

Cape Cod Hospital Image Survey

Objective Determine the hospitals image among three groups including staff, patients and non patients

Data Source Telephone Surveys

Question *“What would make you concerned about using Cape Cod Hospital?”*

ThoughtSCAN[®]

VERBATIMS

ThoughtScan Frequency

<u>Staff</u>	<u>Non Patients</u>	<u>Patients</u>
63	52	11
41	31	13
49	50	16
46	47	42

mistakes
doctors
ER
slow

ThoughtTalk *“You hear about mistakes the doctors made.”*
“People go to Boston because they fear mistakes.”
“The ER gets incredibly busy in the summer. Slow.”

Results A series of weekly testimonial ads were placed in local Cape Cod newspapers featuring residents who had great experiences. A new ER was also constructed.
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