

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>



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.
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