

# 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**<sup>®</sup>

VERBATIMS

ThoughtScan Frequency

Staff    Non Patients    Patients

mistakes

63

52

11

doctors

41

31

13

ER

49

50

16

slow

46

47

42

**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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