TELLURIDE FOUNDATION

2004 MEDICAL NEEDS ASSESSMENT
COMMUNITY SURVEY FOR TELLURIDE, COLORADO

Submitted May 2004
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Executive Summary

Four hundred one consumers were surveyed randomly from Telluride Medical Center's service area using a random-digit-dialing telephone-surveying process. Interviews were conducted with heads of household between March 12 and 29, 2004. The following presents a summary of the research findings.

Familiarity and Use of Telluride Medical Center

- Most consumers are familiar with Telluride Medical Center. In fact, 96% indicate that they are at least "somewhat familiar" with the medical center, while 56% said they are "very familiar" with the clinic.

- Consumers familiar with Telluride Medical Center were asked to rate the facility on several measures using a scale ranging from 1=poor to 5=excellent. On this rating scale, Telluride Medical Center is rated highest in terms of the convenience of the clinic's location (4.23), the overall quality of the emergency medical care at the clinic (3.86), and the overall quality of the primary healthcare providers at the clinic (3.81). Telluride Medical Center was rated significantly lower in terms of the hours of operation (3.52) and the range of medical services available at the clinic (3.50).

- Forty-seven percent of the residents indicated that they or members of their household have been treated in the Telluride Medical Center Emergency Room within the past two years. These respondents were asked about their overall level of satisfaction with the emergency room services. On a scale ranging from 1=very dissatisfied overall to 5=completely satisfied overall, Telluride Medical Center's score for emergency room patient satisfaction is 4.09. A rating of 4.09 is statistically significantly above the national average of 3.69 for emergency room patient satisfaction. (The national average includes urban, suburban and rural facilities.)

- Seventy-two percent of the respondents indicate that household members have seen a healthcare provider or received any other type of care (other than emergency room services) at the Telluride Medical Center over the past two years. Most users of the clinic (77%) report they are "completely satisfied" or "very satisfied" overall with the healthcare providers. In contrast, seven percent of the users of this facility indicate they were dissatisfied overall with the healthcare providers. Telluride Medical Center's mean rating for satisfaction with healthcare providers (1 to 5 scale) is 3.95. This rating is significantly below the national average of 4.36. (The national average includes urban, suburban and rural facilities.)
• In addition to asking for overall satisfaction, consumers having seen healthcare providers at Telluride Medical Center in the past two years were asked to rate the care and service they received for several attributes. More than 80% of the patients rated the following attributes as either “excellent,” “very good,” or “good”:

⇒ How well the staff explained the illness or treatment
⇒ How well the staff involved the patient in decisions about their care and treatment
⇒ How well tests and procedures were explained
⇒ The timeliness and efficiency of the registration process

Patients were more critical of the clinic’s services in terms of the amount of time spent waiting before being seen by a doctor or healthcare provider (15% fair/poor ratings) and how clearly billing and payment information was explained (16% fair/poor responses).

Outmigration

• Consumers were asked about having left the Telluride area in the past year to see primary care providers and medical specialists and to have outpatient surgery. More than half (60%) of the consumers report having left the area to see specialists over the past year. A smaller percentage of consumers indicate having left the area to receive primary care services (38%) or to have an outpatient surgery procedure (35%).

• Reasons given by consumers for not seeing a primary care provider at Telluride Medical Center include the following:

⇒ Service/provider needed was not available/offered (37%)
⇒ Rapport with another doctor (12%)
⇒ Poor quality health providers (11%)
⇒ Insurance issues/health plan not accepted (6%)
⇒ Referred elsewhere (5%)
⇒ Too far/not conveniently located (5%)

Tax Dollars

• Sixty-one percent of consumers indicate that tax dollars are used to support the Telluride Medical Center.

• Of the consumers who are aware that tax dollars are used to support the medical center, only 40% were aware that tax dollars are used to support only the ER, not the family practice side of the clinic. A majority of the consumers who have knowledge that tax dollars are being used to support the Telluride Medical Center incorrectly assumed that tax dollars are also being used to support the family practice side of the clinic.
- Consumers were asked about their level of support for taxes being used to support the family practice side of the clinic. A majority of consumers (72%) indicate they are supportive of using tax dollars to assist the family practice side of Telluride Medical Center, with 11% being "extremely supportive," 31% being "very supportive," and 30% being "somewhat supportive."

**Service Expansion**

- Consumers were asked about the degree of need for a number of additional services that could be provided at the Telluride Medical Center, as shown below.

<p>| The Need For Selected Services To Be Offered At Telluride Medical Center (n=401) |
|---|---|---|---|---|---|</p>
<table>
<thead>
<tr>
<th>Service</th>
<th>Great need</th>
<th>Some need</th>
<th>No Need</th>
<th>DK/Refused /NA</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pediatric services</td>
<td>53%</td>
<td>31%</td>
<td>7%</td>
<td>8%</td>
<td>2.50</td>
</tr>
<tr>
<td>Orthopedic services</td>
<td>52</td>
<td>31</td>
<td>10</td>
<td>6</td>
<td>2.45</td>
</tr>
<tr>
<td>Behavioral health services, such as counseling and addiction treatment</td>
<td>34</td>
<td>43</td>
<td>17</td>
<td>6</td>
<td>2.18</td>
</tr>
<tr>
<td>Birthing center</td>
<td>32</td>
<td>41</td>
<td>20</td>
<td>8</td>
<td>2.13</td>
</tr>
<tr>
<td>Cardiology services</td>
<td>27</td>
<td>46</td>
<td>17</td>
<td>10</td>
<td>2.11</td>
</tr>
<tr>
<td>Ambulatory surgery services</td>
<td>24</td>
<td>45</td>
<td>20</td>
<td>10</td>
<td>2.05</td>
</tr>
<tr>
<td>Home healthcare services, such as visiting nurses or medical equipment for home use</td>
<td>15</td>
<td>56</td>
<td>22</td>
<td>8</td>
<td>1.92</td>
</tr>
<tr>
<td>Expanding the hours of operation at the clinic</td>
<td>22</td>
<td>33</td>
<td>31</td>
<td>14</td>
<td>1.89</td>
</tr>
<tr>
<td>In-home hospice care</td>
<td>12</td>
<td>44</td>
<td>32</td>
<td>11</td>
<td>1.78</td>
</tr>
<tr>
<td>Transportation service to the clinic</td>
<td>12</td>
<td>40</td>
<td>41</td>
<td>6</td>
<td>1.70</td>
</tr>
<tr>
<td>Assisted living, which would require construction of a full-service residential facility</td>
<td>6</td>
<td>22</td>
<td>64</td>
<td>8</td>
<td>1.37</td>
</tr>
</tbody>
</table>

--- Services grouped within dashed lines are rated statistically equal (p<.05)
Scale: 3=great need; 1=no need

- Of the eleven services evaluated, consumers in the area are most likely to perceive a need for pediatric services and orthopedic services. In fact, a majority of the respondents surveyed felt there is a great need for these services to be offered at the Telluride Medical Center.

