OU Physicians
Focus Group Findings

January 8, 2014
Background/Objective

- OU Physicians is interested in gathering feedback in the Tulsa community regarding perceptions of OU Physicians and their offerings. This effort is the first in a multi-phased approach designed to understand OU Physicians brand identity, and to articulate the positive elements of that identity which will drive community awareness and ultimately increase the clinic’s patient base.

- The primary objective of this initial market research phase is to develop a clear understanding of the awareness level of OU Physicians offerings, current perceptions, comparison to competitive options, and how knowledge of OU Physicians and their offerings impacts prospective customer perceptions.
Methodology

- Five (5) focus group sessions were conducted from November 11-14, 2013.

- For each group, a total of 9 respondents were recruited by telephone for 7-8 to show. OU Physicians provided lists of current patients and a list of Tulsa County residents was purchased for recruitment of prospective customers.

- For current patients, one group each was conducted among Medicaid, Medicare and private insurance patients. For prospective patients, two groups were conducted among a combination of Medicare and private insurance patients. Respondent specifications included:
  - No self-pay insurance respondents
  - Respondent is primary or joint decision-maker regarding physicians and/or medical clinic choice
  - No respondents or immediate family members currently employed in the health care field
  - Mix of age from 30-75
  - Mix by gender, zip code, ethnicity, education, children in HH, HH income, occupation
  - Mix by #1 clinic choice
  - Must be articulate speaker

- A participation incentive of $100 was paid to respondents.

- OU Physicians was not identified as the study sponsor during respondent recruitment.
Respondents

- A total of 40 respondents participated as follows:
  - 9 Medicare patients, 5 Medicaid patients, 9 private pay patients and 17 prospective OU Physicians patients
  - 23 affiliated with OU Physicians
  - 31 females and 9 males
  - Ages ranged from 31-74
  - A mix of ethnicities and occupations including Electrician, General Laborer, Cashier, Administrative Assistant, Retail Worker, Cook, Teacher, Truck Driver, Workforce Service Specialist, IT Manager, Technical Support, Sales, Account Executive, Office Manager, Underwriter Assistant, Small Business owner, Caregiver, Customer Service Representative, Real Estate agent, several homemakers, retired and unemployed respondents.

- Clinic affiliations among current & prospective patients include:
  - OU Physicians
  - Warren Clinic
  - Springer Clinic
  - Utica Park Clinic
  - OMNI Medical Group
  - OSU Tulsa
  - Oklahoma Heart Institute
  - St. John’s
  - Harvard Family Medical (Prospective only)
  - Saint Francis (Prospective only)
These market research findings are based on qualitative vs. quantitative research.

As such they are considered to be descriptive, not predictive, and are not projectable to the market at-large.
Key Findings

- The vast majority of current OU Physician patients select OU Physicians as one of their top two Tulsa clinic choices. Other top contenders include Warren Clinic, Utica Park, and Omni Medical Group. Not one prospective patient selected OU Physicians as their top choice clinic, selecting the same top clinics as current patients. Interestingly enough among both groups Oklahoma Heart Institute was selected as a top choice.

- A stereotyping exercise using car and driver descriptions yields valuable insights of OU Physicians and its competitors:
  - Positive perceptions include OU Physicians dedication and community service orientation, strong teaching/learning environment, young newly-trained physicians, and service to a high volume of under/uninsured.
    - “It’s coming up, it’s growing, it’s learning, it’s a teaching facility.”
  - Negative perceptions also include the clinic’s high volume of under/uninsured, worn facilities, a rote approach to patient care, care being performed by inexperienced physicians, and a sense the institution is behind the times and playing catch-up.

- Perceptions of OU Physicians among current patients run a wide gamut from those who’ve had positive experiences and are confident in the clinic and their physician to those who view the clinic as one chosen for and not by them and which provides a basic vs. advanced level of care.

“Tulsa should be a lot more proud of it.”
Key Findings

• Discussions among current patients indicate many feel OU Physicians is conveniently located and clean with friendly and helpful staff; some indicate acceptable appointment wait times and several express appreciation for the appointment reminder call. Most view the teaching aspect of the clinic positively, feeling they benefit from the team approach and latest medical knowledge.

• OU Physicians areas for improvement cited by current patients include the need for continuity with their physician/resident/staff, clarity regarding who is the physician/resident/student, shorter appointment wait times, and the need for improved patient-centered quality of care (bedside manner, diagnosis, prescriptions, follow-up).
  - “My son....the new doctors don’t know what’s going on with him...you have to tell them everything all over again.”
  - “They need to listen to their patient not treat them like a 15 minute time slot they have. Give the patient clear answers.”

• Several Medicaid patients in particular were negative regarding their experiences and perceptions of OU Physicians, with a couple indicating mistrust and lack of medical information/diagnoses. There was a sense that as Medicaid patients their limited clinic options might impact their negative perceptions of OU.
  - “You don’t have any other choices in Tulsa but OU and OSU.”
  - “It’s kind of like this is all you can afford.”
  - “Low income you have a negative side to it, but the upper income doesn’t have to go there (OU Physicians) so they might have a better perception...”

• It is unclear if these perceptions are among a few or many Medicaid patients. There is an opportunity to quantify this information in the upcoming quantitative study.
Key Findings

- Among prospective patients OU Physicians is not on the radar as a possible clinic choice. No prospective patients mentioned OU Physicians as a top clinic choice. There is little or no awareness of the clinic among Medicare and private pay patients.

- The location at 41st & Yale remains a mystery for many, including some current patients who go to other OU clinic locations. Most understand there is something educational and possibly medical going on here, but are unclear about it.

- While some are marginally aware the clinic serves the under/uninsured and view this as a positive, they do not currently consider the clinic or its physicians for their own healthcare needs. This seems to be driven in large part by not seeing or recognizing the OU physicians among those listed as covered by their insurance carrier. Another factor is the lack of referrals by current physicians to OU Physician specialists.

- Some perceive lower levels of care at OU Physicians due to the indigent customer base and perceived high patient volume. Prospective patients need to first be aware of the clinic as an option, along with a reason to believe OU Physicians might be a fit for them.

