



HEALTH CARE NAMING SURVEY

Prepared for The University of Texas at Austin

July 2023

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INTRODUCTION

INTRODUCTION OVERVIEW

KEY OBJECTIVES

- Understand what names best help respondents understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients.
- Get a sense of what associations respondents make to each of the four proposed names.
- Identify healthcare-seeking tendencies among respondents.
- Consider the level of familiarity with competing healthcare organizations.

SURVEY ADMINISTRATION & SURVEY SAMPLE

- The survey was administered online in May-June 2023 using the Qualtrics platform.
- Outreach was performed by email using a panel provider and through computer-assisted telephonic interviews (CATI) performed by a panel provider, and through Qualtrics to a contact list of UT Health Austin patients.
- The analysis includes a total of 451 respondents following data cleaning.

RESPONDENT QUALIFICATIONS

- Must be at least 18 years old
- AND
- Must live in Travis, Williamson, Hays, Caldwell, or Bastrop counties in Texas **Or** be a patient/caregiver of a patient of UT Health Austin

INTRODUCTION

METHODOLOGY

- Sample sizes vary across questions as some questions only pertain to a subset of respondents.
- Conclusions drawn from a small sample size ($n < 20$) should be interpreted with caution.
- For full aggregate, segmented, and verbatim results, please consult the accompanying data supplement.
- Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).
- After data collection, Hanover identified and removed low-quality respondents.
- “Don’t Know or Not Applicable” responses, and equivalent, are often excluded from the figures and analysis in order to focus on respondents who did express an opinion.
- Percentages may sum to over 100% for questions where respondents could select more than one answer option.
- Data labels for values less than 5% may be removed from some figures to improve legibility.
- Question text and answer options marked with † are truncated for clarity and brevity.

RECOMMENDATIONS

RECOMMENDATIONS

Based on analysis of this survey, Hanover recommends that The University of Texas at Austin:



Consider using the name “UT Health”. Most respondents indicate that “UT Health” best helps them understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients. This finding is consistent across all segmentations, pointing to a clear preference for the name “UT Health” across all respondent groups. When considering both components of the proposed names, respondents indicate a preference for “UT” over “Texas”, as well as for “Health” over “Medicine”.



Complement the name “UT Health” with slogans and marketing campaigns that include the ideas or phrases that might not be as inherently associated with that name. While the name UT Health clearly communicates a relationship with the university and patient care, and respondents see a connection between UT Austin and research, the name UT Health is less associated with using advanced technology, providing world-class care, and being open to everyone. By coupling the name with marketing more explicitly addressing these topics, UT Austin should be able to better shape their brand.



Consider providing more education for prospective patients around the value of academic medical centers and the services academic health centers/UT Health provide. Nearly half of participants have not received or are unsure about receiving healthcare services from an academic medical center. Additionally, only 9% of participants indicated that they would be likely to seek routine medical care from an academic medical center. Furthermore, UT Health was not as well known by participants as other local providers.

KEY FINDINGS

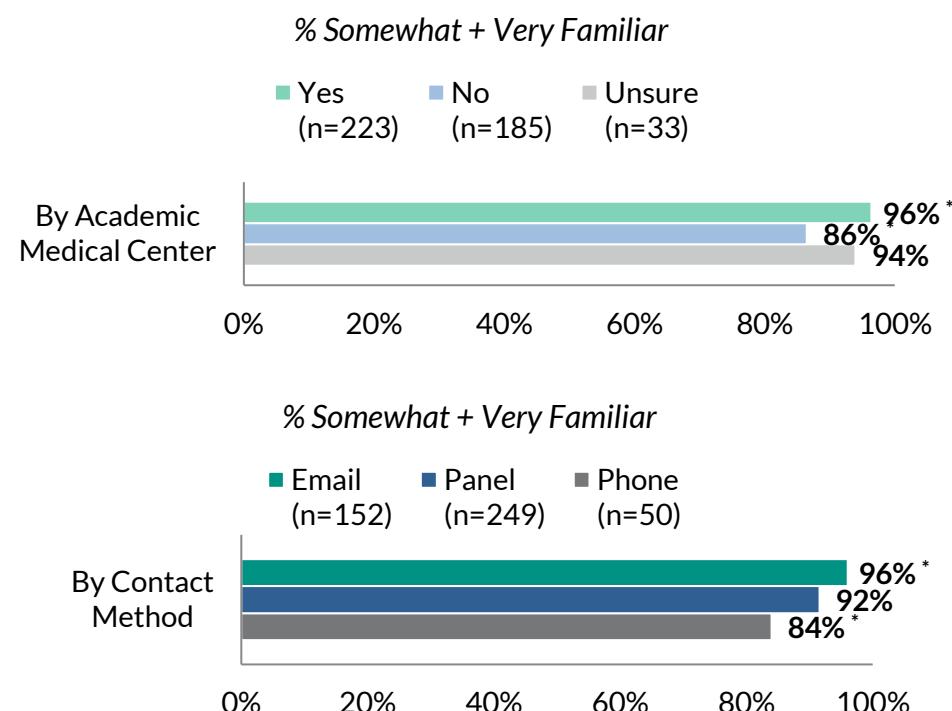
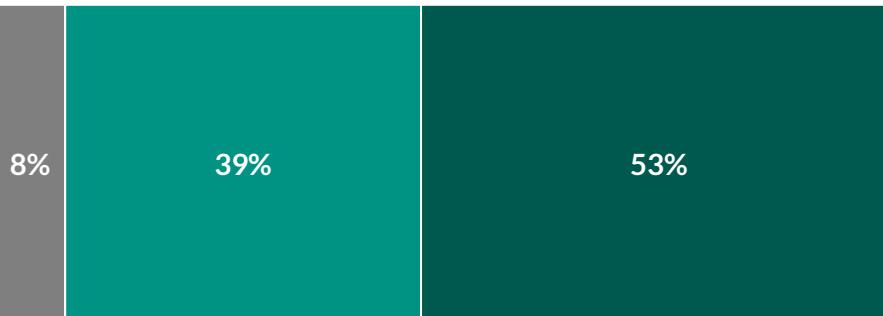
FAMILIARITY WITH UT AUSTIN

Respondents report high levels of familiarity with UT Austin – 53% consider themselves very familiar with UT. Only 8% of respondents indicate that they are not at all familiar with UT Austin.

- When segmenting by experience with Academic Medical Centers, respondents who indicate prior experience with Academic Medical Centers are significantly more familiar with UT Austin (96% somewhat or very familiar, as opposed to 86% for respondents without that prior experience).
- When segmenting by contact method, respondents contacted through a panel (92%) were more familiar with UT Austin than those contacted through phone (84%).

How familiar are you with The University of Texas at Austin? (n= 451)

■ Not at all Familiar ■ Somewhat Familiar ■ Very Familiar



N.b.: Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).

Email respondents are UT Health patients, so a higher level of familiarity with UT Austin is expected.

WORD ASSOCIATIONS

The words most closely associated with UT Austin reflect familiarity with UT Austin athletics (*longhorns, football, orange*), a positive perception of the institution's reputation (*prestigious* and *excellence*) and recognition of UT's strength in *research*.

The words most closely associated with UT Austin + health care overlap with those associated with UT Austin alone (*excellence* and *research*). Further, the words most frequently associated with UT Austin and health care also reflect positive perceptions (*quality* and *innovation*). Additionally, the name "Dell" (e.g., Dell, Dell Med, Dell Medical School, Dell Seton, Dell Medical Center, UT Dell Hospital) was mentioned explicitly by 17 respondents.