- Consumers were told that it may be possible for the medical center to staff physician specialists on a rotating or periodic basis and that if demand was sufficient, certain specialties would have office hours at the clinic on a weekly, bimonthly, or monthly
basis. The respondents were then asked if there were any physician specialties that they would like to see offered at the Telluride Medical Center. Forty-five percent of the consumers mentioned specific specialists that they would like to see available at least part time at the medical center, including the following:

⇒ Orthopedics (16%)
⇒ OB/GYN (11%)
⇒ Dermatology (10%)
⇒ Pediatrics (7%)
⇒ Cardiology (6%)
⇒ Ophthalmology (3%)

• After being asked about the need for additional services at Telluride Medical Center, consumers were asked about their level of support in using additional taxes or assessments as a means toward offering additional services through the clinic. About two in three (66%) consumers indicate they are supportive of additional taxes or assessments as a means to offering more services through the clinic. In contrast, 29% of the consumers were not supportive -- either "not very supportive" (11%) or "not at all supportive" (18%).

• Respondents were also asked about the need for the Telluride Medical Center to offer a satellite medical facility on the mountain to provide minor emergency care. A majority of consumers (53%) report that they feel there is no need for the medical center to do so at this time. Twelve percent of the consumers felt there is a "great need" for Telluride Medical Center to offer a satellite facility on the mountain that could provide minor emergency services.

• The final topic asked of consumers was to determine their level of support for the Telluride Medical Center to relocate to one of several potential sites, including the airport, Society Turn, the east end of Telluride, and Mountain Village. Of these possible locations, consumers are significantly more supportive of a move to Society Turn than any other location. A majority of consumers (53%) are at least "somewhat supportive" of a move to Society Turn, although it is significant that 43% do not support a move to this location.

• While the Society Turn location is most preferred of all the tested sites, it should be remembered that area residents are very pleased with the current location of Telluride Medical Center. In fact, 98% rate the convenience of the clinic's location as "excellent" (47%), "very good" (31%), or "good" (20%).
More than 400 surveys were conducted with consumers living in Telluride Medical Center's service area in order to provide the medical center with an assessment of its overall image, user satisfaction, and expansion opportunities.

Based on the input obtained from the consumers who were surveyed randomly, this section of the report presents The Jackson Organization's recommendations to Telluride Medical Center.

RECOMMENDATIONS:

1. **Consider Consumer Feedback When Evaluating Expansion Opportunities**

A majority of consumers have indicated that there is a "great need" for pediatric services and orthopedic services to be offered at Telluride Medical Center. In fact, more than 80% of the consumers perceive at least "some need" for these two services to be made available at the clinic.

Respondents were told that it may be possible for Telluride Medical Center to staff physician specialists on a rotating or periodic basis if demand is sufficient. Consumers were asked if there are any physician specialties they would like to see offered at the medical center. The specialties mentioned most often are orthopedics (16%), OB/GYN (11%), dermatology (10%), pediatrics (7%) and cardiology (6%).

It is recommended that Telluride Medical Center evaluate opportunities to rotate various specialists in on a part-time basis, including those in orthopedics, obstetrics/gynecology, dermatology, pediatrics, and cardiology.

2. **Evaluate The Need For Extended Hours Of Operation**

Consumer ratings of the Telluride Medical Center are lowest in terms of the range of medical services available and the hours of operation. In addition to the service expansion opportunities highlighted in the previous recommendation, there may be a need to expand hours of operation. Evaluate the provision of weekend, evening, and early morning hours if not currently available.
3. Conduct Additional Research If Considering Relocating The Telluride Medical Center

Consumers were presented with several scenarios and asked about their level of support for Telluride Medical Center to relocate to these sites. Of the locations evaluated, Society Turn is easily the most preferred new location for Telluride Medical Center. Consumers are significantly more likely to be supportive of a move to this location than to the east side of Telluride, Mountain Village, or the airport.

While there is a fair amount of support to relocate in Society Turn, nearly half (43%) of the consumers are not supportive of such a move. Data shown earlier in the report (Chart 4) have revealed that convenience of the clinic's existing location is an overall strength. In fact, 98% of the consumers who are familiar with Telluride Medical Center have rated the convenience of the clinic's location as "excellent," "very good," or "good."

Before the medical center moves to any location, The Jackson Organization recommends a detailed site plan study and analysis. Based on the results of this study, a move to the Society Turn area may be feasible; however, it should be remembered that the facility's existing location is a strength.

4. Conduct Secondary Data Analysis If Considering The Development Of A Satellite Minor Emergency Care Facility On The Mountain

A majority of respondents (53%) felt there is no need to develop a satellite facility on the mountain to provide minor emergency services. Only 12% of the consumers felt a "great need" to develop such a facility.

Although other sources may need to be considered, such as secondary data, based on the input of 401 consumers in the area, The Jackson Organization does not recommend the development of a satellite facility on the mountain to provide minor emergency care.

