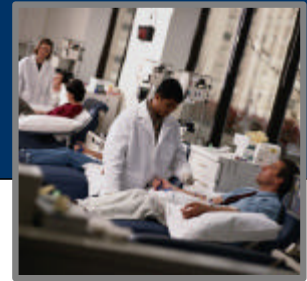


How good is your patient satisfaction program?

How well are you using the information you presently collect?

Are you tired of the inflexibility of your current program?



PATIENT SATISFACTION

What are the advantages of the Cooper Research approach?

Phone Interviews Instead of Surveys by Mail

- Much faster results
- Much higher response rates
- More complete information
- Ability to probe and clarify
- More balanced/representative samples

Full Verbatim Comments from Patients

- See full patient comments in their own words
- Extensive probing and clearing for better understanding
- Coded to provide more insights than simple positive and negative groupings

Customized Questions Specific to Your Hospital

- Customized to your hospital's unique features and departments
- Relevant to your own competitive environment
- Focused on your hospital's key concerns and competitive issues

Analysis of Data that Makes Sense

- Actionable recommendations in the format and timetable of your choice
- Reports ranging from top line to in-depth analysis and presentations
- Patient satisfaction information that is clearly tied to your hospital's specific strategic initiatives
- And, most importantly, information you can take action on!

COOPER
RESEARCH

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