

2025 Hospital Executive Level Priorities – CEO/COO

The **H**ospital **E**xecutive **L**evel **P**riorities surveys take the pulse of Hospital and Healthcare Executives across the country to understand what is important to them. The results of the 2025 H.E.L.P. surveys were based upon 1,676 respondents.

This H.E.L.P. survey covers sixteen (16) broad industry leading topics. The following table scores each priority on a scale of 1 through 100, with one hundred being the most important. The “Change” column reflects the difference from 2024. **The top five (5) CEO/COO priorities are Quality of Care & Patient Safety, Maintaining Competitive Salaries, Wages, & Benefits, Retaining Talent or Employee Turnover, Patient Satisfaction & Experience, and Registered Nurse/Professional Recruitment.**

CEO HELP	2024	2025	CHANGE
Quality of Care & Patient Safety	84.0	84.7	0.7
Maintaining Competitive Salaries, Wages, & Benefits	85.5	79.3	-6.2
Retaining Talent or Employee Turnover	82.6	63.3	-19.3
Patient Satisfaction & Experience	56.1	59.9	3.8
Registered Nurse/Professional Recruitment	80.6	57.1	-23.5
Cost Containment	62.1	56.3	-5.8
Financial Reimbursements/Penalties/Funding Cuts	60.6	55.7	-4.9
Population Health/Healthcare Uncertainty	46.1	50.0	3.9
Hospital-Physician Relations/Integration	58.1	50.0	-8.1
Regulatory Mandates/Healthcare Reform Changes	50.2	48.0	-2.2
Bed Capacity & ER Overcrowding	51.5	44.4	-7.1
Capital Equipment/Technology Acquisition	58.1	43.0	-15.1
Workplace Violence	-	41.3	-
Competing for Patient Volume	54.6	38.9	-15.7
Workforce Diversity, Equity and Inclusion	-	33.3	-
Mergers & Acquisitions	32.1	29.2	-2.9