

ATTITUDES OF HOSPITAL PERSONNEL

- Eighty (80) percent of all respondents indicated that they were very happy with their current suppliers. This degree of satisfaction was highest (92%) among the Cost segment and lowest (67%) among the Quality segment.
- Two-thirds of the respondents have a strong preference for known distributors.
- Fifty-five (55) percent of the respondents prefer local firms. This tendency is highest among the Image/Cost segment (69%) and lowest (42%) among the Quality segment.
- Respondents in the Image/Cost segment have a higher degree of preference for dealing with U.S. firms (44%) than do either the Quality (25%) or Cost (25%) segments.
- Respondents from private labs expressed several attitudes which suggested that they tend to be more open to Canadian products than respondents from hospital labs:
 - More private lab than hospital lab respondents expressed the belief that Canadian quality is as good as U.S. (50% vs. 17.5%)
 - Hospital lab respondents showed a greater tendency to prefer "known distributors" and "local firms" than private lab respondents
 - More hospital lab respondents than private lab respondents were satisfied with current suppliers (80% vs. 60%).
- Hospital lab respondents had a greater tendency to believe that their organizations would be "more cost conscious in the near future" than private lab respondents (72.5% vs. 40%).