**The Best-Kept Secret in Healthcare Marketing Research**

<http://marketstreetresearch.com/images/The%20Best%20Kept%20Secret%20in%20Healthcare%20Marketing%20Research.pdf>

**Summary**

What is the most important reason why customers choose one facility over another?

How to conduct a survey that helps know the real thoughts of customers?

1. Ask customers not what they value, but what they can sacrifice
2. A could be slightly or greatly more important than B, which cannot be reflected
3. Determine attributes to be evaluated based on regional conditions
4. Come up with different configurations and ask customers which one they prefer on a 10 point scale
5. By providing various scenarios for customers, and have them think actively in real-world context
6. Is there a single most important driver? Physicians

It is easy to understand why city residents would want a cleaner river, but this argument is rife with holes and assumptions, and thus, not strong enough to lead to increased funding.

A rise in request volume without **commensurate** increases in resources

A scarcity of trained staff has

It is sorely needed

<http://cmucssa.net/bbs/viewtopic.php?f=3&t=7093>

<http://cmucssa.net/bbs/viewtopic.php?f=3&t=7122>

<http://cmucssa.net/bbs/viewforum.php?f=3>

<http://www.1point3acres.com/bbs/forum.php?mod=viewthread&tid=113843&highlight=%D7%AA%D1%A7>

<http://web.stanford.edu/class/cs9/>

<https://courses.csail.mit.edu/iap/interview/index.php>

<http://mitsloan.mit.edu/newsroom/articles/mit-sloan-launches-master-of-analytics-degree/>

<http://mitsloan.mit.edu/master-of-business-analytics/program-components/>

<https://www.edx.org/course/analytics-edge-mitx-15-071x-2>

<http://www.1point3acres.com/bbs/thread-180296-1-1.html>

<http://www.cmu.edu/mits/>

<https://www.ini.cmu.edu/degrees/psv_msit/index.html>

<https://instant.1point3acres.com/thread/5919>

<https://art.stanford.edu/academics/graduate-programs/mfa-design>

<http://www.gradadmiss.gatech.edu/apply-now>

<http://www.gradadmiss.gatech.edu/hcc>

<http://www.gradadmiss.gatech.edu/cs>

**housing**

[**https://www.cmu.edu/housing/index.html**](https://www.cmu.edu/housing/index.html)

[**https://www.zhihu.com/question/28719187**](https://www.zhihu.com/question/28719187)

Nice font: [**Futura ICG Book**](http://www.qiuziti.com/ziti/975/46146002.html)

Wallpapercraft Wallpaperswide

Necessary = imperative

perfunctory 敷衍的

overt 明显的

exacting 严格的

pensive 忧郁的，哀愁的

droll（ness） 幽默的

stoicism n恬淡寡欲

fastidious a挑剔的

ballyhoo nv大肆宣传

quip nv妙语 嘲讽

congenial a意识相投的

disingenuous a虚伪的 不老实的

dilatory a拖拉的

parochialism n狭隘

empiricism n经验主义

tendentious a有偏见的

discursion n漫无目的

subtlety n微妙的

flippancy n轻率

cynicism 玩世不恭 愤世嫉俗 =嘲笑= 尖酸刻薄 犬儒主意

acquiescence n默许

intractability n棘手

intractable a棘手

tractable a易处理的；驯良的

venerable a值得尊敬的

detestation n嫌恶

detest vt厌恶

disdain vn鄙视

justification n理由

sabotage vn妨碍 破坏

discrete a离散的

discreet a谨慎的

discretion n谨慎，自由判定

treatise n论文

sheer a绝对的 完全的

ubiquity n普遍存在

ubiquitous

rosy a乐观的，美好的

for all 虽然

coagulation n凝结

obviate v避免 消除

accentuate v强调

plasticity n适应性 可塑性

deplete v耗尽

replete v充满

encumber v阻止

compulsory a强制的 义务的

compel v强迫

scrutinize v仔细检查

skirt / circumvent v绕过

distortion n曲解

revelation n揭露 启示

neglect v忽略

inveterate a成习惯的

stigma n污名 耻辱

blemish n瑕疵 污点

endorse v认可 赞同

condemn v谴责 定罪

proprietary a私人所有的 n所有人

didactic a说教

perpetuate a长存的 v保持

\*dichotomy n二分法

\*paradox n悖论

cosmopolitan a世界性的

intransigent a不妥协的

mercenary a唯利是图的 雇佣的

insular a孤立的 与世隔绝的

capricious a变化莫测的反复无常的

evoke v唤起

relish v喜欢 盼望

attain v达到

insufferable a难以忍受的

whereby adv 凭什么 靠那个

flout vn嘲弄 轻视

impulse nv推动 冲动

albeit conj虽然

subversive a破坏性的 颠覆性的

culpable a有罪的 有错的

palpable a明显的；可感知的

iconoclastic a打破旧习惯的

temperate a温和的 适度的

prompt a立刻的 v提示 促进

sophisticated a复杂的complex 有经验的 （the problem is~）

ascribe v归因于

delegate v委派

compunction n悔恨

consensus n一致，合意

tenable a可维持的 站得住脚的

efficacious a有效的 灵验的

aesthetic a美学的

demise n死亡 终止

intimate a亲密的 精通的 n至交 v暗示 通知

transience n短暂

symmetry n对称性 匀称

evanescent a容易消散的 会凋零的

adduce v举出 引证

trifling a微不足道的

trifle n琐事 v开玩笑 浪费

conspicuous a显而易见的

intrigue v计谋 激起兴趣

intriguing a有趣的 迷人的

deleterious a有毒的 有害的

