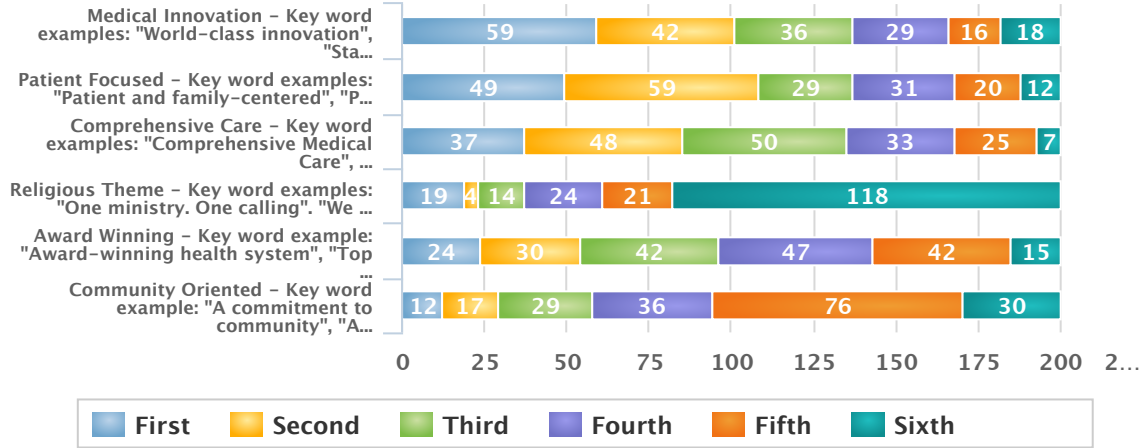


Appraisal of hospital messaging (6 segments) - Primary Care

Who 25+ years old

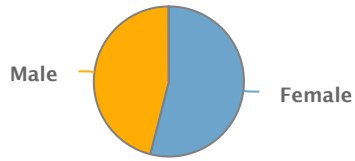
1. We evaluated marketing messages from 100 of the largest hospitals in the U.S. and found their messages fell into one of six categories: 1) Medical Innovation, 2) Patient Focused, 3) Comprehensive Care, ...



200 / 200 Responses



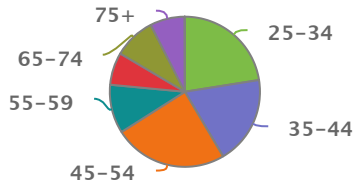
Gender



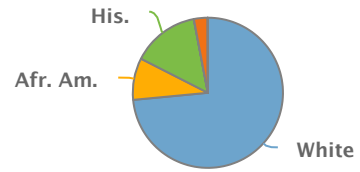
Number Of Children



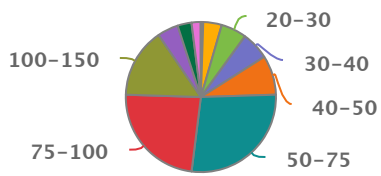
Age



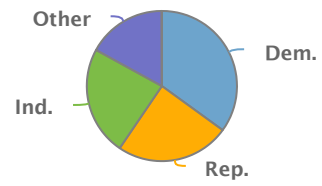
Race



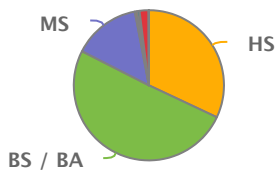
Household Income



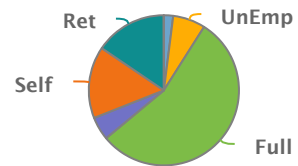
Political Affiliation



Education Level



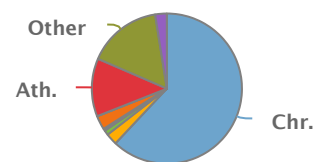
Employment Status



Marital Status



Religion



1. We evaluated marketing messages from 100 of the largest hospitals in the U.S. and found their messages fell into one of six categories: 1) Medical Innovation, 2) Patient Focused, 3) Comprehensive Care, 4) Religious Themed, 5) Award Winning and 6) Community Oriented. If you were considering a hospital for PRIMARY CARE, please rank which of these key words and tagline would resonate most.