- Competing clinics (Warren, Utica Park, and Omni) are viewed among most as upscale and clean with experienced physicians – which translates to a higher level of care for some. Not surprisingly, many current and prospective patients view all clinics/hospitals with a skeptical and even cynical eye, with common complaints of the “system” and lack of patient focus.
Key Findings

- Knowledge of OU Physicians and their offerings has a significant positive impact on perceptions among both current and prospective customers. After reading the OU Physicians fact sheet almost all prospectives indicate they would likely consider the clinic and its physicians when contemplating a change. Surprising information to prospectives AND currents alike include:
  - Number of patients served
  - Open to public
  - Multiple insurances accepted
  - Clinic location at 41st & Yale
  - Multiple clinic locations
  - Number/range of specialties offered
  - Multiple hospital affiliations
  - Physicians as professors
  - Teaching hospital

- Armed with knowledge regarding OU Physicians, some of the barriers which may prevent prospectives from considering them as a health care option include:
  - Inconvenient clinic locations (downtown, midtown, North Tulsa)
  - Hesitation regarding Tisdale North Tulsa location
  - Perception of lower quality of care due to:
    - Indigent patient base
    - Patient volume
    - Younger/inexperienced physicians
    - Hillcrest hospital affiliation
  - Uncomfortable with indigent patient base
  - Lack of referrals to OU Physicians specialists from primary care physician
Key Findings

- The top factors among both currents and prospectives in the choice to remain with a clinic/physician revolve around physician/nurse/staff compassion and responsiveness and overall quality of care. Both groups rate OU Physicians above average on these attributes, although currents rate the clinic higher across the board than prospectives. (Prospectives were asked to rate expectations vs. experience.)

<table>
<thead>
<tr>
<th>Ranking Among Current &amp; Prospective Patients</th>
<th>Attribute</th>
<th>OU Physicians Rating among Current Patients</th>
<th>OU Physicians Rating among Prospective Patients*</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Physician compassion &amp; responsiveness</td>
<td>7.6</td>
<td>7.1</td>
</tr>
<tr>
<td>#2</td>
<td>Overall quality of care</td>
<td>7.6</td>
<td>7.1</td>
</tr>
<tr>
<td>#3</td>
<td>Nurse/staff compassion &amp; responsiveness</td>
<td>7.2</td>
<td>6.8</td>
</tr>
<tr>
<td>#4</td>
<td>Appointment availability</td>
<td>6.7</td>
<td>-</td>
</tr>
<tr>
<td>#5</td>
<td>Cleanliness of office/clinic</td>
<td>8.0</td>
<td>6.4</td>
</tr>
</tbody>
</table>

Ratings are not projectable to the audience-at-large and are based on ratings provided by 40 or less respondents.

*Current patients were asked to provide ratings based on expectations of OU Physician’s performance.
Key Findings

- The OU brand is strong among both currents and prospectives. Current patients rate OU Physicians (4.1) higher than prospectives (3.5), with equal ratings for OU-Tulsa of 3.9. Prospectives give the highest rating to OU Norman, followed by OU Tulsa and OU Health Sciences Center OKC.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Average Perception Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Currents</td>
</tr>
<tr>
<td>OU (Norman)</td>
<td>3.3</td>
</tr>
<tr>
<td>OU Medical Center (OKC)</td>
<td>3.2</td>
</tr>
<tr>
<td>OU College of Medicine/Health Sciences Center (OKC)</td>
<td>3.2</td>
</tr>
<tr>
<td>OU Physicians</td>
<td>4.1</td>
</tr>
<tr>
<td>OU School of Community Medicine</td>
<td>3.4</td>
</tr>
<tr>
<td>OU-Tulsa</td>
<td>3.9</td>
</tr>
</tbody>
</table>

- There is a sense among some that OU’s OKC Medical Center and Health Sciences Center are of a higher quality than OU Physicians. This is more than likely due in part to the very low awareness levels of OU Physicians offerings.

- There is a huge opportunity to leverage the OU brand and build upon strong perceptions of OU’s overall medical capabilities and tradition of excellent.
Key Findings

Key information to communicate via marketing initiatives among currents and prospectives include:

• OU physician and specialists are available to the entire Tulsa community
• Currently fulfilling approximately 300,000 patient visits/year
• OU Physicians provides health care services in keeping with OU’s respected tradition of excellence
• Oklahoma-based, founded, and funded
• Accepts most insurance plans
• Multiple hospital affiliations (St. John, Hillcrest, Saint Francis)
• OU is one of (#) Oklahoma’s teaching hospitals offering clinical education and training to our current and future generations of health care professionals
• Patients benefit from the latest medical knowledge as well as a team approach to their medical and wellness needs
• Six Tulsa medical clinic locations and clinic staffing in five (5) Tulsa area elementary schools
• Over 300 physicians in over 20 specialties including Family Medicine, Cardiology, Pediatrics, etc.
• The first Tulsa–based physician practice to be recognized by the National Committee of Quality Assurance for patient-centered health care
Key Findings

- Most respondents prefer to see regular patients and physicians in advertising for OU Physicians as opposed to national celebrities.
  - “Find a human side, find a face for OU. I’d rather see a doctor.”

- They want to see pictures of physicians, hear specifically what areas of health care the clinic focuses on and excels in.
  - “Specialists available, all of the options. They have a story to tell.”
  - “Tell their credentials.”