When you think of The University of Texas at Austin, what is the first word that comes to mind? N=449

orange

prestigious

education

school

football

excellent

excellence

college

research

longhorn

What word or phrase comes to mind when you think about The University of Texas at Austin and health care? (N=450)

dell medical school

school
hook em

innovative
quality

professional

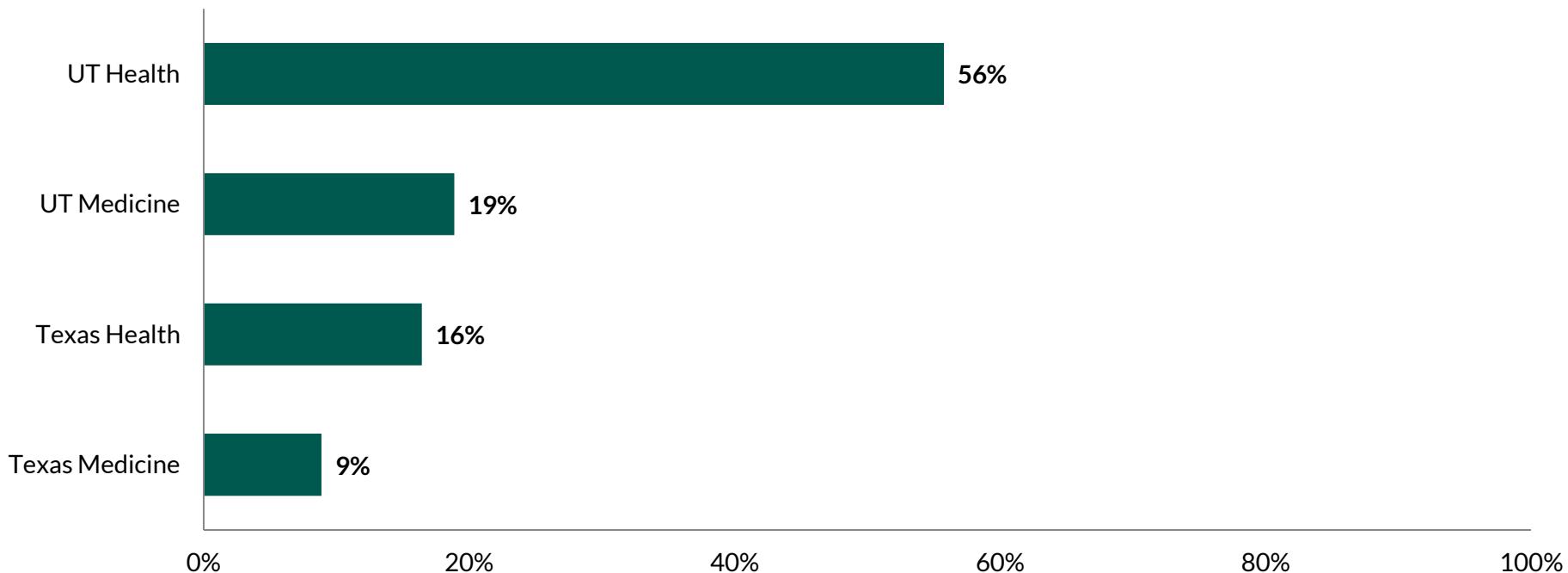
excellence

medical school
research

COMMUNICATING UT + PATIENT CARE (1/8)

UT Health is by far the name that respondents believe best communicates an association with UT Austin and a focus on patient care. Over half (56%) of patients selected it as the most apt name, while 19% selected UT Medicine, 16% selected Texas Health, and 9% selected Texas Medicine.

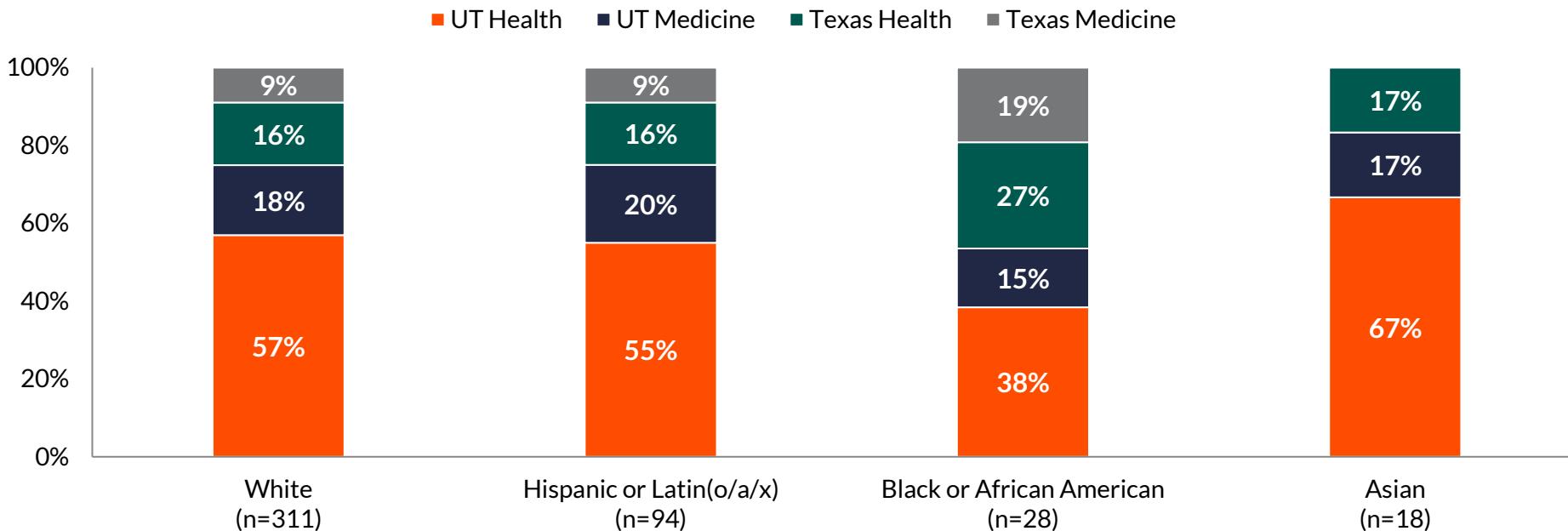
Which of these names best helps you understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients? (n=450)



COMMUNICATING UT + PATIENT CARE (2/8)

The preference for UT Health is present when segmenting by race/ethnicity (in groups with a sample size of 20 or higher), experience with Academic Medical Centers, age group, Austin residence status, contact method, education level, and household annual income bracket. Across groups, UT Health was selected the most frequently as the name that helps one understand that a hospital/clinic is part of UT Austin and provides patient care.

Which of these names best helps you understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients?
By Race/Ethnicity



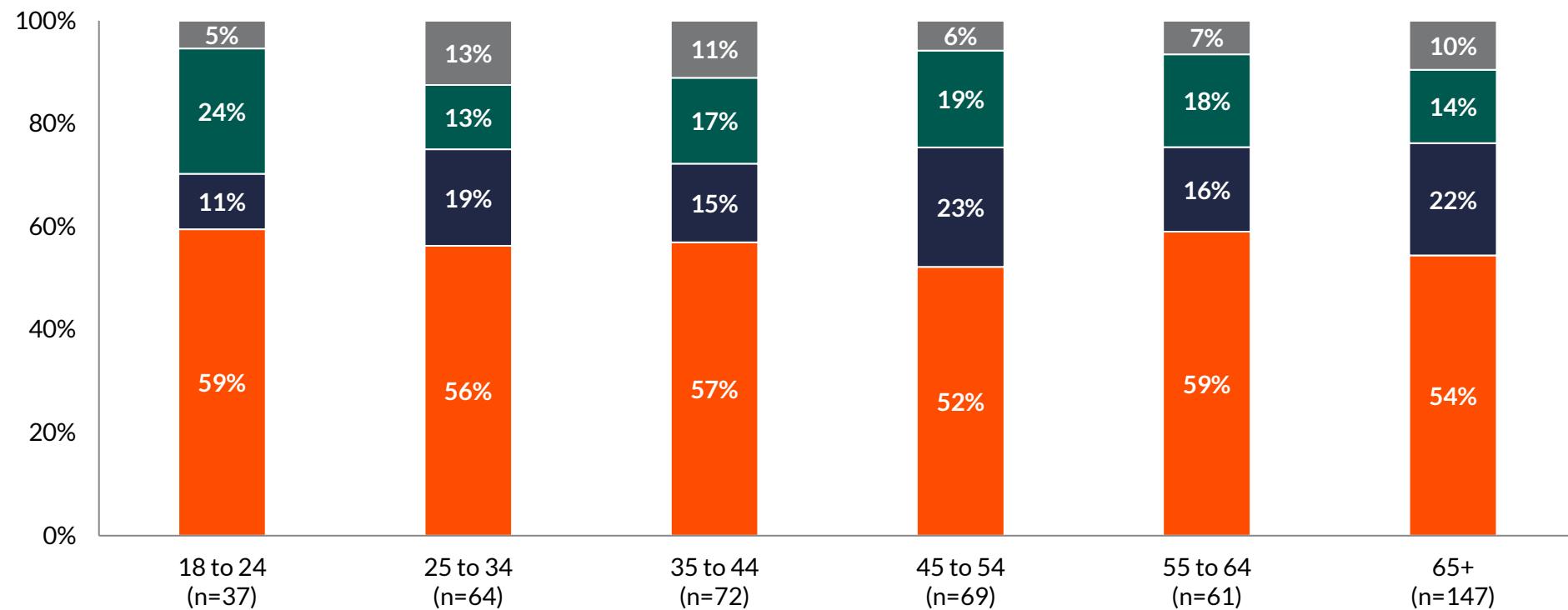
N.b.: Ethnic/racial groups with fewer than 20 respondents are not visualized

COMMUNICATING UT + PATIENT CARE (4/8)

Which of these names best helps you understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients?