For 'Patient Focused - Key word examples: "Patient and family-centered", "People you can count on", "Advanced personalized care". Tagline example: "Because of You":

- 💡 25-34 year olds ranked 'Patient Focused - Key word examples: "Patient and family-centered", "People you can count on", "Advanced personalized care". Tagline example: "Because of You" highly slightly more than the other choices
- 💡 45-54 year olds ranked 'Patient Focused - Key word examples: "Patient and family-centered", "People you can count on", "Advanced personalized care". Tagline example: "Because of You" highly slightly more than the other choices
- 💡 Females ranked 'Patient Focused - Key word examples: "Patient and family-centered", "People you can count on", "Advanced personalized care". Tagline example: "Because of You" highly slightly more than the other choices

For 'Religious Theme - Key word examples: "One ministry. One calling". "We extend the healing ministry of Jesus". "Help our Patients... mind, body and spirit". Tagline example: "Your Health is Our Sacred Calling":

- 💡 Nothing of interest to report

For 'Community Oriented - Key word example: "A commitment to community", "A supportive community", "Improve the health and well-being of our community". Tagline example: "We're Here for You.":

- 💡 Nothing of interest to report

For 'Medical Innovation - Key word examples: "World-class innovation", "State-of-the-art equipment". Tagline example: "Passionate about Innovating Healthcare":

- 💡 60-64 year olds ranked 'Medical Innovation - Key word examples: "World-class innovation", "State-of-the-art equipment". Tagline example: "Passionate about Innovating Healthcare" highly slightly more than the other choices
- 💡 35-44 year olds ranked 'Medical Innovation - Key word examples: "World-class innovation", "State-of-the-art equipment". Tagline example: "Passionate about Innovating Healthcare" highly slightly more than the other choices
- 💡 55-59 year olds ranked 'Medical Innovation - Key word examples: "World-class innovation", "State-of-the-art equipment". Tagline example: "Passionate about Innovating Healthcare" highly slightly more than the other choices
- 💡 75+ year olds ranked 'Medical Innovation - Key word examples: "World-class innovation", "State-of-the-art equipment". Tagline example: "Passionate about Innovating Healthcare" highly slightly more than the other choices
- 💡 Whites ranked 'Medical Innovation - Key word examples: "World-class innovation", "State-of-the-art equipment". Tagline example: "Passionate about Innovating Healthcare" highly slightly more than the other choices

For 'Award Winning - Key word example: "Award-winning health system", "Top 100 hospitals", "Fastest growing hospital", "among the '15 Top Hospitals' three times". Tagline examples: "Remarkable Always":

💡 Nothing of interest to report

For 'Comprehensive Care - Key word examples: "Comprehensive Medical Care", "Largest Healthcare Provider", "Over 120 outpatient facilities". Tagline example: "High Quality Care for Everyone":

💡 65-74 year olds ranked 'Comprehensive Care - Key word examples: "Comprehensive Medical Care", "Largest Healthcare Provider", "Over 120 outpatient facilities". Tagline example: "High Quality Care for Everyone" highly slightly more than the other choices

💡 Males ranked 'Comprehensive Care - Key word examples: "Comprehensive Medical Care", "Largest Healthcare Provider", "Over 120 outpatient facilities". Tagline example: "High Quality Care for Everyone" highly slightly more than the other choices

💡 Hispanic / Latinos ranked 'Comprehensive Care - Key word examples: "Comprehensive Medical Care", "Largest Healthcare Provider", "Over 120 outpatient facilities". Tagline example: "High Quality Care for Everyone" highly slightly more than the other choices

💡 African Americans ranked 'Comprehensive Care - Key word examples: "Comprehensive Medical Care", "Largest Healthcare Provider", "Over 120 outpatient facilities". Tagline example: "High Quality Care for Everyone" highly slightly more than the other choices