5. Use Past Patients As A Marketing Force

Those who have used the Telluride Medical Center emergency room in the past two years were asked about their overall level of satisfaction with the emergency room services. These data are presented in the bottom portion of Chart 6, along with comparisons to the National Database. On a scale ranging from 1=very dissatisfied overall to 5=completely satisfied overall, Telluride Medical Center's emergency room receives an overall patient satisfaction rating of 4.09. This score is statistically significantly above the national average of 3.69 for emergency room satisfaction. This survey provides an indication that Telluride Medical Center is doing a very good job of satisfying its emergency room patients.
Any organization should build from strength. Emergency room patient satisfaction is a strength of the Telluride Medical Center that can be used to enhance the image of the facility. A past national survey conducted by The Jackson Organization showed that consumers want to use healthcare facilities that have high patient satisfaction. This is more of a driving force in facility preference than the quality of the doctors, technology, and convenience. Patient testimonials are recommended as a way to advertise the medical center.

6. Attempt To Educate Consumers About How Tax Dollars Support The Telluride Medical Center

Although a majority of consumers (61%) indicate that they are aware that tax dollars are used to support the Telluride Medical Center, of those who are aware of this, only 40% indicate that they are aware that tax dollars are used to support only the ER, not the family practice side of the clinic. Fifty-six percent of those aware that tax dollars are used to support the medical center incorrectly assumed that tax dollars are also used in support of the family practice side of the clinic. Hence, there is a good deal of misunderstanding regarding how Telluride Medical Center is funded through the use of tax dollars.

After making consumers aware that tax dollars are only used for the emergency room and not the family practice side of the clinic, consumers were asked about their level of support for taxes being used to support the family practice services. A majority of consumers (72%) indicated they are supportive of using tax dollars to assist the family practice side of Telluride Medical Center. Nearly half of the consumers (42%) reported that they are either "extremely supportive" or "very supportive" of using tax dollars to support family practice services.

Based on these findings, The Jackson Organization believes that consumer support for using tax dollars to assist the family practice will be high if residents are educated about the medical center’s current tax support status.
Telluride Foundation of Telluride, Colorado, commissioned The Jackson Organization to conduct a telephone market research survey of consumers living in Telluride Medical Center’s service area. The survey was commissioned to provide an assessment of health care services in the community with the goal of identifying the extent to which Telluride Medical Center is meeting the needs of residents and to discover improvement and development opportunities for expansion of services.

**Methodology**

To complete the research objectives, 401 consumers were surveyed over the telephone between March 12 and 29, 2004. Surveys were completed with respondents 18 years of age or older who report making the majority of the healthcare decisions for their households. Only residents living in zip codes defined by Telluride Foundation (see Chart 1) were eligible to complete the survey. The survey includes permanent homeowners (defined as those living in the area for at least ten months out of the year), as well as second homeowners who do not live in the area permanently. No vacationers were surveyed.

Calls were made to potential respondents using a random-digit-dialing sampling methodology. Telluride Foundation provided a list from which to complete some of the surveys with second homeowners. The Jackson Organization employs a “five-call” design in order to complete each interview. This call-back procedure is designed to reduce non-response bias and to ensure that a random sample is surveyed.
**Stability Of Results**

At the 95% level of confidence, the maximum expected error range for a sample of 401 respondents is ±4.9%. In other words, if 100 different samples of 401 adult consumers in the area were randomly surveyed from the entire population in the service area, 95 times out of 100 the total results obtained would vary by no more than ±4.9 percentage points from the results that would be obtained if all consumers in the defined area were surveyed. The table below summarizes the expected error ranges for various results reported in this narrative.

<table>
<thead>
<tr>
<th>Percentages near ...</th>
<th>Sample Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>401</td>
</tr>
<tr>
<td>10%</td>
<td>2.9</td>
</tr>
<tr>
<td>20%</td>
<td>3.9</td>
</tr>
<tr>
<td>30%</td>
<td>4.5</td>
</tr>
<tr>
<td>40%</td>
<td>4.8</td>
</tr>
<tr>
<td>60%</td>
<td>4.9</td>
</tr>
<tr>
<td>70%</td>
<td>4.8</td>
</tr>
<tr>
<td>80%</td>
<td>4.5</td>
</tr>
<tr>
<td>90%</td>
<td>3.9</td>
</tr>
<tr>
<td></td>
<td>2.9</td>
</tr>
</tbody>
</table>
Significance Testing

Tests for statistical significance have been conducted on mean scores and percentage results to determine significant differences in responses given by various subsegments of the sample. However, significance testing is not conducted on sample sizes under 30 due to the increased error ranges associated with low sample sizes. Statistical significance has been determined by using independent \( t \) tests for mean scores and \( z \) tests for percentage results at the .05 level of probability.
Chart 1 presents a zip code description of the study area.

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Community</th>
<th>Sample Percent</th>
<th>Number of Households *</th>
</tr>
</thead>
<tbody>
<tr>
<td>81332</td>
<td>Rico</td>
<td>2%</td>
<td>116</td>
</tr>
<tr>
<td>81426</td>
<td>Ophir</td>
<td>6%</td>
<td>115</td>
</tr>
<tr>
<td>81430</td>
<td>Placerville/Sawpit</td>
<td>8%</td>
<td>41</td>
</tr>
<tr>
<td>81435</td>
<td>Telluride/Mountain Village</td>
<td>83%</td>
<td>2,286</td>
</tr>
</tbody>
</table>

* Total: 2,558

* U.S Census Bureau

- Based on information supplied by the U.S. Census Bureau, The Jackson Organization estimates there are more than 2,500 households in the defined service area.
Chart 2 presents demographic characteristics of the respondents.

### Chart 2
Sample Characteristics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Total (n=401)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Resident</strong></td>
<td></td>
</tr>
<tr>
<td>Permanent homeowner</td>
<td>93%</td>
</tr>
<tr>
<td>Second homeowner</td>
<td>7</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>52%</td>
</tr>
<tr>
<td>Female</td>
<td>48</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>22%</td>
</tr>
<tr>
<td>35-44</td>
<td>26</td>
</tr>
<tr>
<td>45-64</td>
<td>46</td>
</tr>
<tr>
<td>65/older</td>
<td>6</td>
</tr>
<tr>
<td><strong>Median (years)</strong></td>
<td>45.8</td>
</tr>
<tr>
<td><strong>Home Ownership</strong></td>
<td></td>
</tr>
<tr>
<td>Own</td>
<td>76%</td>
</tr>
<tr>
<td>Rent</td>
<td>24</td>
</tr>
<tr>
<td><strong>Has Health Insurance</strong></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>85%</td>
</tr>
<tr>
<td>No</td>
<td>15</td>
</tr>
</tbody>
</table>