- Ultimately, most searching for a new physician/clinic want assurances of an experienced, knowledgeable physician/staff that is compassionate, responsive, offers quality care with whom they can develop a long-term relationship.
Detailed Findings
Top of Mind Thoughts/Feelings regarding Physician Visits

- Not surprisingly, thoughts and feelings run the gamut from positive (confident, taken care of) to negative (fear, frustration, rushed) when faced with going to the doctor

**Thoughts**

- Knowledgeable doctor; familiar with family history
- Quality of physicians
  - “What’s the quality of the physician going to be?”
  - “Important when I do see a physician they care about what’s going on about me. That it’s not just their job.”
- Medical issues
  - Blood work; test results
  - Exposure to sickness, germs
- Convenient location
- Getting in, long wait; time involved
  - “Can I get in?”
  - “Hope my wait isn’t long and I can see my doctor.”
- Care and respect
- Cost

**Feelings**

- Fear, frustration
  - “I don’t like going.”
  - “Embarrassed. They make me feel bad about my weight.”
- Tense and rushed
- Comfortable, secure
  - “Satisfied; he meets my needs”
  - “Very important when I do see a physician they care about what’s going on about me. That it’s not just their job. They go a little bit beyond.”
- Confident and pleased
  - “Supported and taken care of.”
Tulsa’s Top Clinics
Tulsa’s Top Clinics

- Among currents the majority select OU Physicians as their #1 or #2 Tulsa clinic. OU Physicians is not mentioned as a top Tulsa clinic by any prospective patients.
- Other top clinic mentions include Warren Clinic, Utica Park Clinic, and Omni Clinic, followed by Harvard Medical Clinic and Family Medical Clinic.
- Hospital mentions include Oklahoma Heart, Saint Francis, St. John’s, and Hillcrest.
- OSU was not mentioned as a top clinic by either group.

<table>
<thead>
<tr>
<th>Clinic</th>
<th>Current Patients</th>
<th>Prospective Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>OU Physicians</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>Warren Clinic</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Utica Park Clinic</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>OMNI Clinic</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Oklahoma Heart</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Harvard Medical Clinic</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Family Medical Clinic</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>St. John’s/SJ Heart</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>St. Francis/SF Heart</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Hillcrest</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

Respondents were asked to write down the #1 or #2 group or clinics in Tulsa, reasons for their choice, along with how they feel when they think about the institution.
### Top Clinic Choices

<table>
<thead>
<tr>
<th>Medical Clinic</th>
<th>Choice Reasons</th>
<th>Feelings</th>
</tr>
</thead>
</table>
| OU Physicians  | • Has most specialties<br>• Good doctors<br>• Little wait<br>• Quality<br>• "I have to go here."
  • "It's a learning environment."
  • Easy appointments; same day scheduling | • Confident<br>• Sad<br>• Good at diagnosing<br>• Safe; secure<br>• "I have to go here."
  • "...don't judge, don't make me feel uncomfortable, know what they are doing...“
  • “Doctors change every 6 months to a year...but sometimes they have new eyes on the case is better.”
  • “They only treat one problem at a time.”
  • "Layer of care with students who have time to dig deeper."
  • "At home with friends."
  • "Supported and well taken care of"
  • "Looked at and listened to."
  • "Embarrassed and ashamed... about my weight."
  • “You can’t get in to see your doctor at OU.”
  • "Supported and well taken care of"
  • "Finally found a place I am comfortable.“ |

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<tr>
<th>Medical Clinic</th>
<th>Choice Reasons</th>
<th>Feelings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warren Clinic</td>
<td>• Large group&lt;br&gt;• Convenient, clean, efficient</td>
<td>• “...in good hands.”&lt;br&gt;• “Good because it’s affiliated with Saint Francis.”</td>
</tr>
<tr>
<td>utica park clinic</td>
<td>• Consistent image&lt;br&gt;• Large group&lt;br&gt;• Convenient</td>
<td>• “Well taken care of.”&lt;br&gt;• “I know what I’m getting.”&lt;br&gt;• “Unsure but OK because of affiliation with Hillcrest.”</td>
</tr>
<tr>
<td>OMNI Medical Group</td>
<td>• Convenient – they can see me if doctor not available&lt;br&gt;• Numerous locations&lt;br&gt;• Good reputation</td>
<td>• “Comfortable and taken care of.”&lt;br&gt;• “Variety.”&lt;br&gt;• “Convenient.”</td>
</tr>
<tr>
<td>Oklahoma Heart Institute</td>
<td>• “World class facility.”&lt;br&gt;• “Well-advertised.”</td>
<td>• Secure, confident&lt;br&gt;• Comfortable&lt;br&gt;• “Quality care.”</td>
</tr>
</tbody>
</table>
## Other Clinic/Hospital Mentions

<table>
<thead>
<tr>
<th>Medical Clinic</th>
<th>Choice Reasons</th>
<th>Feelings</th>
</tr>
</thead>
</table>
| OSU Medical Center | • Mixed positive & negative  
• Bad reputation  
• Negative regarding ER  
• Professional  
• Established physicians | “I’ve had a couple bad experiences there.”  
(Wouldn’t go to...) Tulsa Regional/OSU and Utica Park Clinic. For me both are having a hard time shedding their reputation of the past.”  
“I’ve heard people die there and they don’t try to help them.”  
“...Killcrest.”  
“I wouldn’t go to Hillcrest. I’ve had problems.”  
“..she has better insurance so she can go see more established doctors than the struggling woman with ten children.” |
In an effort to understand perceptions of Tulsa-based medical groups and clinics relative to one another, respondents were asked to describe OU Physicians and one of their top clinics as a car.

Description was to include model/make, year, color, interior, extra features and driver characteristics including age, gender, clothing, education level, occupation.

Respondents completed the descriptions individually and then shared with the group.
### Stereotyping Tulsa’s Top Clinics

**Physicians**

- Community service-oriented
- Dedicated
- Teaching/learning environment
- Serving high volume of patients
- Young physicians
- Involved in research

**AND**

- Uncertainty & lack of knowledge
- Institution not focused on public awareness
- Patient base primarily low income and kids
- Patients have limited physician choices
- Catching up, behind the times, growing
- Dingy, drab, worn down
- Rote or basic approach

