

8. Attitudes of Hospital and Lab Personnel

- Eighty percent of all respondents indicated that they were satisfied 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 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. Only a small percentage of the respondents felt that foreign manufacturers' quality is as good as the U.S. -- 22% for European quality, 17% for Canadian and 10% for Japanese. Private labs do prefer home Canadian firms.
- Only 12% of the respondents indicated that they would buy from the lowest price supplier. Yet, 72% of the respondents expect the hospital to be more cost conscious in the near future. In contrast, only 40% of the private labs expect such a trend.