By Age

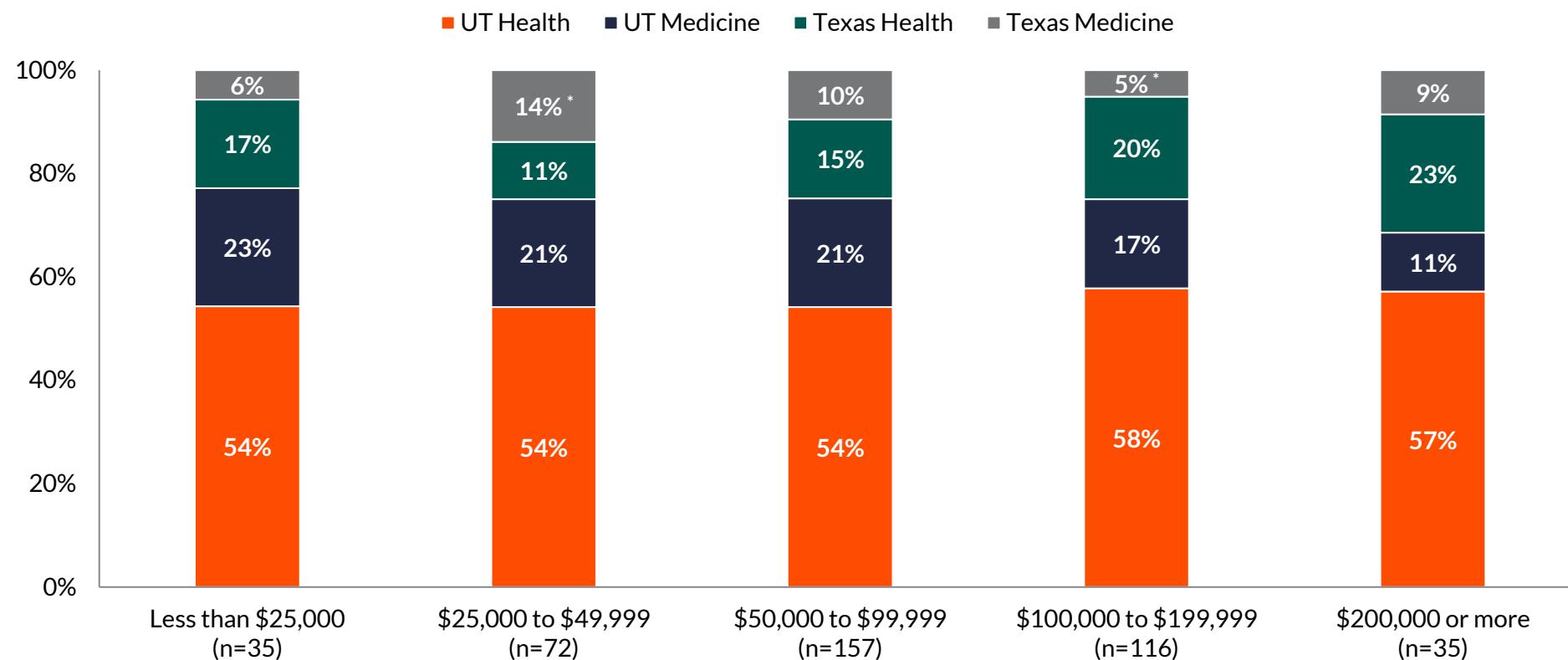
■ UT Health ■ UT Medicine ■ Texas Health ■ Texas Medicine



COMMUNICATING UT + PATIENT CARE (8/8)

Which of these names best helps you understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients?

By Income

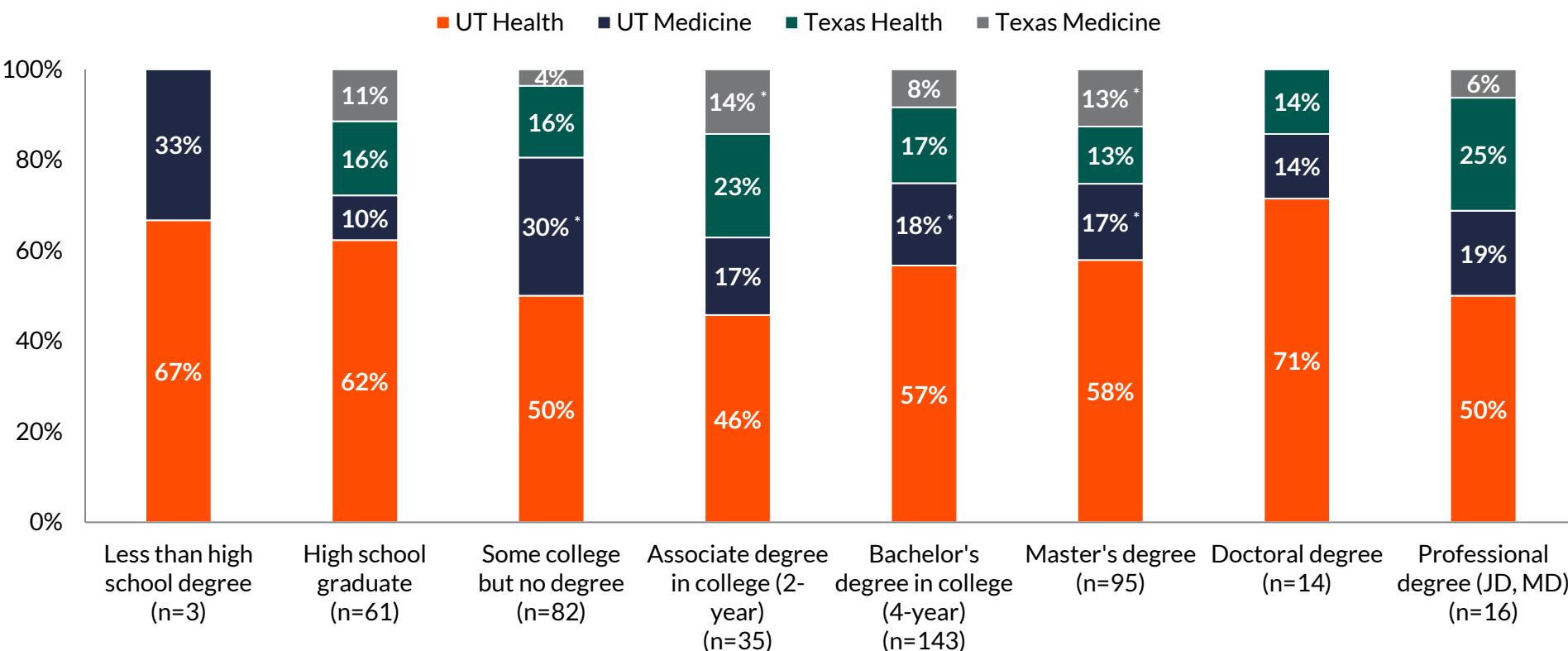


N.b.: Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).

COMMUNICATING UT + PATIENT CARE (7/8)

Which of these names best helps you understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients?