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- “2014 Hyundai Sonata, bronze colored, domestic care, extras - **has everything. Everything because I think they are the best.**”
- “Ford Focus, 2005. **It’s small and still has a lot of catching up to do.**”
- “2010 Chevy Tahoe because it’s more new in the physician area.”
- “**Younger people there, more up-to-date. All the extras – they always try to reach out to you and try to find the right specialist to see.**”
- “Ford F150, 1980 burnt orange, fabric ripped because it a disaster car – something I would never buy because I’ve had so many bad experiences there. No heat or air. 78 year old male, cowboy/farmer, 6th grade education, bad eyesight...They don’t see what the issue really is.”
- “1977 yellow VW Bug. **It’s coming up, it’s growing, it’s learning, it’s a teaching facility. There are people learning there. Low income, Medicaid, Medicare and Sooner Care mainly. Driver ....she’s kind of desperate, she needs a doctor, she’s struggling, this is the only thing her insurance will provide for her.**”
- “2005 Volvo. Very nice, leather interior, ski rack, black. **People who are very dedicated, don’t take tremendous salaries.**”
- “They’re just going to go through the mechanics of everything because they are younger, I guess.”
- “Ford Focus, 2010. **They’re basic. They cover the necessities.**”
- “Yugo, 1980’s. You really don’t know a whole lot about it.”
- “2012 black Lexus, all options, male, surgeon, nice button up because when I think of OU I think of first class.”
- “A station wagon because it serves a lot of kids.”
- “Drab. **Worn interior because it’s used so much.** Driver is young, fresh out of college willing to try new things but uses a map a lot.”
<table>
<thead>
<tr>
<th>Warren Clinic</th>
<th>Utica Park Clinic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upscale</td>
<td>New</td>
</tr>
<tr>
<td>Clean</td>
<td>Corporate</td>
</tr>
<tr>
<td>Faster service</td>
<td>Reinvented</td>
</tr>
<tr>
<td>Family/child-oriented</td>
<td></td>
</tr>
<tr>
<td>Expensive/deluxe</td>
<td></td>
</tr>
<tr>
<td>Experienced physicians</td>
<td></td>
</tr>
<tr>
<td>Corporate/profit focused</td>
<td></td>
</tr>
</tbody>
</table>

- “Red Miata, nice racing wheels, electric windows. Quick, clean, fast and all of the bells and whistles.”
- “Silver, clean mini-van, cloth because it serves kids.”
- “2012 Chevy mini-van because you can always get better. More decked out has kid lock, remote start. Driver is female 40-50, some college maybe even a degree but stay at home mom. It’s a family place.”
- “2013 Lexus. More upscale…”
- “2014 red car. I haven’t been there yet and the color red because it draws you to it.”
- “Deluxe, red, domestic Hummer. It’s expensive, deluxe. Grey leather because it’s neutral. They have everything deluxe but nothing simple for a simple driver. Driver is laid back because I don’t think they really care – it’s all about numbers.”

- “1990 Ford Taurus. They were trying to reinvent themselves at Ford and feel Utica Park has done the same.”
- “Brand new, fancy sports car. Black, flashy, has everything – Bluetooth. Driver is a business man because it seems more about a business than a medical feel. I think it has a corporate feel.”
- “2013 Lincoln Town Car. Male in his 30’s. Know what they want.”
Stereotyping Tulsa’s Top Clinics

- Broad-based
- Awareness in community
- Upscale
- Experienced physicians

OMNI
Medical Group

- Upscale
- Latest technology
- Dependable

Oklahoma Heart Institute

- “2008 passenger van, white. They’ve got stuff for everybody, deal with volume, waiting rooms, a little more utilitarian. Has radio, CD – all the stuff you need. 40’s middle management type of guy (driver). Has personal experience with things not just reading books.”
- “2013 Chevy Tahoe. Heard good things, know people who own one.”
- “2012 Lexus sedan. Conservative, leather interior, lots of extras. I think of Lexus as upper echelon. Middle aged crisis thing; I don’t see their physicians as 20 something's. Driver 40ish, nicer dressed, upper college, maybe a master’s.”
- “2013 Mercedes. I haven’t been there but it might be a little better? … we have to go to OU and that’s fine but…”
- “2013 Cadillac, leather interior, power windows, male driver wearing a suit, has been to college and is a good driver.”

- “2004 Acura, dark grey. I think that is kind of a classy car for a classy hospital. I feel well cared for, latest technology.”
- “2013 Cadillac. Blue for dependability, nothing flashy like red. Black interior for secure feeling. Sport model not particularly luxury model.”
- “2013 grey Ford that is clean and well maintained. Well-rounded driver, well educated because everyone knows their stuff.”
Stereotyping Tulsa’s Top Clinics

- Dedicated
- Unassuming
- Up-to-date

- “2004 Avalanche, upscale from a truck. Tan or grey leather. Mid 40’s to 50’s, unassuming, very dedicated (driver).”

- “2010 Chevy Tahoe – more new in the physician area. Younger people there, more up to date.”

- “All the extras – they always try to reach out to you and try to find the right specialist to see.”

- “I’ve heard a lot of good things. They might be cutting edge or a little bit more knowledgeable because they are a school.”

Other mentions include Springer Clinic, Saint Francis, St. Johns, and EOOC.
Perceptions of OU Physicians
Initial Awareness among current patients

- Current patients discovered OU Physicians in multiple ways including recommendations from their employer, via DHS, Sooner Care, school clinics, primary care physician or the hospital.
  - “…DHS. I had no insurance.”
  - “I followed my doctor.”
  - “Disability assigned it.”
  - “OU clinics in the schools.”
  - “Doctor assigned to me in hospital was with OU Physicians. I stayed with him.”

- Two people indicated they saw an ad for OU Physicians in Tulsa People.
  - “The one doctor I see there, they advertised with Tulsa People. Saw her in ad and decided to go there.”
Perceptions of OU Physicians - Current Patients

**POSITIVES**

- Clean
- Nice facilities
- Teaching hospital
  - “They get the students that are up-to-date on everything.”
- Institution is active in the community
- Friendly & helpful staff
  - “Clean place, friendly, good experiences with nurse, doctors, interns, residents – they’re good people.”
- Lead doctor is usually the same
  - “I see the same doctor and have only had one time when I didn’t get to see him.”
- Clinic location at Hillcrest
- Good waiting time
  - “Always helpful I can always get in when I need to be seen.”
- 24 hour reminder call of appointment
NEGATIVES/NEEDED IMPROVEMENTS

- Residents come and go
  - “The doctors are gone every four months. My boy can’t do that with his disabilities. The new doctors don’t know what’s going on with him. You have to tell them everything all over again.”

- See different physician every time; not sure if seen by physician, resident or student
  - “I want to see a doctor.”

- Long waits for appointment slot

- Affiliation with Hillcrest; need to refer to all three hospitals
  - “OU Physicians is somewhat affiliated with Hillcrest. I like my doctor but would never go to Hillcrest.”
  - “I wish they would refer to all three hospitals instead of just one.”

