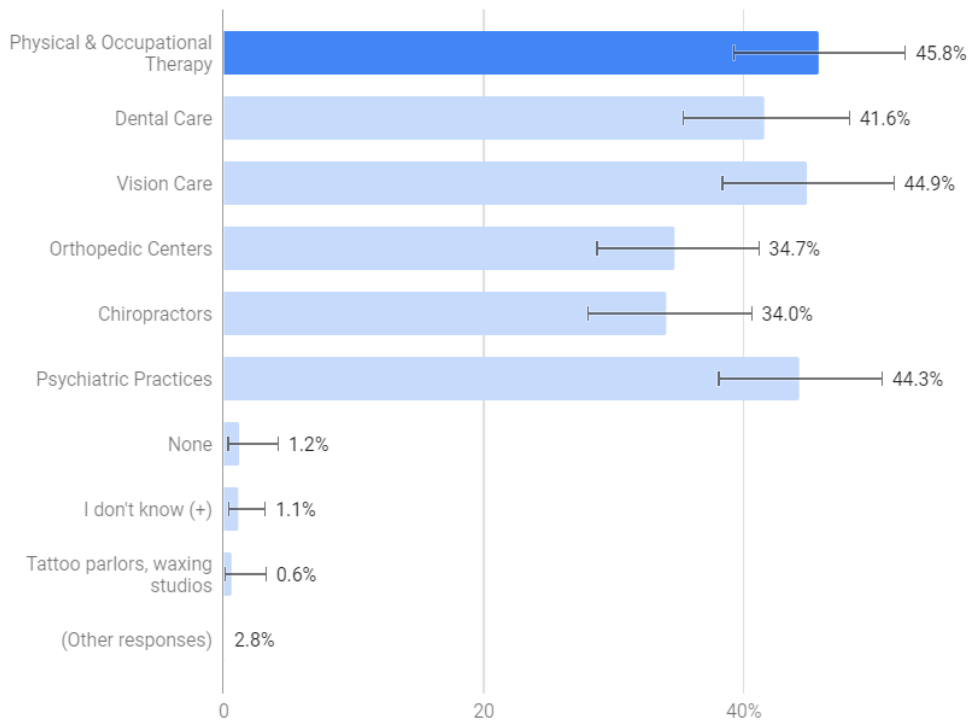
267 respondents



\* Full answer choice: Scheduled appointments only (no walk-ins)

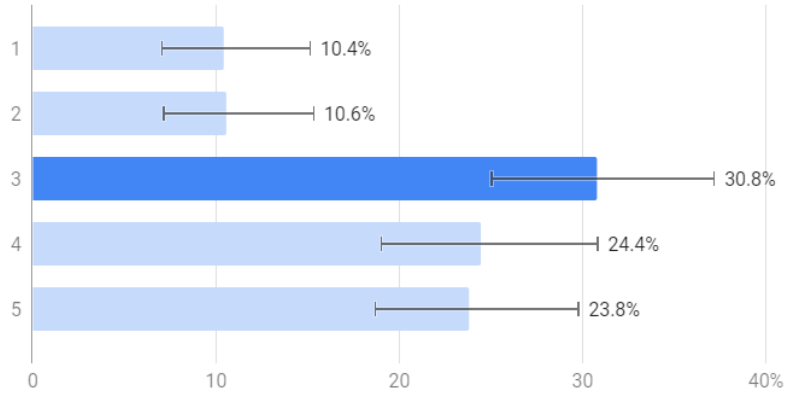
### 4. What types of elective health care providers are best prepared to reopen?

559 answers from 223 respondents



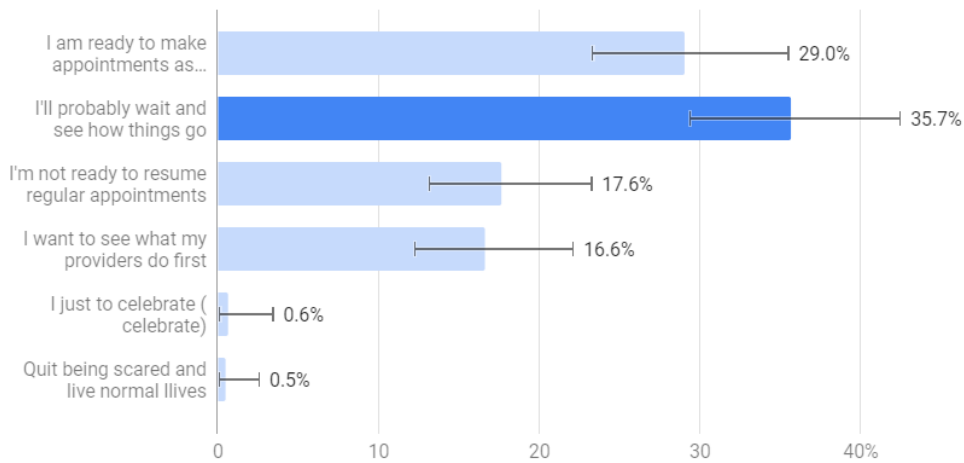
5. How confident are you that your normal elective health services are adequately prepared to reopen? (1 being least confident; 5 being most confident)

216 respondents



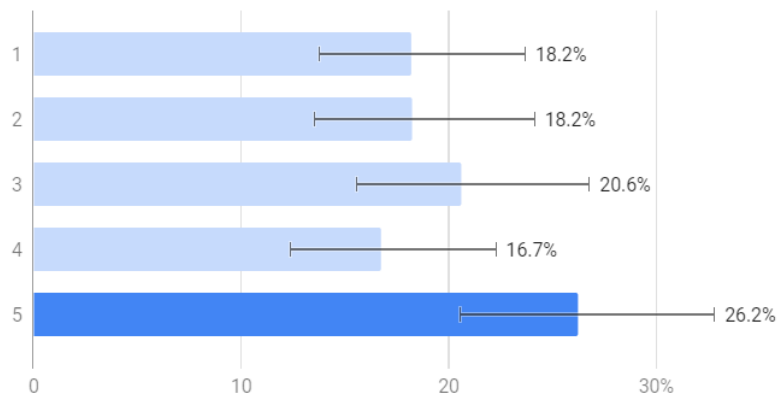
6. Which statement best describes your feelings toward elective health care services?

210 respondents



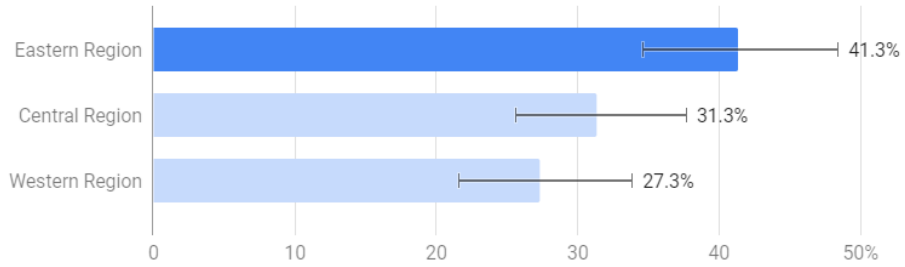
7. How comfortable are you going in for routine health care services *today*? (1 being least comfortable; 5 being the most comfortable)

207 respondents



### 8. In what region of North Dakota do you reside?

204 respondents



### 9. Most of my health care services are located in:

204 respondents

