

Georgetown Hospital on track

John Oliver, Executive Director of Georgetown and District Memorial Hospital, has released the findings of a community-wide survey that was commissioned by the hospital to learn more about the attitudes and opinions of residents.

According to Oliver, "The survey provides us with a valuable means of measuring the community's level of satisfaction with Georgetown hospital. Based on the results, the survey indicates that Georgetown hospital is on track and responding well to the needs of the community."

The survey (and its subsequent findings) was based on 300 telephone interviews conducted by the Toronto-based research firm of Insight Canada Research. Of the 300 residents surveyed, more than three-quarters of those live in Georgetown, with the remaining in outlying rural areas.

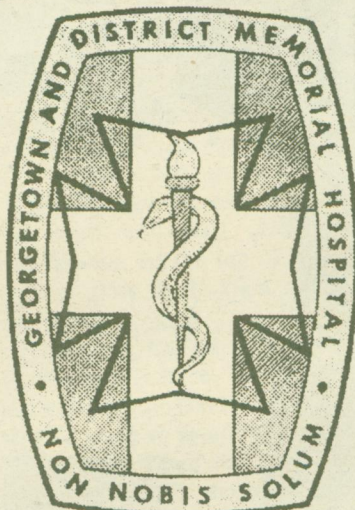
As indicated in the findings, a large majority of residents - more than three in five - chose Georgetown Hospital over other nearby hospitals such as Credit Valley, Peel Memorial, Mississauga General and Guelph General Hospital. Two out of three residents who use Georgetown hospital stated they are "impressed with the hospital's services".

As well, more than 90 per cent of those surveyed give passing grades to the quality of care from Georgetown hospital, with four out of five residents reporting they are pleased with the staff who are seen as friendly and caring professionals.

Given this general information, the study delved deeper to determine other reasons why residents choose Georgetown hospital. Respondents cited two key factors:

convenience and proximity to home. Those surveyed also indicate that the hospital's reputation and services, familiarity with staff and facilities, and the location of their family doctor further influence their decision to choose Georgetown hospital over all others.

As well, the study showed that 60 per cent of respondents who use Georgetown hospital are well aware that the hospital offers 24 hour Emergency services staffed by physicians.



Other factors included in the survey cited the availability of Georgetown hospital's day surgery and X-Ray services. Interestingly, only one quarter of those who choose Georgetown hospital indicated they are aware of the maternity and OBS (obstetrics) services. During the past few years, Georgetown hospital has expanded its OBS services to include a birthing room and 24 hour rooming-in for mothers and infants.

While residents are aware of the hospital's Emergency services, the study concluded that respondents

also use a number of other services, most notably X-Ray/Ultrasound. This is followed by In-patient Day Surgery and Medical Services; OBS and Rehabilitation; Pediatrics; Long Term Care and Dietary Counseling.

Along with the hard statistical data, the survey included some interesting comments and suggestions gathered during the telephone interviews. For example, one in four respondents see a need for Georgetown hospital to provide additional specialized services, as well as a general expansion of the facilities, larger Pediatrics Department, upgraded Physiotherapy and expanded counselling programs.

Over and above the review of the local study, Georgetown hospital's senior management took the opportunity to compare it with the broader provincial study carried out in 1992, "Public Attitudes Toward Ontario hospitals".

"It's interesting to note that locally there is a higher level of satisfaction with the quality of care at Georgetown hospital than that reported throughout the province for all Ontario hospitals," says Oliver.

"The information contained in the study provides us with effective feedback that can be used in determining what new programs and services are required to address the community's needs."

Established in 1961, Georgetown & District Memorial Hospital is a 112-bed primary, acute care and long-term-care facility. As a primary health care provider, the hospital is committed to identifying the health care needs for Halton Hills, and developing programs in cooperation with other health agencies.

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