By Education Level

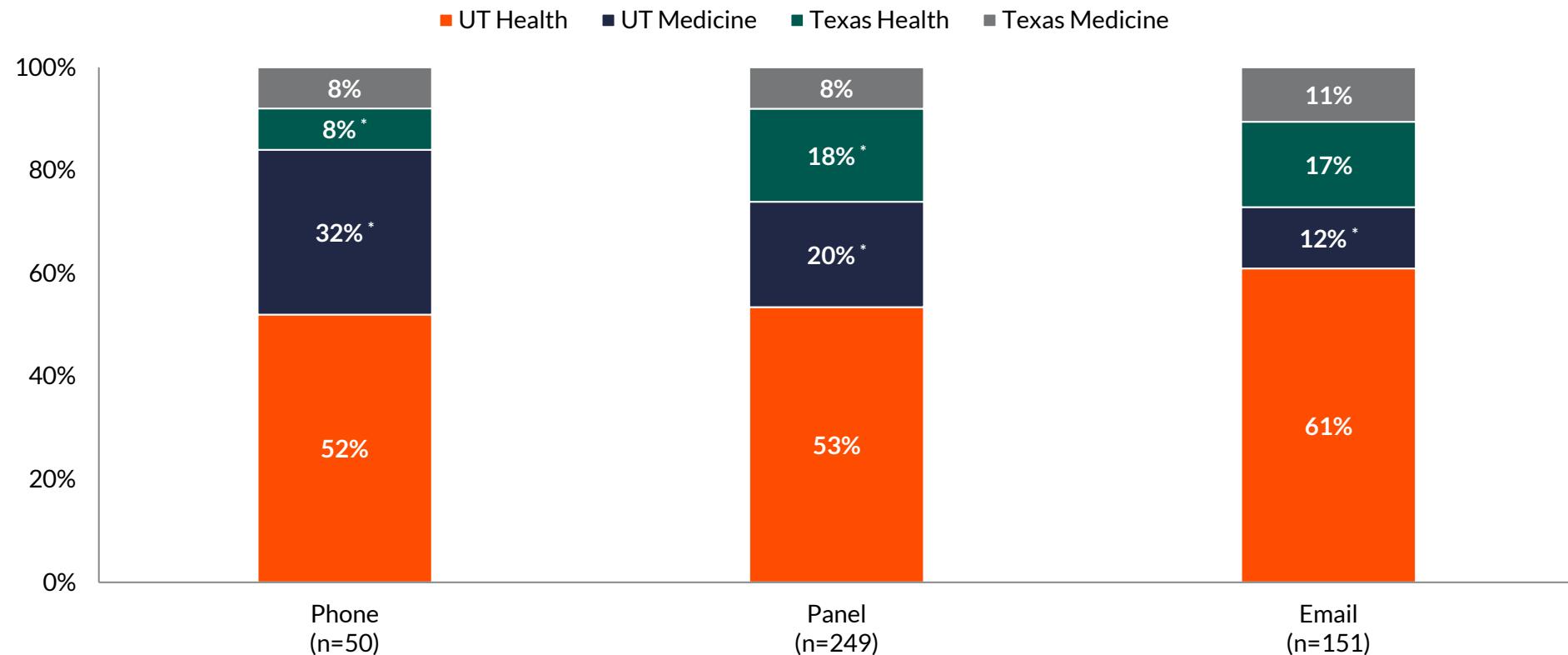


N.b.: Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).

COMMUNICATING UT + PATIENT CARE (6/8)

Which of these names best helps you understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients?

By Survey Contact Method



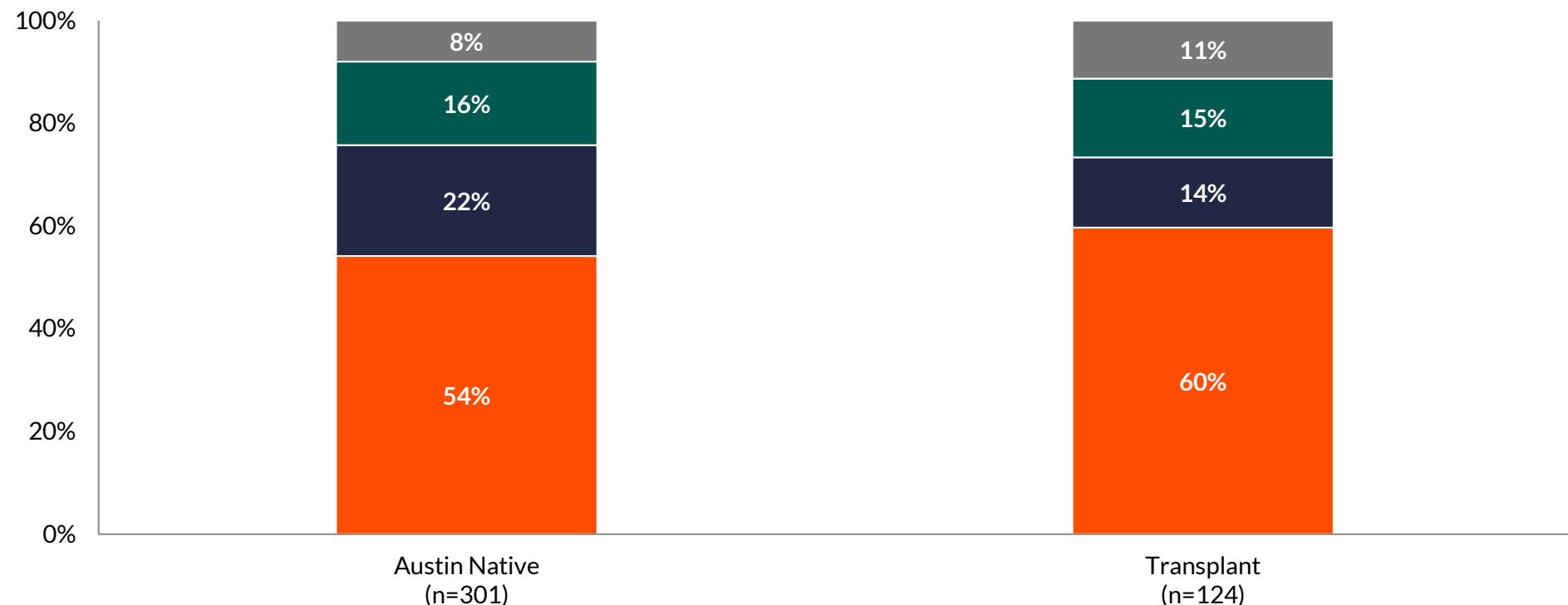
N.b.: Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).

COMMUNICATING UT + PATIENT CARE (5/8)

Which of these names best helps you understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients?

By Austin Residence

■ UT Health ■ UT Medicine ■ Texas Health ■ Texas Medicine

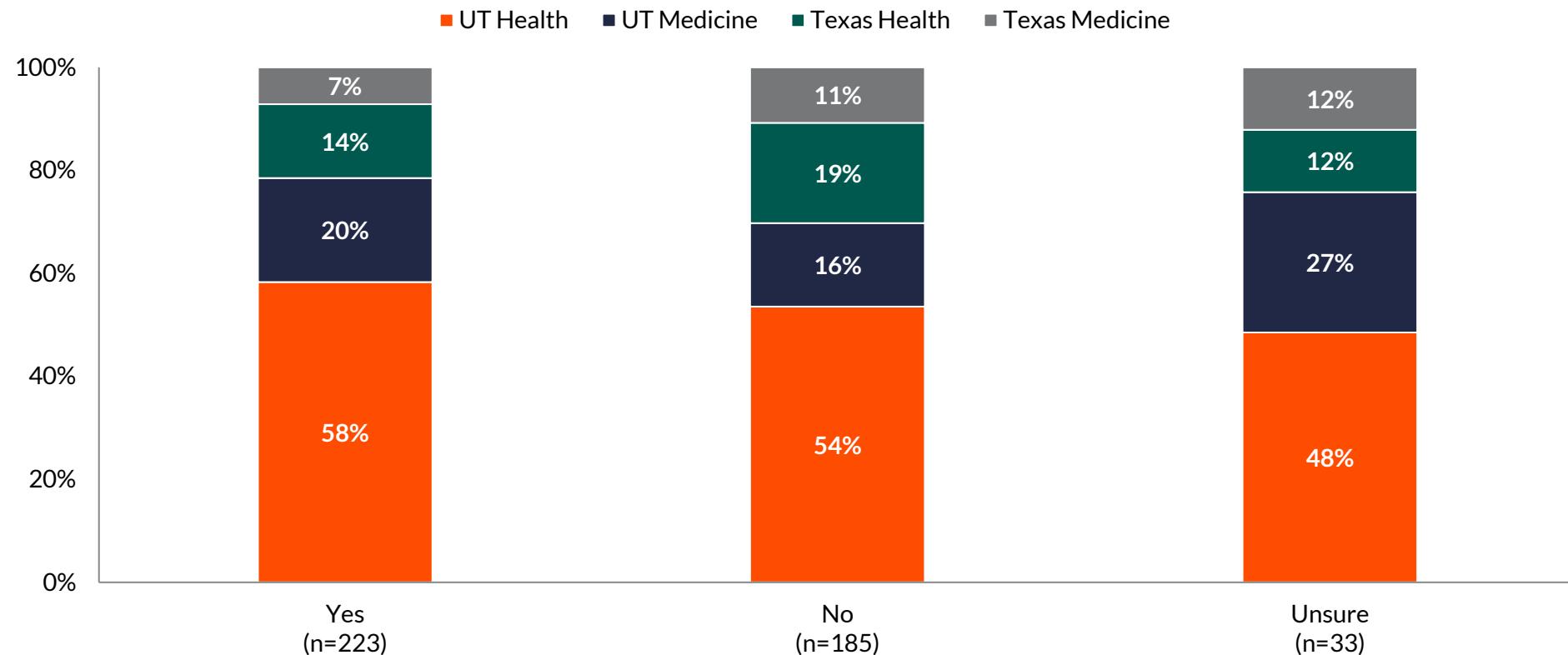


Respondents who indicated that they have lived in Austin for more than 10 years were considered an Austin native. Respondents who have lived in Austin for fewer than 10 years were considered a transplant for the purposes of this survey.

