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## Franklin hospital receives high marks

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In a new survey of state hospitals, Southampton Memorial Hospital patients gave it the highest marks among Hampton Roads-area hospitals for cleanliness, speed, controlling pain, keeping things quiet at night and communicating information.

The Franklin hospital ranked highest in eight out of 10 measures of patient satisfaction in a report released by Virginia Health Information, which compiles information on hospitals.

In the latest report, the nonprofit aimed to collect at least 300 randomly selected patient surveys from each hospital.

The report is designed to help patients compare hospitals in 10 measures of patient perspectives on care, the VHI website said.

Sentara Norfolk General Hospital ranked highest in overall satisfaction among Hampton Roads hospitals at 70 percent. It also ranked highest, at 75 percent, in the percentage of patients who would definitely recommend the hospital.

At 55 percent, Sentara Bayside Hospital in Virginia Beach and Riverside Shore Memorial Hospital on the Eastern Shore tied for the lowest marks in overall care. Shore also ranked at the bottom for patients who would recommend the hospital.

On patient room and bathroom cleanliness, Southampton received the highest marks at 78 percent. Patients ranked Sentara Leigh Hospital in Norfolk lowest at 51 percent.

Southampton ranked highest in providing speedy help to patients, at 68 percent, while Sentara Williamsburg Regional Medical Center in York County ranked lowest at 50 percent.

Patients also scored Southampton highest in controlling pain, at 73 percent, and Sentara Williamsburg lowest, at 58 percent.

In keeping noise down at night, Southampton again led the pack at 70 percent, and Sentara Leigh ranked the lowest at 45 percent.

Patients scored Southampton nurses highest, at 82 percent, for communicating with patients. Sentara

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CarePlex Hospital in Hampton and Sentara Williamsburg tied for lowest at 68 percent.

Southampton also came out on top in doctors communicating with patients at 87 percent. Sentara Bayside was lowest at 72 percent.

In explaining medicines before giving them to patients, Southampton ranked highest at 61 percent, followed by Bon Secours Mary Immaculate Hospital in Newport News at 59 percent. Shore was lowest at 49 percent.

Southampton and Bon Secours DePaul Medical Center in Norfolk both came out on top in providing patients information about what to do during recovery at home, at 87 percent, while Bayside ranked the lowest at 76 percent.

In response to the proliferation of health choices, Southampton has focused on educating staff to improve customer experiences and visiting every patient room hourly to address needs sooner rather than later, CEO David Fuller said.

Plus, rural hospitals tend to fare better in patient perception than those in more populated areas.

"Out here, we know a lot of our customers on a first-name basis," he said.

### **Survey online**

Find out how area hospitals were rated at <http://www.vhi.org>. Click on "Hospital Patient Satisfaction."

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