- Improve patient focus, follow-up, quality of care
  - “Bedside manner – they treat you like an assembly line; no individualized attention.”
  - “Slow to diagnose my condition.”
  - “OU never had answers.”
  - Patients want ability to choose their physician
  - Physicians may be pressed for time if teaching and seeing patients
  - Slow to call in prescriptions; change three day prescription call-in rule
  - Contact patients regarding test results
    - “They need to listen to their patient not treat them like a 15 minute time slot they have. Give the patient clear answers. You don’t get diagnosis, ever… but I got nothing after breast biopsy?”
  - Offer a helpline like Sooner Care or 211
  - Offer a list of physicians
Perceptions of OU Physicians - Prospective Patients

POSITIVES

- Providing health care and serving the Tulsa and surrounding community
  - “Servicing a lot of people.”
  - “I understand they will work with you if you don’t have insurance. They have a sliding scale.”

- Current and broad medical knowledge
  - “New knowledge with a university.”
  - “Doctors may be more up-to-date because they are just coming out of school.”

- Teaching hospital
  - “Passing a legacy of knowledge. They have to keep their knowledge level up, stay current.”
  - “Teaching keeps the doctors sharp, on their toes.”

- Quality institution
  - “Quality care. I associate OU with University of Oklahoma - the top medical school in the state.”
Perceptions of OU Physicians - Prospective Patients

NEGATIVE/OTHER PERCEPTIONS

- Lack of knowledge/information
  - “So OU Physicians is a clinic?”
  - “…you know it’s there, but you don’t know what’s going on over there.”
  - “You deal with your insurance and go where they tell you. It doesn’t matter as I drive by because I’m not seeing them on a list.”

- Indigent Patient Base

- Quality of care/basic care facility
  - “My own perception is that uninsured are being treated, doctors aren’t being paid as much, quality of doctor might not be as high.”
  - “I think they look at it for basic care because it’s not on the same level as real care.”
  - “If you think you need someone to save your life, you’re not going to go there.”
  - “They’re basic, they cover the necessities.”
  - “I would be fine going there where it serves the indigent if I knew the reputation of the physician.”

- Hillcrest affiliation/uncertainty regarding hospital affiliations
  - “I think about where the doctor is affiliated. If something happens what hospital I would go to. I have no idea where OU is affiliated.”

- Patient volume/need for more physicians

- Satellite location/OU tie is in name only
  - “A Tulsa branch of OU.”
  - “My perception there is a difference between OKC and Tulsa. OKC is very quality, upper echelon research quality services. Their facilities in OKC are first class.”
Knowledge Levels regarding OU Physicians

An OU Physicians handout was provided for all respondents to review followed by a group discussion.

- OU Physicians conducts approximately 300,000 inpatient and outpatient visits a year.

- OU Physicians in Tulsa has the following locations:
  1. Schusterman Center Clinic (41st and Yale)
  2. Family Medicine Clinic (11th & Utica)
  3. Bedlam Clinic (11th & Utica)
  4. Surgical Specialists (21st & Utica @ St. John)
  5. Wayman Tisdale Specialty Health Clinic (36th St. North & Hartford)
  6. Williams Clinic (One Williams Center Downtown)
  7. OU Physicians staff clinics at elementary schools including Rosa Parks, Roy Clark, Union, Sand Springs, & Zarrow Jewish Community Center

- OU Physicians includes more than 300 physicians in the following specialties:
  - Adolescent Medicine
  - Cardiology (Preventive & Pediatrics)
  - Colorectal Surgery
  - Dermatology
  - Endocrinology (Adult & Pediatrics)
  - Emergency Medicine
  - Family Medicine
  - Gastroenterology (Adult & Pediatrics)
  - General Surgery
  - Internal Medicine
  - Maternal & Fetal
  - Medicine/Pediatrics
  - Nephrology (Adult & Pediatrics)
  - Neurology
  - Obstetrics & Gynecology
  - Pediatrics
  - Psychiatry (Adult & Child)
  - Pulmonology (Respiratory specialties)
  - Sports Medicine
  - Urology
  - Urological Surgery
  - Vascular Surgery

- OU Physicians uses St. John, Hillcrest, Saint Francis, and Laureate for inpatient hospital services; hospital used varies by specialty service needed.

- OU Physicians operates the Bedlam clinics which are free clinics serving the needs of the area’s uninsured or underinsured.

- Several OU Physicians clinics received Patient-Centered Medical Home Level 3 Recognition by the National Committee of Quality Assurance. This is the first physician practice in Tulsa to receive this recognition. The patient-centered medical home offers:
  - A team of health professionals dedicated and centered around patient care
  - Close communication with the doctor
  - Quicker appointments for urgent problems
  - Check-up reminder call and follow-up calls between visits

- OU Physicians clinics are open to any patient and accept most insurance plans.

- OU Physicians also serve as faculty for the OU School of Community Medicine educating approximately 70 medical students, 70 physician assistant students, and 180 medical residents annually

- The OU School of Community Medicine is located with other OU-Tulsa programs at the Schusterman Center at 41st and Yale.

- The OU-Tulsa Schusterman Center is home to all OU programs in Tulsa. Primarily a graduate-level institution, OU-Tulsa offers six bachelor’s degree completion programs including 14 master’s degree programs, a physician assistant program and seven doctoral programs. Some of the programs include Architecture and Urban Design, Social Work, Public Health, Education, Allied Health, Pharmacy, Human Relations, Organizational Dynamics, Library and Information Studies, and others.

- OU-Tulsa medical students often work with OU-Tulsa students in community health clinics, research, and other community projects. This interdisciplinary work is a reflection of OU-Tulsa’s focus on community engagement.
Reactions to OU Physicians Information

All respondents were decidedly impressed after reading OU Physician’s factual information. Common reactions were surprise, pride, and conjecture as to why they aren’t more aware of OU Physicians.

- **Clinic network/patient reach**
  - “I didn’t know they had clinics in the schools.”
  - “The Tisdale clinic. I didn’t realize that either.” (Current patient)
  - “I didn’t know they had this many clinics.”
  - “I didn’t know they served that many patients, they’re in the schools, that they serve home healthcare. Way more than full service. That’s a whole lot of services they offer.”
  - “I didn’t know Schusterman was a clinic. I thought it was just a branch of OU. I pass it everyday.”