COMMUNICATING UT + PATIENT CARE (3/8)

Which of these names best helps you understand that a hospital or clinic is part of The University of Texas at Austin and takes care of patients?

By Engagement with an Academic Medical Center

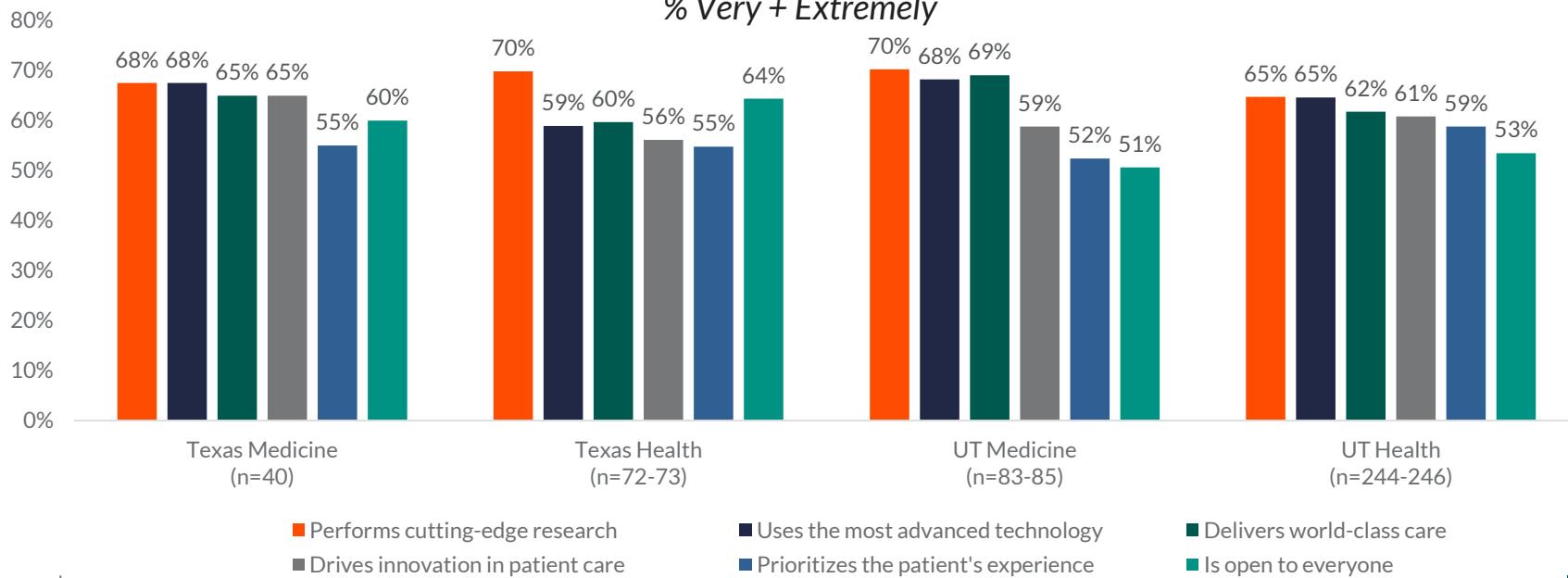


NAME ASSOCIATION

UT Health did not fare as well as some other names in communicating all the key elements of the UT Health Austin vision.

- Names with *Health* seems to be less associated with innovation (using advanced technology and performing cutting edge research) and global reach (delivers world-class care) than *medicine* is.
- The names that included *UT* were seen as less reflective of the hospital/clinic being “open to everyone” than the names including *Texas*.
- However, *UT Health* was more strongly associated with prioritizing patient care than any of the other names.

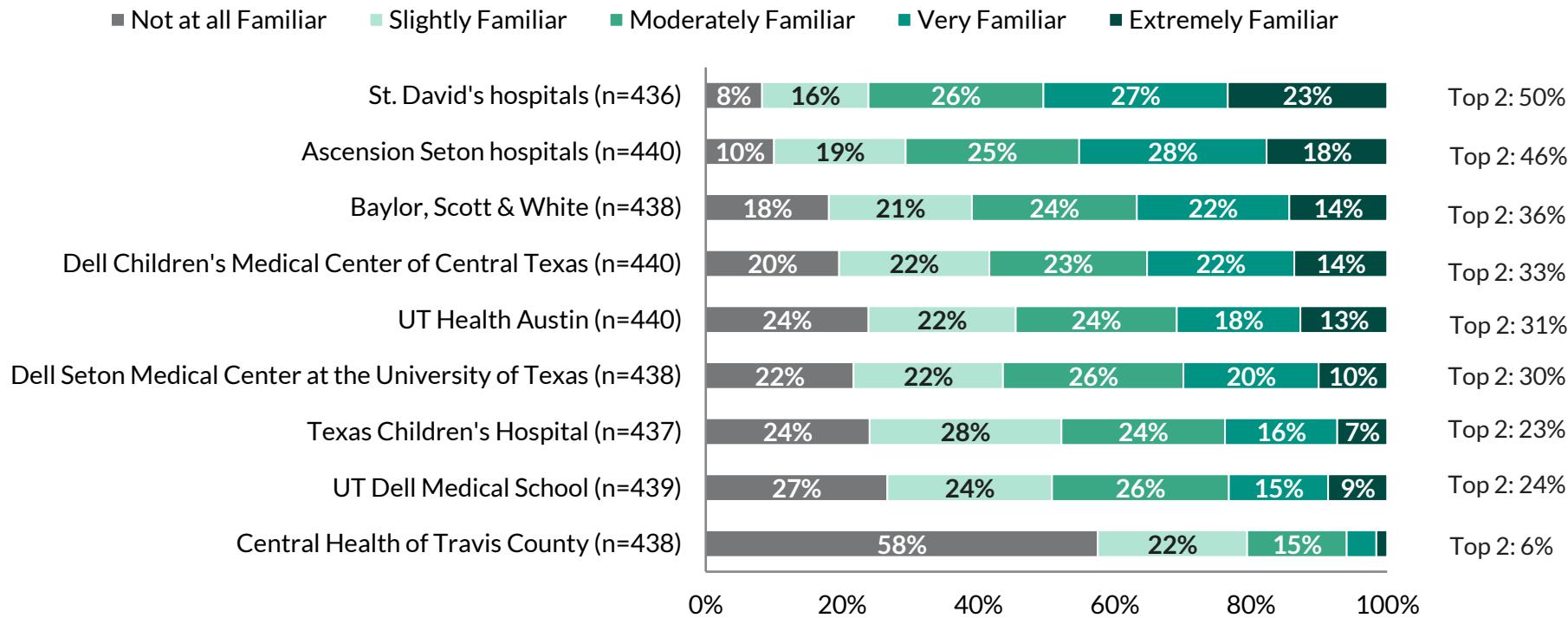
Please tell us how well you think the name you chose reflects the following ideas/phrases:
By Preferred Name
% Very + Extremely



MEDICAL CARE AWARENESS (1/5)

UT Health Austin ranked in the middle for brand familiarity when compared to other local health care organizations. Respondents reported being more familiar with St. David's hospitals; Ascension Seton hospitals; Baylor, Scott & White; and Dell Children's Medical Center than with UT Austin Health. However, the difference between UT Health Austin and Dell Children's was very small (2 percentage points).

How familiar are you with the following health care organizations?

