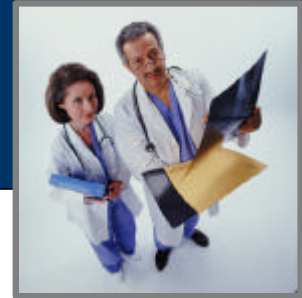


Are your physician referral patterns changing?

What can you do to improve physician relationships?



PHYSICIAN RELATIONS

Hospitals spend tens of thousands of dollars every year on measuring patient satisfaction. However, **physician** opinions of your hospital and its services are even *more* critical to your bottom line. Cooper Research believes in an all-encompassing “Physician Relations” program, incorporating the following three areas:

• Physician Satisfaction • Physician Retention • Physician Referral Patterns

Cooper’s program involves telephone study with your hospital’s affiliated physicians as well as non-affiliated physicians. Part of this interviewing process will involve in-depth interviews for added information.

Cooper also offers focus groups and KAIZEN (continuous improvement) sessions with physicians and hospital administrators to generate additional ideas and specific steps to improve your hospital’s physician relations.

Why start a Cooper Physician Relations Program?

- The research data Cooper collects will **supplement your hospital’s current physician relations efforts.**
- Cooper Research conducts interviews by phone, from our in-house data collection center, which is monitored by veteran managers and highly-trained interviewers.
- Cooper has *over 22 years* of expertise in talking *specifically* with PCPs and specialists.
- Cooper will customize a physician relations study to only cover the topics *your hospital* is interested in.
- Cooper offers open-ended questions with rich verbatim comments that your hospital can use to implement changes
- Each Cooper “Physician Relations Program” includes a full analytical report with key findings and action steps.

COOPER
RESEARCH

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