

Beth Israel Hospital/Deaconess Merger Name

Objective	Create new name for the combined entity of Beth Israel and Deaconess hospitals
Data Source	Telephone surveys among consumers (patients and non)
Question	<i>“What words or thoughts come to mind when you think of Beth Israel Hospital?”</i>



<u>VERBATIMS</u>	<u>BI</u>	<u>MGH</u>	<u>Brigham & Women's</u>
good/excellent	85	125	86
care/ing	72	35	32
doctors/surgeons	43	89	36
reputation	39	93	62
maternity	9	27	69
nurse(s)	78	19	46

ThoughtTalk	<p><i>“Beth Israel has caring nurses who treat you special.”</i></p> <p><i>“The ER nurses are great at BI. They really care for you.”</i></p> <p><i>“It’s the nursing care at BI that makes it so special.”</i></p>
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Results	<p>The name CareGroup was adopted to reflect Beth Israel’s perceptual strength in caring and great nurses.</p> <p>www.wallacewashburn.com</p>
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