- Most of the consumers (93%) surveyed are permanent homeowners.
- The median age of the consumers surveyed is 45.8 years.
- Homeowners (76%) outnumber renters (24%) by more than 3-to-1.
- The demographic data have been collected to segment the survey results by each of the groupings shown in Chart 2.
Consumers were queried about their familiarity with Telluride Medical Center in terms of the image they have of the facility as well as past use of emergency room services and primary care providers at the clinic. Residents who have used the medical center were asked in some detail about the level of satisfaction with the clinic's services.
Chart 3
Familiarity With
Telluride Medical Center
(n=401)

Not at all familiar
4%

Somewhat familiar
40%

Very familiar
56%

Mean=2.50

Market Segments Most Familiar With Telluride Medical Center

• Seniors (2.76)
• Past TMC emergency patients (2.67)
• Past TMC family practice patients (2.62)
• Residents of zip code 81435 (2.57)
• Has health insurance (2.54)
• Permanent residents (2.52)

Scale: 3=very familiar; 2= somewhat familiar; 1= not at all familiar
- Ninety-six percent of the consumers indicate they are familiar with the Telluride Medical Center, with 56% being "very familiar" with this facility.

- Segments of the population who are most likely to indicate being highly familiar with the Telluride Medical Center are seniors, past patients of the facility (either emergency room patients or family practice patients), residents of zip code 81435, consumers who have health insurance coverage, and permanent residents.

- Consumers most likely to indicate they are "not at all familiar" with the Telluride Medical Center include the following:
  
  ⇒ Consumers living in zip code 81332 (20%)
  ⇒ Consumers living in zip code 81430 (18%)
  ⇒ Consumers who have not used a healthcare provider at the Telluride Medical Center over the past two years (14%)
  ⇒ Second homeowners (10%)

- Based on responses to the familiarity question, The Jackson Organization believes that the Telluride Medical Center has high consumer awareness. Advertising and marketing efforts geared toward building awareness of the medical center are not needed.
Consumers familiar with Telluride Medical Center were asked to rate the facility on several measures, including range of services, hours of operation, convenience of location, and the quality of the care provided. These results are presented in Charts 4 and 5.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>DK/Refused/NA</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>The convenience of the clinic’s location</td>
<td>47%</td>
<td>31%</td>
<td>20%</td>
<td>2%</td>
<td>–</td>
<td>1%</td>
<td>4.23</td>
</tr>
<tr>
<td>The overall quality of the emergency medical care at the clinic</td>
<td>27</td>
<td>27</td>
<td>20</td>
<td>5</td>
<td>3%</td>
<td>19</td>
<td>3.86</td>
</tr>
<tr>
<td>The overall quality of the primary healthcare providers at the clinic</td>
<td>25</td>
<td>31</td>
<td>26</td>
<td>4</td>
<td>2</td>
<td>11</td>
<td>3.81</td>
</tr>
<tr>
<td>The hours of operation</td>
<td>18</td>
<td>24</td>
<td>34</td>
<td>9</td>
<td>3</td>
<td>13</td>
<td>3.52</td>
</tr>
<tr>
<td>The range of medical services available at the clinic</td>
<td>17</td>
<td>27</td>
<td>33</td>
<td>13</td>
<td>2</td>
<td>9</td>
<td>3.50</td>
</tr>
</tbody>
</table>

--- Attributes grouped within dashed lines are rated statistically equal (p<.05)
Scale: 5=excellent; 1=poor
Chart 5
Mean Attribute Ratings For Telluride Medical Center Segmented By Past Users

<table>
<thead>
<tr>
<th>Attribute</th>
<th>User Of TMC ER</th>
<th></th>
<th>User Of TMC PCP's</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes (n=187)</td>
<td>No (n=195)</td>
<td>Yes (n=288)</td>
<td>No (n=94)</td>
</tr>
<tr>
<td>The convenience of the clinic’s location</td>
<td>4.36*</td>
<td>4.10</td>
<td>4.27</td>
<td>4.14</td>
</tr>
<tr>
<td>The overall quality of the emergency medical care at the clinic</td>
<td>4.01*</td>
<td>3.67</td>
<td>3.92</td>
<td>3.71</td>
</tr>
<tr>
<td>The overall quality of the primary healthcare providers at the clinic</td>
<td>3.94*</td>
<td>3.68</td>
<td>3.83</td>
<td>3.76</td>
</tr>
<tr>
<td>The hours of operation</td>
<td>3.61</td>
<td>3.44</td>
<td>3.58</td>
<td>3.36</td>
</tr>
<tr>
<td>The range of medical services available at the clinic</td>
<td>3.58</td>
<td>3.40</td>
<td>3.51</td>
<td>3.47</td>
</tr>
</tbody>
</table>

Scale: 5=excellent; 1=poor
* Significantly greater than the rating from non-ER users (p<.05)

- Ratings of the Telluride Medical Center range from 3.50 to 4.23 on a scale ranging from 1=poor to 5=excellent.

- The Telluride Medical Center is rated very high in terms of convenience of location. Ninety-eight percent of the consumers rate the clinic’s convenience of location as being “excellent,” “very good,” or “good.” A mean rating of 4.23 for this attribute is significantly above all others shown in Chart 4.

- The Telluride Medical Center also receives favorable ratings in terms of the quality of care provided. The facility scores at 3.86 for the overall quality of the emergency medical care at the clinic and is rated at 3.81 for the overall quality of the primary healthcare providers at the clinic. A majority of consumers in the area rate Telluride Medical Center as being either “excellent” or “very good” for each of these quality measurements.