- **Serving the under/uninsured**
  - “Do they even want private pay there? Would they even want to court us? I think they’ll be pretty loaded with the Medicaid, underserved.”
  - “If the concern is indigent people, it might make you feel a little uncomfortable at times, you can run into someone who is a little off – it would be frightening if you have little kids”
  - “If it’s a homeless person off the streets with a drug problem or a mental problem that would be a concern.”
  - “If you’ve got lots of underinsured…seems like there would be a lot of people. So calling in, you might not be able to get in.”

- **Number of Specialists**

- **Hospital Affiliations**
  - “I’m shocked they have St. Francis.”

- **Insurance Coverage**
  - “I didn’t realize they accepted all the insurances; I thought it was like Sooner Care, Medicare, Medicaid.”

- **Physicians as faculty/teaching hospital**
  - “I didn’t realize the physicians were also professors. It make me really feel they have their time split…dividing their focus…would cut down on their availability to see patients.”
“Tulsa should be a lot more proud of it.”

“This is an excellent secret.” (Current patient)

“A lot of people don’t know it exists or the quality of it. It’s kind of a secret. A lot of people I know have never considered it because they don’t know it exists.” (Current patient)

(Treatment of under/uninsured) “…shows compassion, not about how much money they get out of it.”

“Why is it not known to the community?”
Clearly knowledge of OU Physicians and their offerings has a very strong positive impact on perceptions among both current and prospective customers.

Many current patients were surprised and frankly impressed regarding this information; attitudes regarding this clinic were changed among some based on this knowledge.

After reading the OU Physicians fact sheet almost all prospective customers indicate they would likely consider the clinic and its physicians when contemplating a change.
Key Issue – Choice

- Among current patients there is an underlying issue regarding personal choice. Some on Medicaid are frustrated as they feel they have little or no choice regarding their physicians and clinics. This lack of choice seems to negatively impact some perceptions of OU, as they feel powerless against the system.
  - “Wasn’t my choice. Someone chose it for me….they told me where to go.”
  - “It is kind of like this is all you can afford.”
  - “It’s a clinic, not a physician.”
  - “OU is #1 because I HAVE to go there…”
  - “Insurance with Sooner Care – it’s either OU or OSU.”

- Several patients mentioned a 2nd floor in one of the clinics “separate from Medicaid patients”, indicating those patients might be receiving a higher level of service.

- Under/uninsured patients need to feel empowered, that they do have some choice within a limited system, and that they are receiving quality health care.

- Clearly if the under/uninsured see those with multiple options selecting OU Physicians, they may feel more confident in the care they are receiving.

- Multiple patients mentioned that OU Physicians is “changing”. There seems to be an opportunity to build upon this positive shift.
Key Issue – Location

- Clearly convenient location is a factor for many when selecting a new primary physician. Location for specialist’s offices is not as big factor given infrequent office visits.
  - “I was associated with a midtown doctor so I’ll travel. But if I’m picking a new doctor, then location becomes a factor.”

- Multiple prospective patients indicated the OU Physician clinics are inconveniently located, with heavy concentration in midtown, downtown and North Tulsa.
  - “I’m passing all of these (other) great locations why would I keep driving by?”
  - "Location is key. I’m closer to the 91st and Mingo area.”
  - “I also think these addresses are all downtown, midtown. It’s not BA.”
  - “For me, it does (need to be close to home or work.) I’m not going to drive to 41st.”

- Despite the central location of 41st & Yale, many – including some current patients that utilize other clinic locations – simply have no idea what is going on at 41st & Yale.

- The North clinic location, while praised by those who’ve used it, is not convenient for many patients, and despite hesitation among some to admit it – the North Tulsa location is a deterrent for some prospective patients.
  - ”I don’t want to go North because of the safety.”
  - “I’d be more concerned about going to North Tulsa. I would want to check it out.”
Clinic/Physician Selection
Clinic/Physician Selection

- Respondents were asked to rank order key factors (from a provided list) most important to their decision to CONTINUE going to a physician or clinic.

- Not surprisingly, the top factors among both current and prospective patients are:
  - Physician compassion & responsiveness
  - Overall quality of care
  - Nurse/staff compassion and responsiveness
Clinic/Physician Selection Factors
All Respondents

#1 Physician compassion & responsiveness
#2 Overall quality of care
#3 Nurse/staff compassion & responsiveness
#4 Cleanliness of office/clinic
#5 Appointment availability
#6 Appointment wait day (appointment day)
#7 Clear take-home instructions provided
#8 Ease of access to office by phone
#9 Convenient clinic location
#10 Clinic offers extended appointment hours
#11 Convenient parking
#12 Accurate & clear billing statement

Respondents were asked to rank order the factors most important in their decision to continue going to a physician’s group or clinic. Some respondent data was excluded from this summary as several unable to accurately complete this exercise.
Respondents were asked to rank order these 12 factors in terms of importance regarding their personal decision to continue going to a physician’s group or clinic. Some respondent data was excluded from this summary as several unable to accurately complete this exercise.

<table>
<thead>
<tr>
<th>Factor</th>
<th>All</th>
<th>Current Patients</th>
<th>Prospective Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician Compassion &amp; Responsiveness</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Overall Quality of Care</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Nurse/Staff Compassion &amp; Responsiveness</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Cleanliness of office/clinic</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Appointment availability</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Appointment wait time (appointment day)</td>
<td>6</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Clear take-home instructions provided</td>
<td>7</td>
<td>7T</td>
<td>7</td>
</tr>
<tr>
<td>Ease of access to office by phone</td>
<td>8</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Convenient clinic location</td>
<td>9</td>
<td>7T</td>
<td>8</td>
</tr>
<tr>
<td>Clinic offers extended hours for appointments</td>
<td>10</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Convenient parking</td>
<td>11</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Accurate and clear billing statement</td>
<td>12</td>
<td>11</td>
<td>10</td>
</tr>
</tbody>
</table>
Other Important Physician/Clinic Selection Factors

- Respondents mentioned several other selection factors not listed including:
  - Consistently feeling safe and secure in facility
  - Bedside manner
  - Understanding drug interactions & drug impact on organs
  - Insurance contract participation
Ratings - Current Patients

- Comparison of importance rankings vs. OU Physicians ratings indicates that current patients rate OU Physicians high on the factors that are most important to them, with average ratings above 7.0 for the top 3 attributes.

