

Awareness and Image



EMC Research has been conducting opinion research for nearly two decades on behalf of Sutter Health, a hospital system including 24 hospitals in Northern California, as well as many of its hospital and medical group affiliates. We have conducted over 82,000 telephone interviews and hundreds of individuals participating in more than 60 focus groups. Through the years, we have developed an intimate knowledge of Sutter Health's mission, culture, successes, challenges, and future goals, and this has been instrumental in designing research projects that best fit their unique needs.



Recent projects we have undertaken for Sutter Health have included:

General awareness and image research tracking Sutter Health's public image among healthcare consumers in the Northern California market since 2001. This research has been used in many applications, including public affairs communications, public outreach campaigns, and advertising message and target development.

Focus groups among physicians regarding the system's brand and reputation, satisfaction with brand affiliation and services, and awareness of changes in the system.