- Telluride Medical Center is rated lowest overall in terms of the range of medical services available (3.50) and the hours of operation (3.52). Fifteen percent of the consumers who are familiar with the medical center rate the range of medical services available as “fair” or “poor.” Later in this report, consumers were asked to rate the need for additional services to be made available at the Telluride Medical Center. A number of consumers felt there was the need to add additional services, with pediatrics and orthopedics rated highest.
• Chart 5 presents attribute ratings for the Telluride Medical Center segmented by past patients. Compared to non-users, households who have used the medical center’s emergency room in the past two years rate the following attributes significantly higher:

  ⇒ Convenience of the clinic’s location
  ⇒ The overall quality of the emergency medical care at the clinic
  ⇒ The overall quality of the primary healthcare providers at the clinic

Although not always statistically significant, the facility's past patients rate all attributes higher than those who have not used the facility over the past two years.
Chart 6
Use Of And Overall Satisfaction With Telluride Medical Center's Emergency Room
In The Past Two Years
(n=401)

Overall Satisfaction With The ER

<table>
<thead>
<tr>
<th></th>
<th>Telluride Medical Center (n=188)</th>
<th>National Database</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely satisfied</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>45%</td>
<td>31%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>8%</td>
<td>19%</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Don't know/Refused</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Telluride Medical Center mean=4.09 *
National Database mean=3.69

* Significantly greater than the National Database mean (p<.05)
Scale: 5=completely satisfied; 4=very satisfied; 3=somewhat satisfied; 2=somewhat dissatisfied; 1=very dissatisfied
Nearly one in two (47%) respondents indicated that they or household members have been treated in the Telluride Medical Center emergency room within the past two years. Results to this question differ most by zip code. Forty-nine percent of the consumers living in zip code 81435 and 40% of those in 81426 indicate having used the medical center's emergency room services over the past two years, compared to only 30% of those living in zip code 81332 and 36% of the consumers living in zip code 81430.

Those who have used the Telluride Medical Center emergency room in the past two years were asked about their overall level of satisfaction with emergency room services. These data are presented in the bottom portion of Chart 16, along with comparisons to the National Database. On a scale ranging from 1=very dissatisfied overall to 5=completely satisfied overall, Telluride Medical Center's emergency room receives an overall patient satisfaction rating of 4.09. This score is statistically significantly above the national average of 3.69 for emergency room satisfaction. This survey provides an indication that Telluride Medical Center is doing a very good job of satisfying its emergency room patients.
Chart 7
Use Of And Overall Satisfaction With Healthcare Providers At Telluride Medical Center In The Past Two Years
(n=401)

Overall Satisfaction With The Healthcare Providers

Telluride Medical Center mean=3.95 **
National Database mean=4.36

** Significantly less than the National Database mean (p<.05)
Scale: 5=completely satisfied; 1=very dissatisfied
A majority of consumers (72%) reported that their households have seen a healthcare provider or received any other type of care (non-emergency) at the Telluride Medical Center over the past two years.

Segmented below are consumer segments most likely and least likely to have used healthcare providers at the medical center over the past two years.

Consumer Segments Most Likely To Have Used Healthcare Providers At Telluride Medical Center Over The Past Two Years

⇒ Emergency room users of the medical center (83%)
⇒ Consumers between 35 and 44 years of age (82%)
⇒ Females (77%)
⇒ Consumers under 35 years of age (76%)
⇒ Residents of zip code 81435 (75%)
⇒ Permanent residents (74%)

Consumer Segments Least Likely To Have Used Healthcare Providers At Telluride Medical Center Over The Past Two Years

⇒ Residents of zip code 81332 (50%)
⇒ Second homeowners (53%)
⇒ Residents of zip code 81430 (61%)

The bottom portion of Chart 7 presents the degree of satisfaction with healthcare providers at Telluride Medical Center. For comparative purposes, The Jackson Organization has supplied physician office patient database results for overall satisfaction for this chart as well.

More than three in four (77%) reported being either "completely satisfied" or "very satisfied" overall with the medical center's healthcare providers. Telluride Medical Center's overall satisfaction rating for its healthcare providers is 3.95. This score is significantly below the national average of 4.36. As shown in Chart 7, Telluride Medical Center's mean rating for its healthcare providers is below the national average as fewer of the medical center’s patients are “completely satisfied” overall compared to the national norm.
Consumers having seen healthcare providers at Telluride Medical Center in the past two years were asked to rate the care and service they received on several measures.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>DK/Refused</th>
<th>N/A</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>How well the staff explained the illness or treatment</td>
<td>30%</td>
<td>35%</td>
<td>23%</td>
<td>5%</td>
<td>2%</td>
<td>4%</td>
<td>289</td>
<td>3.89</td>
</tr>
<tr>
<td>How well the staff involved the patient in decisions about their care and treatment</td>
<td>29</td>
<td>34</td>
<td>22</td>
<td>5</td>
<td>3</td>
<td>7</td>
<td>3.88</td>
<td></td>
</tr>
<tr>
<td>How well tests and procedures were explained</td>
<td>27</td>
<td>33</td>
<td>24</td>
<td>5</td>
<td>2</td>
<td>9</td>
<td>3.86</td>
<td></td>
</tr>
<tr>
<td>The timeliness and efficiency of the registration process</td>
<td>28</td>
<td>30</td>
<td>28</td>
<td>5</td>
<td>2</td>
<td>6</td>
<td>3.83</td>
<td></td>
</tr>
<tr>
<td>The amount of time spent waiting before being seen by a doctor or healthcare provider</td>
<td>21</td>
<td>35</td>
<td>26</td>
<td>11</td>
<td>4</td>
<td>3</td>
<td>3.62*</td>
<td></td>
</tr>
<tr>
<td>How clearly billing and payment information was explained</td>
<td>20</td>
<td>24</td>
<td>27</td>
<td>10</td>
<td>6</td>
<td>13</td>
<td>3.47</td>
<td></td>
</tr>
</tbody>
</table>

* Attributes grouped within dashed lines are rated statistically equal (p<.05)
* The National Database mean = 3.53

- The patient ratings of clinic services at Telluride Medical Center were obtained using a scale ranging from 1=poor to 5=excellent.

- Ratings for the medical center range form 3.47 to 3.89. Four factors receive very similar ratings, including *how well the staff explained the illness or treatment* (3.89), *how well the staff involved the patient in decisions about their care and treatment* (3.88), *how well tests and procedures were explained* (3.86), and *the timeliness and efficiency of the registration process* (3.83). Of those assigning ratings for these attributes, more than 80% rated the factors as "excellent," "very good," or "good."
• Ratings for the Telluride Medical Center were much lower in terms of how clearly billing and payment information was explained (3.47) and the amount of time spent waiting before being seen by a doctor or healthcare provider (3.62).