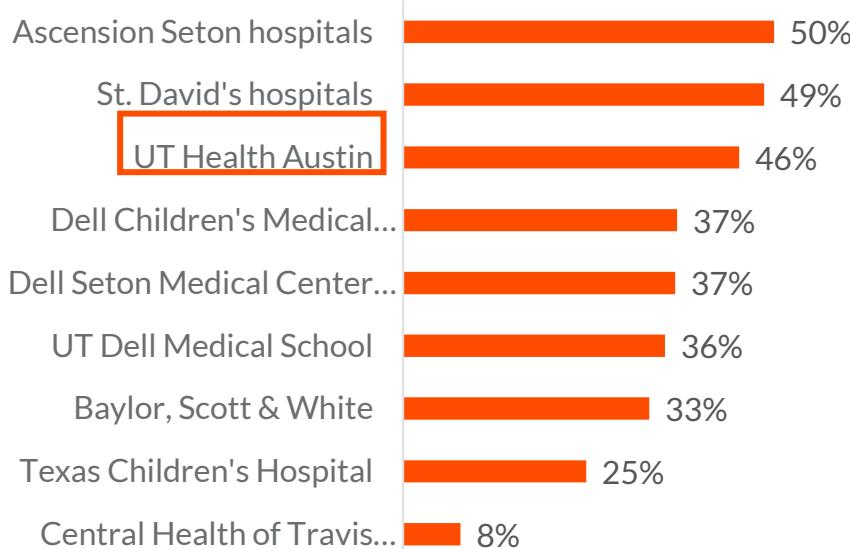


MEDICAL CARE AWARENESS (2/5)

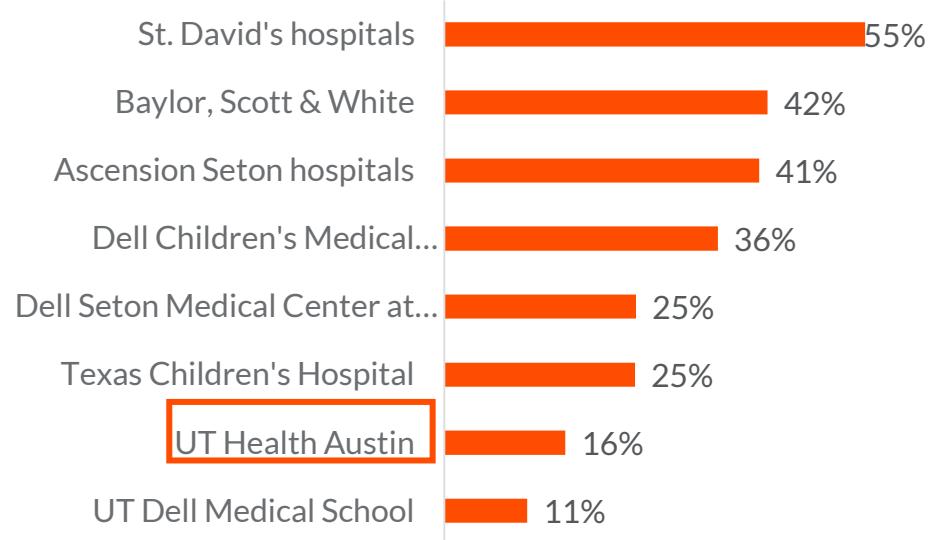
Respondents with prior experience with Academic Medical Centers report a significantly greater brand familiarity with UT Health Austin – ranking it towards the top of the list of institutions in terms of brand familiarity.

How familiar are you with the following health care organizations? By Academic Medical Center Experience % Very + Extremely Familiar

Experienced with Medical Centers



Inexperienced with Medical Centers



MEDICAL CARE AWARENESS (3/5)

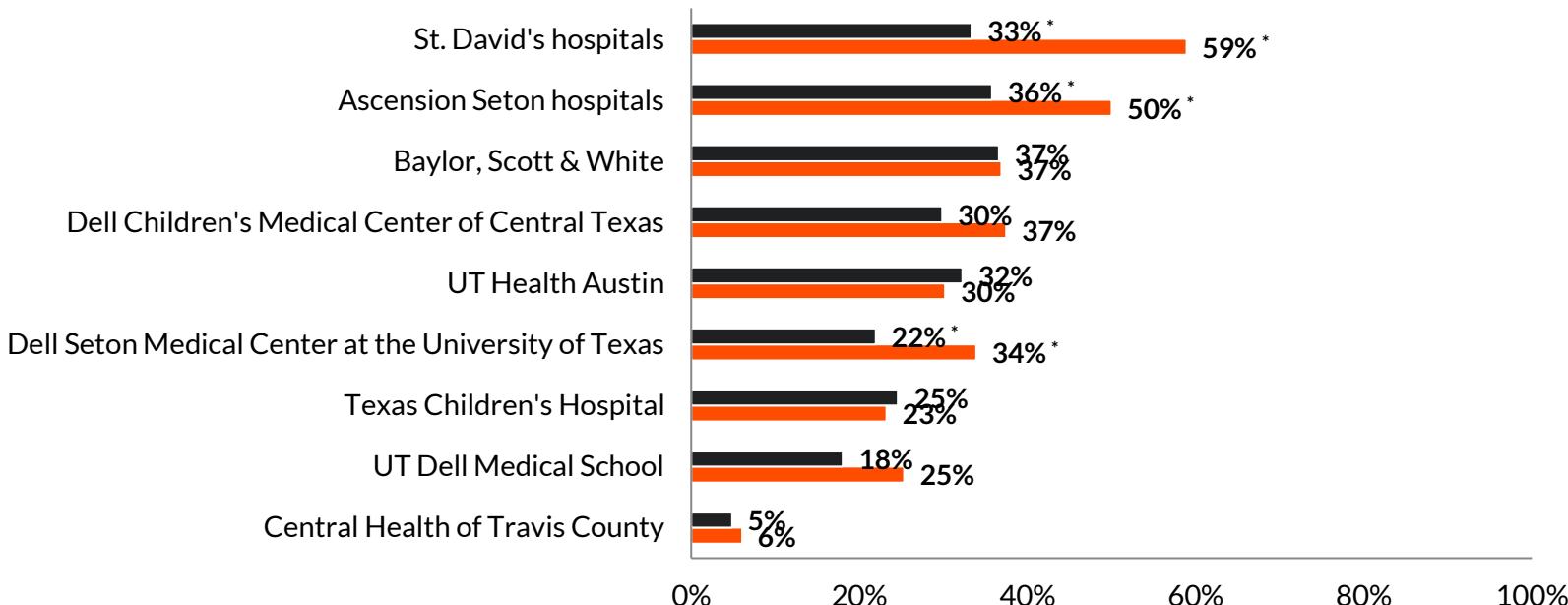
Austin natives and Austin transplants had similar levels of awareness of UT Health Austin and other providers such as Baylor, Scott & White. There were more significant differences in familiarity seen with St. David's hospitals and Ascension Seton Hospitals.

How familiar are you with the following health care organizations?

By Austin Residence

% Very + Extremely Familiar

■ Transplant (n=122-124) ■ Austin Native (n=297-300)



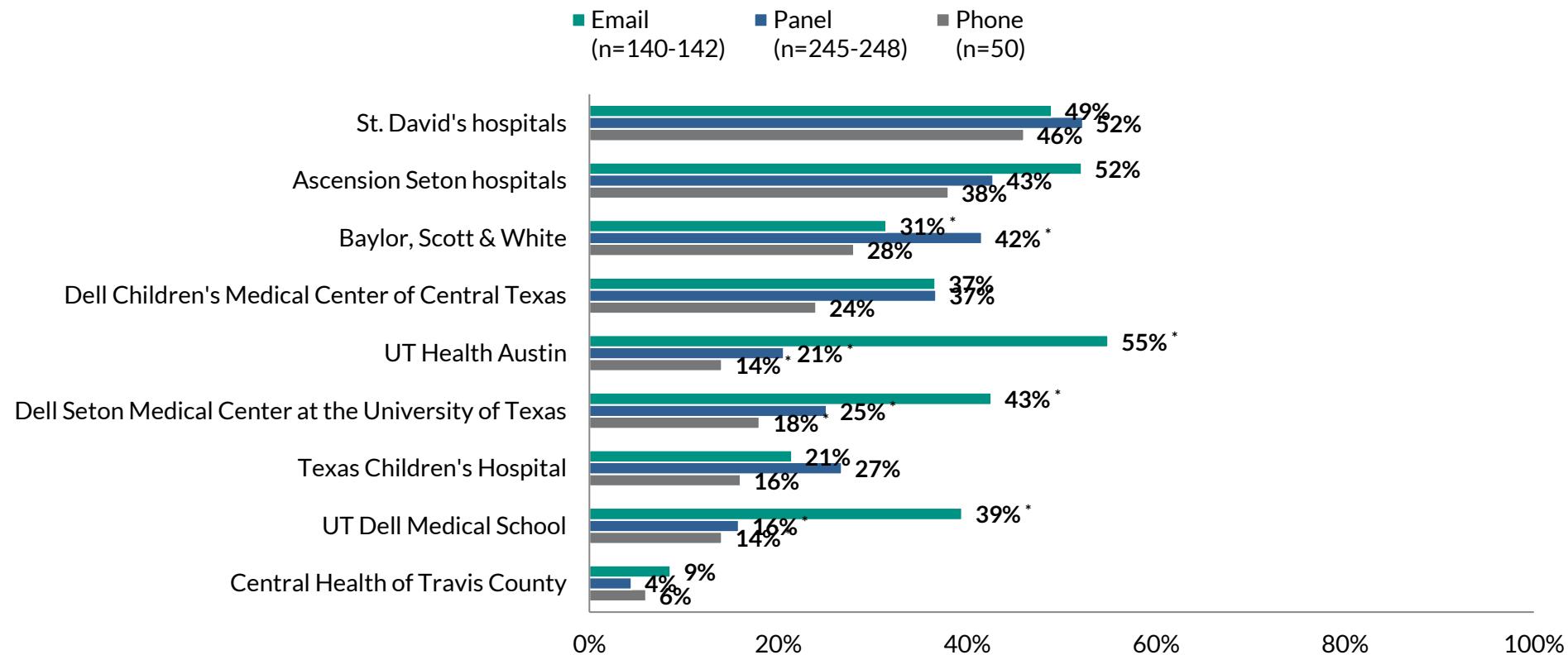
N.b.: Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).