<table>
<thead>
<tr>
<th>Overall Importance Ranking</th>
<th>Attribute</th>
<th>OU Physicians Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Physician Compassion &amp; Responsiveness</td>
<td>7.6</td>
</tr>
<tr>
<td>#2</td>
<td>Overall Quality of Care</td>
<td>7.6</td>
</tr>
<tr>
<td>#3</td>
<td>Nurse/Staff Compassion &amp; Responsiveness</td>
<td>7.2</td>
</tr>
<tr>
<td>#4</td>
<td>Appointment availability</td>
<td>6.7</td>
</tr>
<tr>
<td>#5</td>
<td>Cleanliness of Office/Clinic</td>
<td>8.0</td>
</tr>
<tr>
<td>#6</td>
<td>Ease of access to office by phone</td>
<td>6.6</td>
</tr>
<tr>
<td>#7T</td>
<td>Clear take-home instructions provided</td>
<td>7.8</td>
</tr>
<tr>
<td>#7T</td>
<td>Convenient clinic location</td>
<td>8.0</td>
</tr>
<tr>
<td>#8</td>
<td>Appointment wait time (appointment day)</td>
<td>7.3</td>
</tr>
<tr>
<td>#10</td>
<td>Clinic offers extended appointment hours</td>
<td>5.5</td>
</tr>
<tr>
<td>#11</td>
<td>Convenient parking</td>
<td>8.0</td>
</tr>
<tr>
<td>#12</td>
<td>Accurate &amp; clear billing statement</td>
<td>7.3</td>
</tr>
</tbody>
</table>

Respondents were asked to rank order these 12 factors in terms of importance regarding their personal decision to continue going to a physician’s group or clinic. Some respondent data was excluded from this summary as several unable to accurately complete this exercise. Respondents were asked to rank OU Physicians on 12 attributes on a 10 point scale where 1 is poor, 5 is average, and 10 is excellent.
Ratings - Prospective Patients

• Comparison of importance rankings vs. OU Physicians ratings indicates that prospective patients assign fairly high ratings for OU Physicians on the top two factors that are most important to them, with average ratings above 7.0 for the top two attributes.

• Ratings for OU Physicians on the #3, 4, and #8 factors are just slightly above average.

<table>
<thead>
<tr>
<th>Overall Importance Ranking</th>
<th>Attribute</th>
<th>OU Physicians Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Physician Compassion &amp; Responsiveness</td>
<td>7.1</td>
</tr>
<tr>
<td>#2</td>
<td>Overall Quality of Care</td>
<td>7.1</td>
</tr>
<tr>
<td>#3</td>
<td>Nurse/Staff Compassion &amp; Responsiveness</td>
<td>6.8</td>
</tr>
<tr>
<td>#4</td>
<td>Cleanliness of Office/Clinic</td>
<td>6.4</td>
</tr>
<tr>
<td>#8</td>
<td>Convenient clinic location</td>
<td>6.1</td>
</tr>
</tbody>
</table>

Respondents were asked to rank order these 12 factors in terms of importance regarding their personal decision to continue going to a physician’s group or clinic. Some respondent data was excluded from this summary as several unable to accurately complete this exercise. Respondents were asked to rank OU Physicians on 12 attributes on a 10 point scale where 1 is poor, 5 is average, and 10 is excellent.
Attribute Ratings - Current vs. Prospective Patients

- A comparison of ratings between current and prospective patients indicates that **prospective patients rate OU Physicians lower than current patients across the board**.

- The biggest rating discrepancies are for convenient clinic location and clinic cleanliness. Clearly clinic location is not seen as convenient for some prospective patients, and expectations of clinic cleanliness are only slightly above average.

- There are only slight differences in factors considered most important including physician/staff compassion and responsiveness and quality of care.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Current Patients</th>
<th>Prospective Patients</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenient clinic location</td>
<td>8.0</td>
<td>6.1</td>
<td>(1.9)</td>
</tr>
<tr>
<td>Cleanliness of office/clinic</td>
<td>8.0</td>
<td>6.4</td>
<td>(1.6)</td>
</tr>
<tr>
<td>Physician compassion &amp; responsiveness</td>
<td>7.6</td>
<td>7.1</td>
<td>(.5)</td>
</tr>
<tr>
<td>Overall quality of care</td>
<td>7.6</td>
<td>7.1</td>
<td>(.5)</td>
</tr>
<tr>
<td>Nurse/staff compassion &amp; responsiveness</td>
<td>7.2</td>
<td>6.8</td>
<td>(.4)</td>
</tr>
</tbody>
</table>

Respondents were asked to rank OU Physicians on 5 or 12 attributes on a 10 point scale where 1 is poor, 5 is average, and 10 is excellent.
The care and attention received from physicians and staff are the key factors in deciding to *continue going* to a physician and clinic. Both current and prospective patients rated these factors at the top of their list.

From respondent discussion, it is clear that the expectation of quality of care and physician/staff compassion and responsiveness are key factors in *deciding on the next physician or clinic*.

If a patient has no current information, no prior knowledge and/or recommendations from friends and family regarding OU Physicians, decisions to consider the clinic as an option are based on perceptions which may be incorrect.

There is an opportunity to inform and subsequently change perceptions among both current and prospective patients.
The OU Brand
Knowledge & Perception Ratings

- Respondents were asked to rate their knowledge level and perception of six OU institutions prior to specific group discussion regarding OU Physicians. These ratings were averaged for current and prospective patients.

- The data indicates that, not surprisingly, current patients indicate the highest knowledge and perception of OU Physicians vs. other OU institutions.

