

Mass Medical Society Malpractice Crisis

Objective Determine how to stem the outmigration of doctors leaving Massachusetts due to souring malpractice insurance rates.

Data Source Telephone surveys among consumers state wide.

Question *“Who’s to blame for the increased number of malpractice law suits in Massachusetts?”*



VERBATIMS

ThoughtScan Frequency

lawyers

114

consumers

79

payday

32

caps

31

ThoughtTalk *“It’s the lawyers encouraging people to sue needlessly.”*
“Some Consumers want something good (money) to come out of a bad situation even if the doctor is not to blame.”
“Put caps on the amount they can get.”

Results The research was instrumental in proving that caps needed to be placed on awards to stem the suits. The study was used as an effective sales tool with politicians.
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