• Pearson correlations were completed between the attributes shown in Chart 8 and Telluride Medical Center's overall satisfaction rating for its healthcare providers presented in Chart 7.

<table>
<thead>
<tr>
<th>Correlation Between Attribute Ratings For Telluride Medical Center And The Medical Center's Overall Satisfaction Rating For Its Healthcare Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attribute</td>
</tr>
<tr>
<td>How well the staff involved the patient in decisions about their care and treatment</td>
</tr>
<tr>
<td>How well the staff explained the illness or treatment</td>
</tr>
<tr>
<td>How well tests and procedures were explained</td>
</tr>
<tr>
<td>The amount of time spent waiting before being seen by a doctor or healthcare provider</td>
</tr>
<tr>
<td>The timeliness and efficiency of the registration process</td>
</tr>
<tr>
<td>How clearly billing and payment information was explained</td>
</tr>
</tbody>
</table>

• Each of the factors shown above is significantly correlated to overall satisfaction with the medical center's healthcare providers. Attributes that are most highly correlated to overall satisfaction are how well the staff involved the patient in decisions about their care and treatment, how well the staff explained the illness or treatment, and how well tests and procedures were explained. The medical center and its providers should view these factors as opportunities for improvement with the goal of enhancing overall patient satisfaction with the medical center. All of these factors involve interaction and communication with patients.
OUTMIGRATION

SECTION V

Consumers were asked about having left the Telluride area in the past year for any of the following reasons:

⇒ To receive primary care services
⇒ To see a specialist physician
⇒ To have an outpatient surgery procedure

Consumers who left to receive primary care services were asked why they did not use Telluride Medical Center (Chart 10).
Chart 9 presents the incidence of consumers leaving the area in the past twelve months for various medical services.

<table>
<thead>
<tr>
<th>Reason For Leaving The Area</th>
<th>Resident Total (n=401)</th>
<th>Resident Permanent (n=371)</th>
<th>Second Homeowner (n=30)</th>
<th>Health Insurance Yes (n=341)</th>
<th>Health Insurance No (n=60)</th>
</tr>
</thead>
<tbody>
<tr>
<td>To receive primary care services, either from a primary care physician or another health provider</td>
<td>38%</td>
<td>38%</td>
<td>43%</td>
<td>41%*</td>
<td>20%</td>
</tr>
<tr>
<td>To see a specialist physician</td>
<td>60</td>
<td>61</td>
<td>47</td>
<td>64*</td>
<td>42</td>
</tr>
<tr>
<td>To have an outpatient surgery procedure</td>
<td>35</td>
<td>36*</td>
<td>20</td>
<td>37</td>
<td>25</td>
</tr>
</tbody>
</table>

* Significantly greater than the result for the corresponding market segment (p<.05)

- Three in five (60%) households have left the Telluride area over the past year to see specialists.

- In contrast, fewer than 40% have left the area to receive primary care services (38%) or to have an outpatient surgery procedure (35%).

- Results to these outmigration questions differ most by health insurance coverage. As shown in Chart 9, consumers who have health insurance coverage were significantly more likely than those who have no health insurance coverage to have left the area to receive primary care services and to see specialists.

- Compared to permanent residents, second homeowners are much less likely to report having left the area to see specialists or to have outpatient surgery.

- Combining the results for all three of the reasons/services shown in Chart 9, 70% of the consumers report their households have left the Telluride area over the past year for medical reasons, including to receive primary physician care, to see specialists, or to have outpatient surgery. It is interesting that, of those who have left the area over the past year to receive medical services, 77% indicate having used healthcare providers at the Telluride Medical Center within the past two years. This percentage actually exceeds the facility’s overall healthcare provider use rate of 72% of all households in the area. In other words, while a number of consumers have left the area to receive medical services, most of these residents are past users of the Telluride Medical Center.
• Summarized below are demographic segments of the population most likely to have left the area over the past year for various types of health services.

To Receive Primary Care Services

⇒ Seniors (52%)
⇒ Second homeowners (43%)
⇒ Consumers between 35 and 44 years of age (42%)
⇒ Residents of zip code 81430 (42%)
⇒ Consumers who have health insurance coverage (41%)

To See A Specialist Physician

⇒ Seniors (72%)
⇒ Consumers who own as opposed to rent their homes (66%)
⇒ Consumers between 35 and 64 years of age (65%)
⇒ Females (64%)
⇒ Consumers who have health insurance coverage (64%)

To Have An Outpatient Surgery Procedure

⇒ Residents of zip code 81332 (50%)
⇒ Females (39%)
⇒ Consumers who own their homes as opposed to rent (38%)
⇒ Consumers under 35 years of age (37%)
⇒ Consumers who have health insurance coverage (37%)
Chart 10
Reasons For Not Seeing A Primary Care Provider At Telluride Medical Center
(n=153)

- Service/provider needed not offered: 37%
- Rapport with another doctor: 12%
- Poor quality health providers: 11%
- Insurance issues/Plan not accepted: 6%
- Referred elsewhere: 5%
- Too far/not convenient: 5%
- Bad previous experience: 3%
- Confidentiality/privacy issues: 2%
- Dissatisfied with TMC quality: 2%
- Long waits: 1%
- Old/outdated facility: 1%
Residents who have left the Telluride area over the past twelve months to receive primary care services were asked why they did not see primary care providers at the Telluride Medical Center.

The most frequently given reason for not using healthcare providers at Telluride Medical Center is that services/providers needed were not available (37%).

Other reasons given are that consumers have established a rapport with another doctor (12%), a perception that the health providers at Telluride Medical Center are of poor quality (11%), insurance issues, including not accepting health insurance coverage (6%), referred elsewhere (5%), and too far away/not convenient (5%).
Consumers were asked about their understanding of how their tax dollars support Telluride Medical Center, i.e., the emergency room vs. the family practice side of the clinic. Support for taxes to be used to fund family practice services was determined.
Chart 11
"Are Tax Dollars Used To Support The Telluride Medical Center?"
(n=401)

Yes 61%
Don't know 28%
No 11%

"Are You Aware That Tax Dollars Are Used To Support Only The ER, Not The Family Practice Side Of The Clinic?"