- Prospective patients indicate the highest knowledge levels and perception of OU Norman, and indicate higher levels of knowledge of the OKC vs. Tulsa-based institutions, with the exception of OU-Tulsa.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Current Patients</th>
<th>Prospective Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Knowledge</td>
<td>Perception</td>
</tr>
<tr>
<td>OU (Norman)</td>
<td>2.3</td>
<td>3.3</td>
</tr>
<tr>
<td>OU Medical Center (Oklahoma City)</td>
<td>1.9</td>
<td>3.2</td>
</tr>
<tr>
<td>OU College of Medicine/Health Sciences Center (Oklahoma City)</td>
<td>2.1</td>
<td>3.2</td>
</tr>
<tr>
<td>OU Physicians</td>
<td>3.9</td>
<td>4.1</td>
</tr>
<tr>
<td>OU School of Community Medicine</td>
<td>2.5</td>
<td>3.4</td>
</tr>
<tr>
<td>OU-Tulsa</td>
<td>3.5</td>
<td>3.9</td>
</tr>
</tbody>
</table>

Averaged data based on a limited number of Respondents were asked to rank their knowledge OU Institutions on a 1-5 scale with 5 being very knowledgeable and 1 being not at all knowledgeable. Perceptions were on a 1-5 scale with 5 being excellent and 1 being poor.
Knowledge & Perception Ratings

**Knowledge of OU Institutions**

- OU Norman: 2.3 (Current Patients), 2.9 (Prospective Patients)
- OU Medical Center: 1.9 (Current Patients), 2.1 (Prospective Patients)
- OU College of Med/HSC: 2.1 (Current Patients), 2.3 (Prospective Patients)
- OU Tulsa: 3.5 (Current Patients), 2.9 (Prospective Patients)
- OU Physicians: 3.9 (Current Patients), 2.2 (Prospective Patients)
- OU School of Community Medicine: 2.5 (Current Patients), 1.9 (Prospective Patients)

**Perceptions of OU Institutions**

- OU Norman: 3.4 (Current Patients), 4.1 (Prospective Patients)
- OU Medical Center: 3.3 (Current Patients), 3.6 (Prospective Patients)
- OU College of Med/HSC: 3.3 (Current Patients), 3.9 (Prospective Patients)
- OU Tulsa: 3.9 (Current Patients), 3.9 (Prospective Patients)
- OU Physicians: 4.0 (Current Patients), 3.5 (Prospective Patients)
- OU School of Community Medicine: 3.3 (Current Patients), 3.3 (Prospective Patients)

Averaged data based on a limited number of Respondents were asked to rank their knowledge of OU Institutions on a 1-5 scale with 5 being very knowledgeable and 1 being not at all knowledgeable. Perceptions were on a 1-5 scale with 5 being excellent and 1 being poor.
There is a significant opportunity to build upon limited knowledge levels of OU’s broad medical offerings both in Tulsa and OKC.

Our group reactions to OU Physician information demonstrated that a little knowledge can significantly impact perceptions.

OU Physicians could benefit from leveraging established strong perceptions of OU’s OKC medical institutions.
Marketing OU Physicians
Important Information to Communicate in Future Marketing Initiatives

- Available to all in Tulsa Community
  - “Important to know that you can get in.”

- Oklahoma founded, based and funded
  - “They only serve Tulsa and are supported by the Schusterman Family Fund.”

- Accepts most insurance plans
  - “Important to know they accept Medicare, Medicaid and that each resident is supervised by an experienced doctor.”

- Multiple hospital affiliations
  - “They have access to all of the hospitals.”

- Teaching hospital means latest techniques and a team approach with an experienced physician AND a resident
  - “Newly trained physicians and seasoned physicians.”
  - “Growing up new doctors that will be in our community.”
  - “They have all of the clinics and they have all the breakthroughs because they are a teaching hospital.
  - “If you go to the hospital, you get a team…not just one doctor. They’ll dig until they get to the bottom.”

- Multiple specialties and locations
  - “Costco of doctors.”

- Patient selects physician
  - “It’s important people know they can pick a doctor.”

- Nationally recognized
Prospective Patient Needs

- **Show who OU physicians are**
  - “Find a human side, find a face for OU. I’d rather see a doctor.”
  - “One solid message but different faces.”
  - “Specialists available, all of the options. They have a story to tell.”
  - “Tell their credentials.”
  - “Tell me who are the doctors, specialists, clinic locations.”

- **Tell the community what OU Physicians is doing**
  - “What are they good at? Do something like Biotech – here’s what we are working on.”
  - “If you don’t have a hospital, let me know. It’s like a church, it’s not the building it’s the people.”

- **Referrals from primary physicians to specialists**

- **Assurance of one physician to build personal, ongoing relationship (if true)**
  - “I need a doctor that will help me with preventative care the next 20 or 30 years. No one does that but that’s what I’m looking for.”
  - “Reputation and stability of physicians, longevity.”
  - “Ability to see the same doctor, a relationship.”
Suggested Spokespersons

OU patients & physicians
- Regular patients
- Well-known, satisfied patients
- Physicians and patients
  - “Researchers from OU…what they are involved in and how far-reaching their practice is.”
- Sports athletes that have benefitted from OU
- “Use someone that has experience with OU, they know OU, they believe OU.”

Local Personalities
- Lori Fulbright, Leanne Taylor, Travis Meyer
- “Somebody local. They only serve Tulsa and locally supported by the Schusterman Family Fund.”
- Local college presidents (OU, TU, TCC)

Regional Personalities
- Barry Switzer, Billy Sims, Toby Keith
- Kevin Durant
- JC Watts
- “Someone on a national level, respected.”
- President Boren

National Personalities
- Julia Roberts
- Dr. Phil
- Morgan Freeman
- “I don’t want to hear from a celebrity unless they’ve been treated at OU.”
Quantitative Study

As we evaluate specific points to evaluate in our upcoming quantitative study we might consider some of the following measures:

Current & prospective patients:
- Overall satisfaction with existing primary physician/clinic
- Attitudes regarding OU Physicians
- Awareness of OU Physicians
- Attribute ratings for OU Physicians (similar to those measured in focus group)
- Perceptions of OU Physicians (before & after fact sheet)
- Awareness of various OU Physicians offerings (via fact sheet)
- Likelihood to recommend OU Physicians (before & after fact sheet)

Prospective Patients
- Likelihood to consider OU Physicians before/after reading OU Fact sheet
Additional survey details including session transcripts are available on request.