MEDICAL CARE AWARENESS (4/5)

How familiar are you with the following health care organizations?

By Contact Method

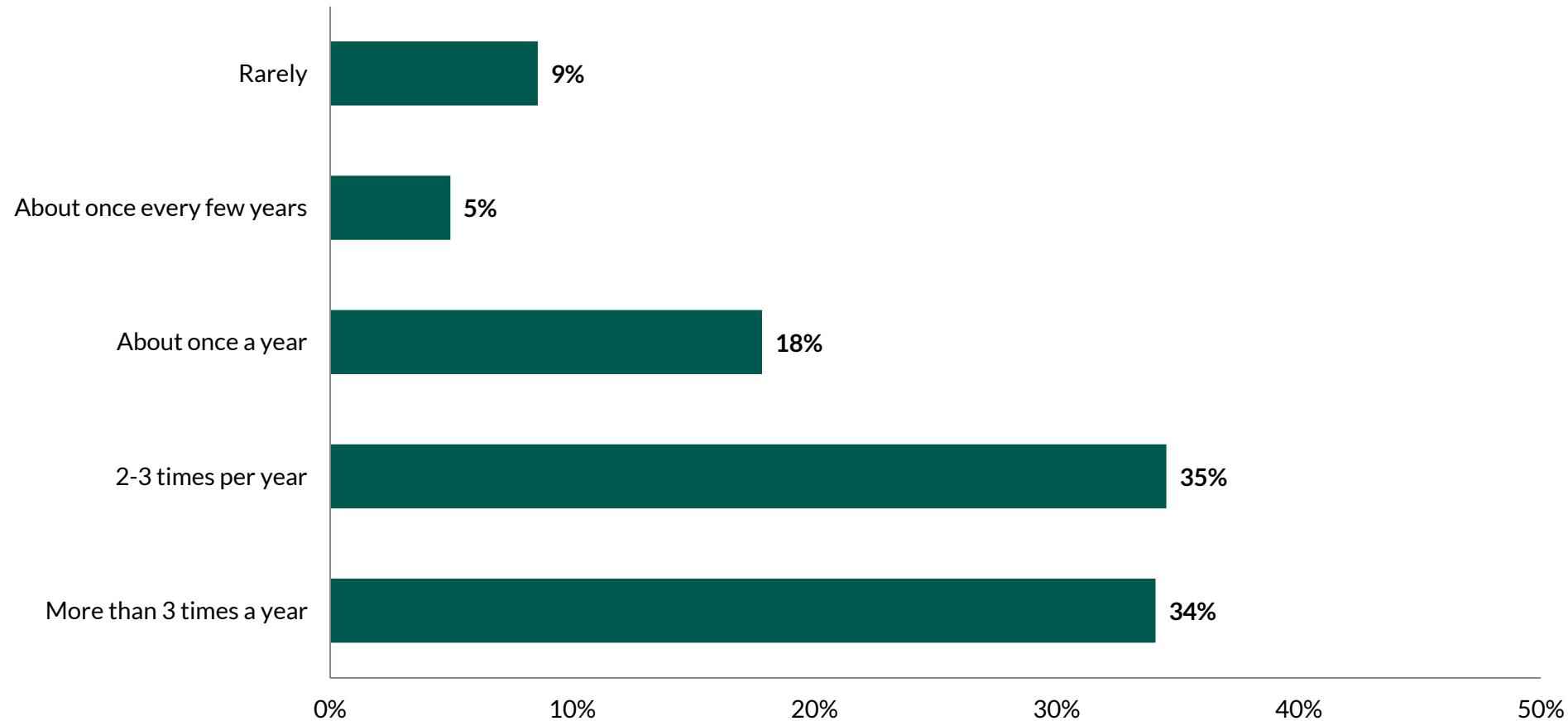
% Very + Extremely Familiar



N.b.: Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).

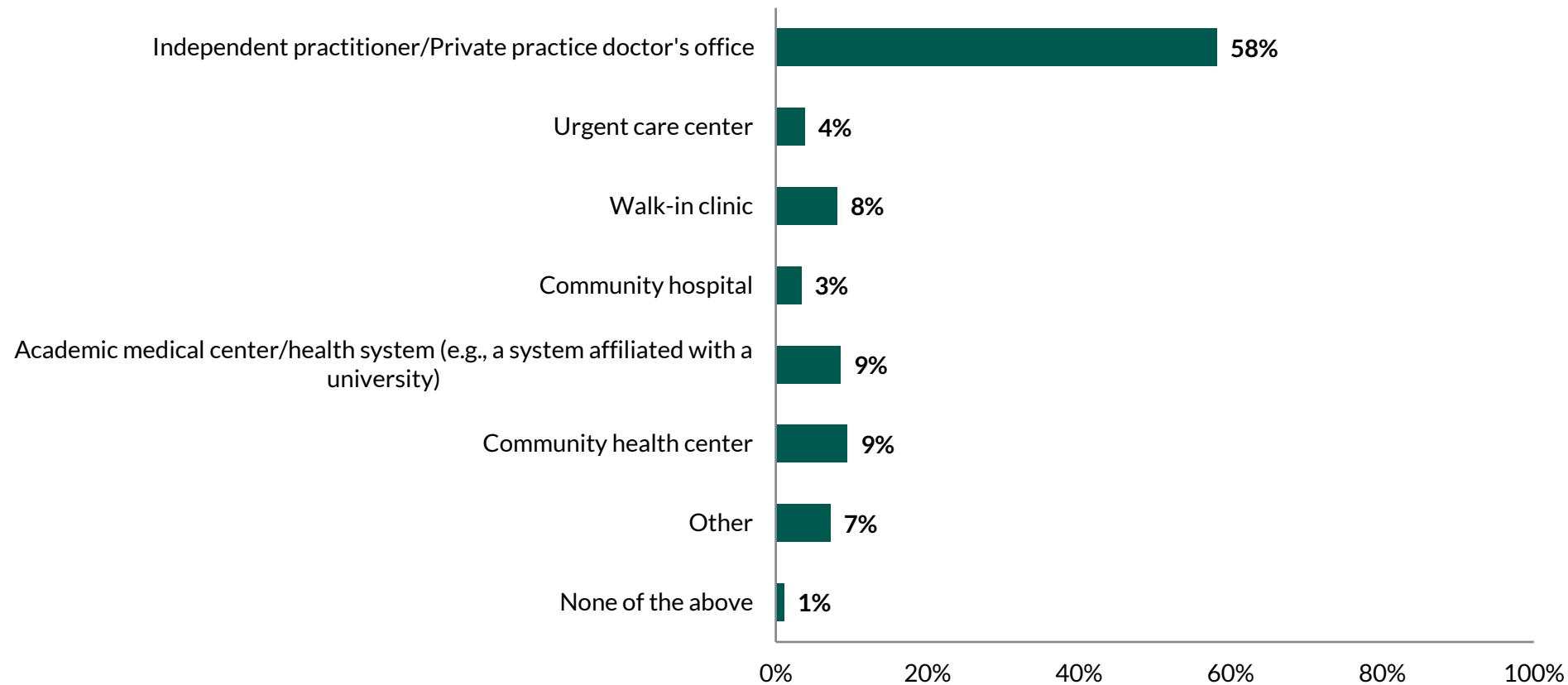
FREQUENCY OF HEALTH CARE USE

How often do you seek health care? (n=443)



