



R.L. Repass & Partners, Inc.

Opinion Research ■ Marketing Research ■ Strategic Counsel

Case Study: Hospital Marketing Effectiveness

Background:

R. L. Repass & Partners, Inc. is the primary marketing research consultant to a Mid-Atlantic hospital system. Over the years, the firm has conducted annual marketing effectiveness tracking research for the client. The purpose of this research is to measure hospital marketing-communications effectiveness among consumers in the system's primary and secondary market areas.

Research Design:

The design of this annual research program includes the following:

- 600 telephone interviews among the primary healthcare decision maker in the household
- Interviews are conducted among residents in selected zip code areas representing the system's primary and secondary markets
- A random digit telephone sampling procedure is employed
- The client is not identified as the sponsor of the research
- All interviewing is conducted via our call center using CATI and predictive dialing technology
- The average length of interview is approximately 13 minutes.
- Results have a margin of error of +/-4.0% at the 95% level of confidence.



Results:

Results of this research are compared to previous waves and used to make strategic marketing decisions about the client's brand and competitive brands in the primary and secondary market. Both the client organization and its advertising agency use the research and our recommendations as a planning tool for strategic marketing development.

- Residents of the market areas have a greater unaided awareness of the client hospital system versus any other hospital.
- Healthcare consumers claim that they are most likely to use a competitor health system for emergency care, outpatient surgery, women's health services and radiology services.
- The client health system is perceived as the primary facility for infant, child and adult care.
 - The client hospital is most associated with high risk maternity care as well as specialty care and general care for infants and children.
 - The client hospital is the preferred healthcare facility in the market for heart surgery and cardiac care, adult trauma and emergency care, and rehabilitation services.
 - The client hospital is recognized for outstanding medical care, providing quality care at a fair cost.
- The client hospital's locations are considered to be the most accessible medical facilities for residents throughout the primary market area.
- The client hospital is perceived as providing the convenient emergency care services to a majority of households in the primary market area.
- The largest proportion of hospital advertising is attributed to the client hospital system. Respondents are able to recall ads for general care issues as well as specific care areas; many have a favorable opinion of the ads.