Yes 40%
No 56%
Don't know 4%
- Sixty-one percent of the consumers indicate that, to the best of their knowledge, tax dollars are used to support the Telluride Medical Center. Although only 11% answered "no" to this question, a number of consumers (28%) indicated they "don't know."

- Market segments most likely to indicate that they are aware of tax dollars being used to support the Telluride Medical Center include the following:
  
  ⇒ Homeowners (67%)
  ⇒ Consumers between 45 and 64 years of age (67%)
  ⇒ Consumers having seen healthcare providers at Telluride Medical Center over the past two years (65%)
  ⇒ Females (64%)
  ⇒ Seniors (64%)
  ⇒ Residents of zip code 81435 (64%)
  ⇒ Past emergency room users of Telluride Medical Center (64%)

- In contrast, second homeowners (33%), renters (41%), residents of zip code 81332 (40%), and consumers under 35 years of age (45%) are less likely to be aware that tax dollars are used to support the medical center.

- Of those who indicate that tax dollars are used to support Telluride Medical Center, only 40% indicate that they are aware that tax dollars are used to support only the ER, not the family practice side of the clinic. Fifty-six percent of those aware that tax dollars are used to support the medical center incorrectly assumed that tax dollars are also used in support of the family practice side of the clinic. Hence, there is a good deal of misunderstanding regarding how Telluride Medical Center is funded through the use of tax dollars.
Chart 12
Level Of Support For Using Tax Dollars To Assist The Family Practice Side Of Telluride Medical Center (n=401)

Don't know/Refused 7%
Extremely supportive 11%
Not at all supportive 11%
Not very supportive 10%

Very supportive 31%
Somewhat supportive 30%

Mean=3.23

Market Segments Most Supportive Of Tax Dollar Assistance

• Home owners (3.58)
• Residents of zip code 81426 (3.52)
• Seniors (3.50)
• Consumers under 35 years of age (3.42)
• Past TMC family practice patients (3.36)

Scale: 5=extremely supportive; 1=not at all supportive
After making consumers aware that tax dollars are only used for the emergency room and not the family practice side of the clinic, consumers were asked about their level of support for taxes being used to support the family practice services.

A majority of consumers (72%) indicated they are supportive of using tax dollars to assist the family practice side of the Telluride Medical Center. Nearly half of the consumers (42%) reported that they are either "extremely supportive" or "very supportive" of using tax dollars to support family practice services.

Segments of the population most supportive of using tax dollars to assist the family practice side of the medical center are homeowners, residents of zip code 81425, seniors, consumers under 35 years of age, and past family practice patients of Telluride Medical Center.
Much of the survey was used to ask consumers about the need for additional services that could be made available at Telluride Medical Center, including outpatient surgery, a birthing center, cardiology, a satellite medical facility on the mountain, and many others.

Respondents were also asked how supportive they would be of Telluride Medical Center relocating to various sites in the area.
Chart 13 presents the extent to which consumers believe there is a need for additional services at Telluride Medical Center.

<table>
<thead>
<tr>
<th>Service</th>
<th>Great need</th>
<th>Some need</th>
<th>No Need</th>
<th>DK/Refused/NA</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pediatric services</td>
<td>53%</td>
<td>31%</td>
<td>7%</td>
<td>8%</td>
<td>2.50</td>
</tr>
<tr>
<td>Orthopedic services</td>
<td>52%</td>
<td>31%</td>
<td>10%</td>
<td>6%</td>
<td>2.45</td>
</tr>
<tr>
<td>Behavioral health services, such as counseling and</td>
<td>34%</td>
<td>43%</td>
<td>17%</td>
<td>6%</td>
<td>2.18</td>
</tr>
<tr>
<td>addiction treatment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birthing center</td>
<td>32%</td>
<td>41%</td>
<td>20%</td>
<td>8%</td>
<td>2.13</td>
</tr>
<tr>
<td>Cardiology services</td>
<td>27%</td>
<td>46%</td>
<td>17%</td>
<td>10%</td>
<td>2.11</td>
</tr>
<tr>
<td>Ambulatory surgery services</td>
<td>24%</td>
<td>45%</td>
<td>20%</td>
<td>10%</td>
<td>2.05</td>
</tr>
<tr>
<td>Home healthcare services, such as visiting nurses or</td>
<td>15%</td>
<td>56%</td>
<td>22%</td>
<td>8%</td>
<td>1.92</td>
</tr>
<tr>
<td>medical equipment for home use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expanding the hours of operation at the clinic</td>
<td>22%</td>
<td>33%</td>
<td>31%</td>
<td>14%</td>
<td>1.89</td>
</tr>
<tr>
<td>In-home hospice care</td>
<td>12%</td>
<td>44%</td>
<td>32%</td>
<td>11%</td>
<td>1.78</td>
</tr>
<tr>
<td>Transportation service to the clinic</td>
<td>12%</td>
<td>40%</td>
<td>41%</td>
<td>6%</td>
<td>1.70</td>
</tr>
<tr>
<td>Assisted living, which would require construction of</td>
<td>6%</td>
<td>22%</td>
<td>64%</td>
<td>8%</td>
<td>1.37</td>
</tr>
<tr>
<td>a full-service residential facility</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

--- Services grouped within dashed lines are rated statistically equal (p<.05)

Scale: 3=great need; 1=no need

- A majority of consumers have indicated that there is "great need" for pediatric services and orthopedic services to be offered at Telluride Medical Center. In fact, more than 80% of the consumers perceive at least "some need" for these two services to be made available at the clinic. As a group, pediatric services and orthopedic services are rated significantly above all other services in terms of need.

- Services comprising a second tier in terms of need are behavioral health services, a birthing center, cardiology services, and ambulatory surgery.