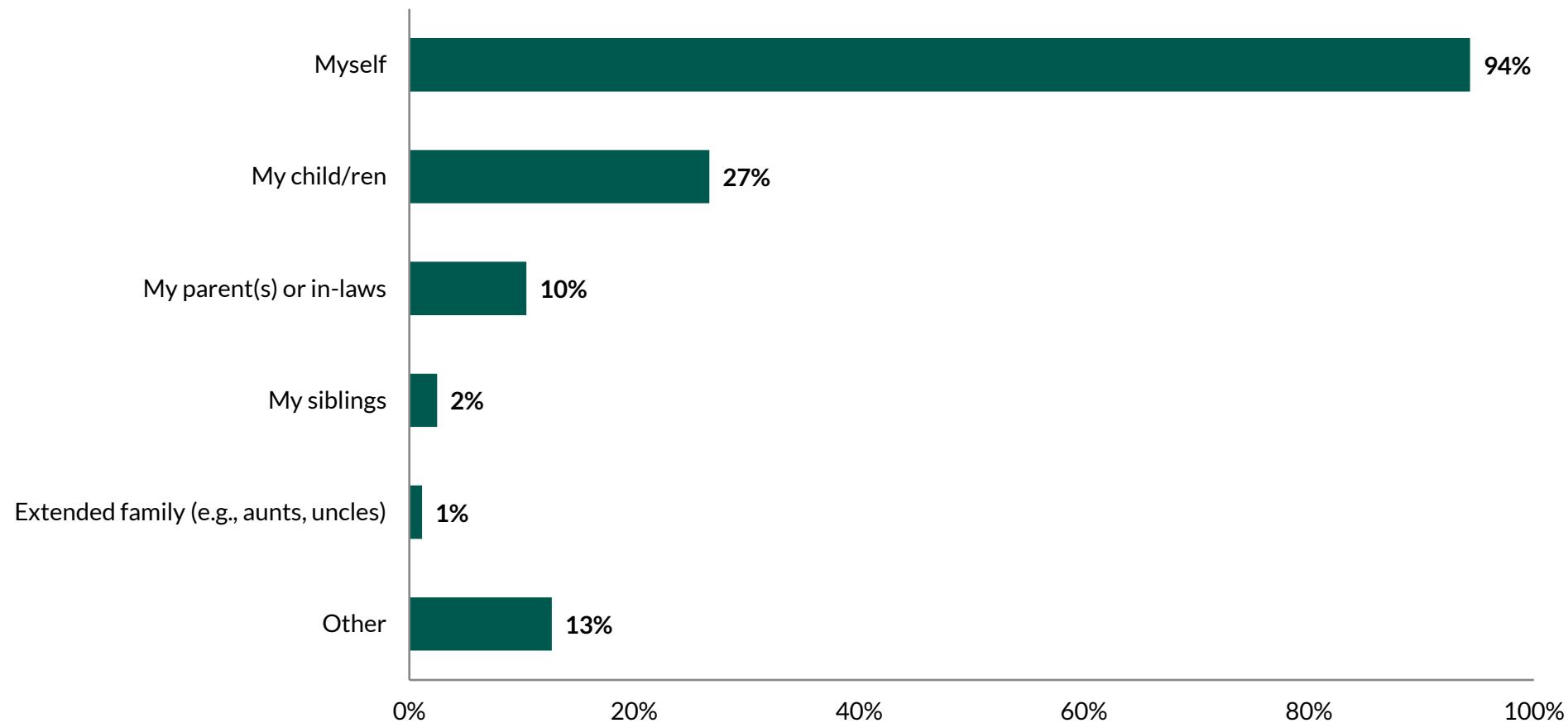
ROUTINE CARE PREFERENCES

If you needed routine medical care (e.g., cholesterol screening, yearly check-ups), where are you most likely to go? (n=443)



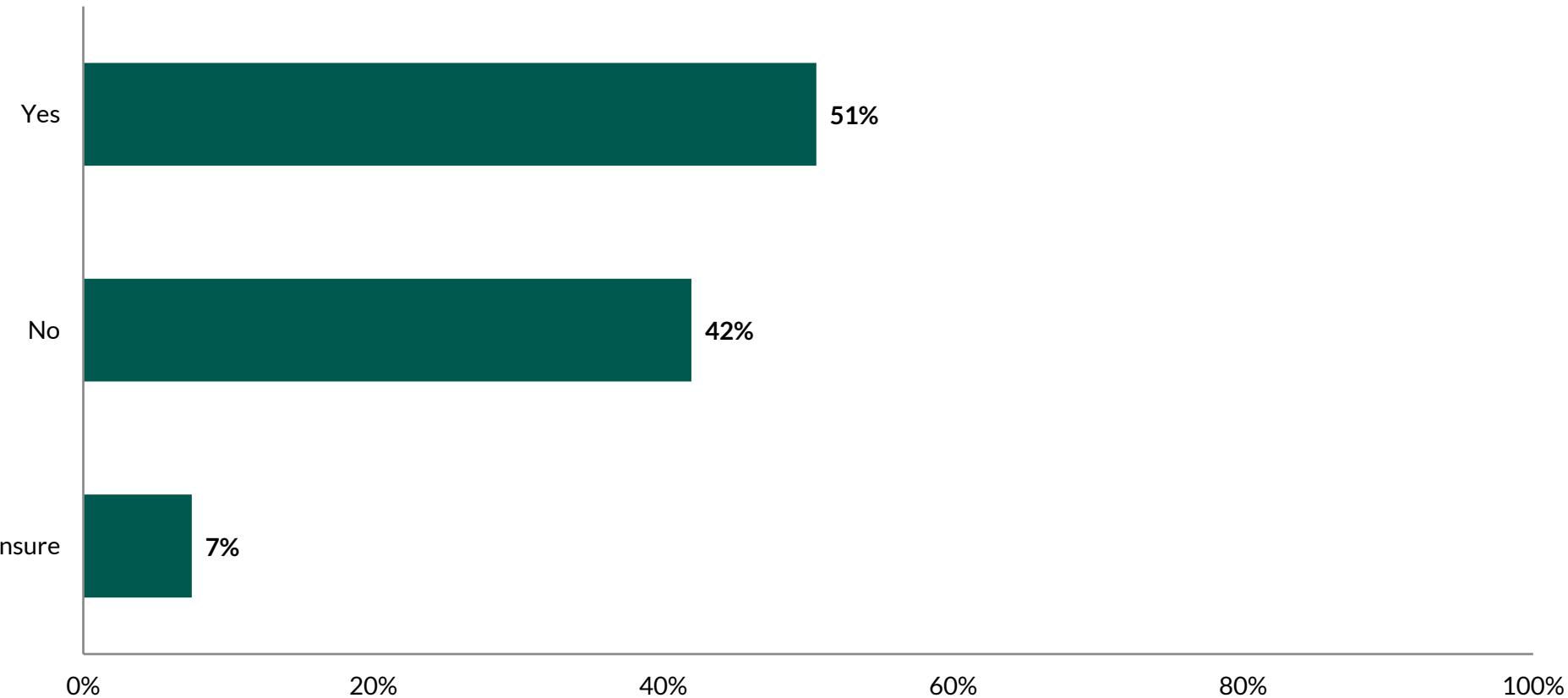
HEALTH CARE NEEDS

For whom do you regularly seek healthcare services? Please select all that apply. (n=442)



FAMILIARITY WITH ACADEMIC MEDICAL CENTERS

Have you ever received medical services from an academic medical center/health system
(e.g., a system affiliated with a university)? (n=441)



RESPONDENT CHARACTERISTICS



Length of Residence in Austin (n=441)

Less than 1 year	3%
1-5 years	14%
6-10 years	11%
More than 10 years	54%
I was born here	14%
Prefer not to respond	4%



Annual Household Income (n=951)

Less than \$25,000	8%
\$25,000 to \$49,999	16%
\$50,000 to \$99,999	35%
\$100,000 to \$199,999	26%
\$200,000 or more	8%
Unsure or prefer not to respond	8%



Education Level (n=451)

Less than high school degree	1%
High school graduate (high school diploma or equivalent, including GED)	14%
Some college but no degree	18%
Associate degree in college (2-year)	8%
Bachelor's degree in college (4-year)	32%
Master's degree	21%
Doctoral degree	3%
Professional degree (JD, MD)	4%



Gender (n=441)

Male	26%
Female	71%
Non-binary/non-gender conforming	1%
Prefer to self-describe	1%
Prefer not to respond	1%



Race/Ethnicity (n=442)

American Indian or Alaskan Native	2%
Asian	4%
Black or African American	6%
Hispanic or Latin(o/a/x)	21%
Middle Eastern or North African	0%
Native Hawaiian or Pacific Islander	1%
White	70%
Not listed/Prefer to self-describe (specify, if desired):	2%
Prefer not to respond	3%



Age (n=451)

18 to 24	8%
25 to 34	14%
35 to 44	16%
45 to 54	15%
55 to 64	14%
65+	33%





Thank you.

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