



NEWS RELEASE

**CONSUMERS PREFER “HOSPITALS” OVER “MEDICAL CENTERS,”
ACCORDING TO NEW SURVEY**

June 21, 2011 – Do consumers prefer a “Hospital” over a “Medical Center,” or vice versa? According to a new survey of 1,027 American adults, the clear answer is: “Hospital.”

On four separate measures, consumers showed strong preferences for a “Hospital” over a “Medical Center.” Survey highlights:

	HOSPITAL	MEDICAL CENTER
Which would have a wider range of services?	61 %	31 %
Which would provide patients with better quality medical care?	52	32
Which would be on the cutting edge of medicine, using the most up-to-date technologies and procedures	53	37
Which would have physicians who are experts in their fields?	46	34

These consumer perceptions come from a survey conducted this month by Rivkin & Associates LLC and Bauman Research & Consulting LLC, both based in Glen Rock, NJ.

“The conventional wisdom for years has been that the word ‘Hospital’ was tired and old-fashioned,” said Steve Rivkin, founder of Rivkin & Associates, a marketing and communications consultancy. “As a result, hundreds of hospitals have dropped the word and renamed themselves Medical Centers.”

“Our data indicates this conventional wisdom is wrong,” said Sandra Bauman, PhD, founder of Bauman Research & Consulting. “This national study shows that consumers favor a ‘hospital’ across the board on the four attributes we measured.”

Survey results were consistent across respondents’ gender, age, income, race, region, household income, size of household and educational levels, according to Dr. Bauman.

“We’ve encountered many internal reasons for using the term ‘medical center,’” said Rivkin. “As hospitals expanded, added facilities and services, and partnered with physicians, they came to see themselves as ‘centers’ of healthcare for their communities. And for some, the term ‘medical center’ also has an academic pedigree, conveying prestige to physicians and other practitioners.”

“Regardless of those internal considerations, it’s always worth listening to the voice of the consumer,” said Dr. Bauman. “A similar study nine years ago asked three of the same four questions, and the results were remarkably consistent to these 2011 results. The stability in consumer preference for ‘hospital’ is especially noteworthy given the heightened national discussion about healthcare and increased consumer involvement in healthcare decision-making in the past few years,” said Dr. Bauman.

Added Rivkin, “Tens of thousands of blue ‘H’ signs across the country point the way to hospitals. This survey indicates that consumers also point to hospitals over medical centers in terms of offering a wide range of services, delivering high-quality care, being on the cutting edge and having expert physicians.”

Rivkin & Associates and Bauman Research & Consulting have completed naming, marketing and research assignments for hundreds of clients in healthcare, consumer products, technology, financial services and other fields.

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Attachment: Survey highlights.

For more information, contact:

- Steve Rivkin at 201-670-1370, or email steve@Rivkin.net (www.Rivkin.net)
- Sandra Bauman at 201-444-6894, or email Sandra@BaumanResearch.com (www.BaumanResearch.com)
- For complete survey results, please see www.baumanresearch.com/hospitalsurvey

SURVEY HIGHLIGHTS: "Hospital" vs. "Medical Center"

PLEASE THINK ABOUT THE TERMS **HOSPITAL** AND **MEDICAL CENTER**. WHICH WOULD YOU EXPECT WOULD ...

	OVERALL	AGE			INCOME		EDUCATION	
	2011	18-34	35-54	55+	Under \$50,000	\$50,000 or more	Less than college grad	College grads
<i>Have a wider range of services</i>								
HOSPITAL	61%	75%	56%	53%	62%	59%	64%	55%
MEDICAL CENTER	31%	17%	37%	36%	29%	35%	30%	34%
No difference/ Both the same	6%	6%	5%	8%	7%	6%	5%	8%
Don't know/ Refused	2%	1%	2%	3%	3%	1%	2%	3%
<i>Provide patients with better quality medical care</i>								
HOSPITAL	52%	53%	52%	50%	54%	50%	54%	45%
MEDICAL CENTER	32%	34%	32%	31%	34%	33%	31%	35%
No difference/ Both the same	12%	10%	12%	15%	8%	13%	10%	17%
Don't know/ Refused	4%	3%	4%	4%	4%	4%	4%	3%
<i>Be on the cutting edge of medicine, using the most up-to-date technologies and procedures</i>								
HOSPITAL	53%	57%	53%	48%	49%	53%	54%	50%
MEDICAL CENTER	37%	33%	38%	39%	39%	37%	37%	37%
No difference/ Both the same	8%	8%	8%	10%	8%	8%	7%	11%
Don't know/ Refused	2%	2%	2%	3%	3%	2%	2%	2%
<i>Have physicians who are experts in their field</i>								
HOSPITAL	46%	51%	45%	44%	48%	43%	49%	40%
MEDICAL CENTER	34%	27%	34%	39%	36%	37%	34%	32%
No difference/ Both the same	19%	21%	20%	15%	15%	19%	15%	26%
Don't know/ Refused	2%	2%	1%	2%	1%	1%	1%	2%

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 Telephone survey conducted June 2-5, 2011, using random-digit dialing (RDD), among a national probability sample of 1027 adults, 18 years of age and older, living in private households in the continental United States. Data are weighted by five variables: age, sex, geographic region, race, and education to ensure reliable and accurate representation of the total population, 18 years of age and older.
 For complete survey results, please see www.baumanresearch.com/hospitalsurvey