- In contrast, consumers are much less likely to perceive "great need" for assisted living services, in-home hospice care, and a transportation service to the clinic.
In summary, the results presented in Chart 13 reveal that consumers believe there is a strong need for pediatric services and orthopedic services in Telluride. It is recommended that the medical center evaluate the opportunity to provide these services, even if only on a part-time basis.
Chart 14
Other Medical Services That Should Be Offered At Telluride Medical Center
(Unaided Question; n=401)

- Dermatology: 4%
- MRI: 3%
- OB/GYN: 3%
- Birthing Center: 2%
- Orthopedics: 2%
- Pediatrics: 2%
- Trauma Center: 2%
- Mammography: 2%
- Preventive Care: 2%
- Services for those who cannot pay: 2%
- Don't know/None/Refused: 61%
After being asked to rate the degree of need for the services shown in Chart 13, consumers were asked if there were other medical services they believe need to be offered and/or expanded at the Telluride Medical Center.

Most of the consumers could not think of any additional services that need to be offered. Chart 14 reveals that several services are mentioned by between two percent and four percent of the consumers. Of the services not already asked of consumers and shown in Chart 13, additional services mentioned most often are dermatology (4%), MRI (3%), a trauma center (2%), preventive care services (2%), and services for those who cannot pay (2%). Hence, radiology services, MRI/mammography, and dermatology are additional services mentioned the most.
Chart 15
Specialists That Consumers Would Like Available Part-Time At Telluride Medical Center
(n=401)

Orthopedics 16%
OB/GYN 11%
Dermatology 10%
Pediatrics 7%
Cardiology 6%
Ophthalmology 3%
Internal Medicine 2%
Psychiatry 2%
Orthodontics 2%
Don't know/None/Refused 55%
Respondents were told that it may be possible for Telluride Medical Center to staff physician specialists on rotating or periodic basis if demand is sufficient. Consumers were asked if there are any physician specialties they would like to see offered at the medical center.

The specialties mentioned most often are orthopedics (16%), OB/GYN (11%), and dermatology (10%). Pediatrics (7%) and cardiology (6%) are the only other services mentioned by more than five percent of the consumers.

It is The Jackson Organization's experience that when more than five percent of consumers surveyed in a given area name a service on an unaided, open-ended basis, opportunities may exist. Hence, it is recommended that Telluride Medical Center evaluate opportunities to rotate various specialists in on a part-time basis, including those in orthopedics, obstetrics/gynecology, dermatology, pediatrics, and cardiology.
Chart 16
Support Of Additional Taxes Or Assessments As A Means To Offering More Services Through The Clinic At Telluride Medical Center
(n=401)

Market Segments Most Supportive Of Taxes Or Assessments As A Way To Expand Services

- Second homeowners (3.29)
- Residents under 35 years of age (3.10)
- Renters (3.04)
- Residents of zip code 81332 (3.00)

Scale: 5=extremely supportive; 1=not at all supportive
• After being asked about the need for additional services and specialists that could be made available at the Telluride Medical Center, consumers were asked about their level of support of additional taxes or assessments as a means to offering additional services and specialties through the clinic.

• A majority of consumers (66%) indicate they would be supportive of additional taxes or assessments as a means to offering more services. However, while about two in three consumers are supportive, only 24% mentioned they were either “extremely supportive” or “very supportive” of additional taxes or assessments as a way to facilitate the offering of additional services.
Chart 17
The Need To Offer A Satellite Facility On The Mountain To Provide Minor Emergency Care (n=401)

Don't know/Refused 7%
Great need 12%
Some need 28%
No need 53%

Mean=1.57

Market Segments Who Perceive The Greatest Need For A Satellite Facility To Provide Service For Minor Emergencies

• Renters (1.85)
• Consumers under 35 years of age (1.79)
• Consumers with no health insurance (1.78)
• Second homeowners (1.70)

Scale: 3=great need; 1=no need
Chart 17
The Need To Offer A Satellite Facility On The Mountain To Provide Minor Emergency Care

- Consumers were also asked about the need for Telluride Medical Center to offer a satellite medical facility on the mountain to provide minor emergency care. A majority of respondents (53%) felt there is no need to develop a satellite facility on the mountain to provide minor emergency services. Only 12% of the consumers felt a "great need" to develop such a facility.

- Market segments who believe the need is greatest for the development of a satellite facility to provide minor emergency services include renters, consumers under 35 years of age, those with no health insurance coverage, and second homeowners.

- Although other sources may need to be considered, based on the input of 401 consumers in the area, The Jackson Organization does not recommend the development of a satellite facility on the mountain to provide minor emergency care.
Consumers were presented with several scenarios and asked about their level of support for Telluride Medical Center to relocate to these sites.

<table>
<thead>
<tr>
<th>Location</th>
<th>Extremely supportive</th>
<th>Very supportive</th>
<th>Somewhat supportive</th>
<th>Not very supportive</th>
<th>Not at all supportive</th>
<th>DK/Refusal/NA</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society Turn</td>
<td>9%</td>
<td>17%</td>
<td>27%</td>
<td>8%</td>
<td>35%</td>
<td>4</td>
<td>2.55</td>
</tr>
<tr>
<td>The east end of Telluride</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mountain Village</td>
<td>2</td>
<td>7</td>
<td>20</td>
<td>12</td>
<td>55</td>
<td>4</td>
<td>1.85</td>
</tr>
<tr>
<td>The airport</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1.74</td>
</tr>
</tbody>
</table>

— Locations grouped within dashed lines are rated statistically equal (p<.05)
Scale: 5=extremely supportive; 1=not at all supportive

- Of the four locations shown above, Society Turn is easily the most preferred new location for Telluride Medical Center. Consumers are significantly more likely to be supportive of a move to this location than they would relocation to the east side of Telluride, Mountain Village, or the airport.

- While there is a fair amount of support to relocate to Society Turn, nearly half (43%) of the consumers are not supportive of such a move. Data shown earlier in the report (Chart 4) have revealed that convenience of the clinic’s existing location is an overall strength. In fact, 98% of the consumers who are familiar with Telluride Medical Center have rated the convenience of the clinic’s location as “excellent,” “very good,” or “good.”

- Before the medical center moves to any location, The Jackson Organization recommends a detailed site plan study and analysis. Based on the results of this study, a move to the Society Turn area may be feasible; however, it should be remembered that the facility’s existing location is a strength.