

RESEARCH

PERCEPTIONS OF LVMD AMONG TWO COMMUNITIES: MEDICAL SERVICE PROVIDERS AND RESIDENTS

MEDICAL SERVICE PROVIDER SURVEY

Results of Oct. 15, 2016 through Feb. 15, 2016 survey by Las Vegas-based research firm, Applied Analysis, of Las Vegas area medical service providers revealed the following findings. The survey generated 467 responses with a confidence interval of 95 percent.

Key Findings

- Nearly 94 percent of medical professionals surveyed support the city's efforts and ongoing investment in the LVMD.
- Approximately 75 percent of health care providers surveyed believe Las Vegas lacks sufficient medical service professionals and related services.
- Approximately 76 percent of providers would consider working within the LVMD.
- 50 percent of respondents strongly agree and another 25 percent somewhat agree that "adding a prestigious, locally-based medical school at UNLV is key for the industry's future success."

RESIDENT SURVEY

Results of May-June, 2015 survey by Las Vegas-based research firm, Applied Analysis, of Las Vegas area residents revealed the following findings. The survey included 802 interviews: those living in and around LVMD (400) and those living in surrounding Las Vegas Valley (402) with a confidence interval of 95 percent.

Key Findings

- Both groups of respondents have above-average concerns about health care related topics in Southern Nevada.

- 60.8 percent very concerned LVMD area residents; 70.9 percent valley-wide residents re availability of health care services.
- Cost of healthcare services is the topic Southern Nevada residents are most concerned about (68.1 percent LVMD and 61.9 percent valley-wide).
- 62.1 percent LVMD and 72.9 percent valley-wide very concerned re "Ability to meet the health care needs of a growing population."
- Almost 60 percent of respondents living in the area in and around the LVMD are familiar with the medical district while 36 percent of the valley-wide residents are familiar.
- About 6 in 10 (both groups) have a positive view of the health care services currently provided within the medical district.
- 89.3 percent of LVMD area residents and 93.3 percent of valley-wide residents said they support the city of Las Vegas making a significant investment to improve the LVMD.
- 60.5 percent LVMD and 74.1 percent valley-wide strongly agreed that "expanding and revitalizing the medical district will add value to my neighborhood/the community of Southern Nevada."
- Highest rated amenities for future improvement: access for pedestrians, bicyclists, cars and transit. 74.3 percent near LVMD felt this is very important.
- Slightly over 68 percent of LVMD area residents and almost 60 percent valley-wide residents agreed that the new medical school should be located in a central location.
- 42.3 percent LVMD and 31.3 percent valley-wide said they would seek a medical provider in the medical district if they needed medical care.

