

# Beth Israel Physician Finder Line

|             |   |
|-------------|---|
| Objective   | Determine how and why consumers decide to contact the hospital, ideally to find a physician |
| Data Source | Telephone surveying of consumers  |
| Question    | <i>“Why did you call Beth Israel?”</i>  |

**ThoughtSCAN**<sup>®</sup>

## VERBATIMS

information  
healthcare  
get

## ThoughtScan Frequency

67  
49  
22

ThoughtTalk

*“I want to get some information first.”*  
*“I don’t want to call the Physician Finder line. Pressure!”*  
*“The first step is calling to talk about my problem and get information.”*

Results

A winning new name was introduced as the Physician Finder Line. The name change generated a 26% increase in calls, many of which chose a doctor too.  
[www.wallacewashburn.com](http://www.wallacewashburn.com)