



# CHOC CHILDREN'S IS A KNOWN AND BELOVED BRAND

(And we have the research to prove it.)

## PEOPLE KNOW US AND PREFER US

When compared to other hospitals that treat children, CHOC Children's has:

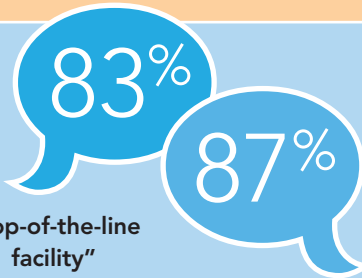
**89%** **unaided** awareness (nearest competitor 10%)  
**69%** **unaided** preference (nearest competitor 6%)



## PEOPLE TRUST US

CHOC Children's consistently ranks **higher** than other local hospitals in **all** dimensions of trust.

**competence • concern**  
**connection • consistency • candor**



"Top-of-the-line facility"

"Equipped for complex cases"

## BRAND ATTRIBUTES

CHOC Children's ranks **high** in Brand Attributes.

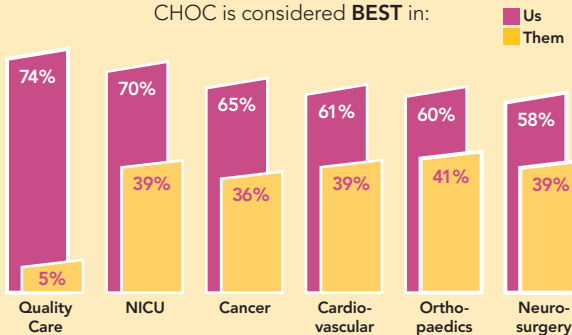
"Most up-to-date technology"



"Reputation as a top children's hospital"

## CLINICAL STRENGTH

When compared to **any** competitors, CHOC is considered **BEST** in:



## DONATIONS

And because of all of this, people are most likely to give to CHOC Children's. (nearest competitor 6%)

## NATIONAL RECOGNITION

Did we mention national recognition and rankings?



Cancer  
 Diabetes and Endocrinology  
 Gastroenterology and GI Surgery  
 Neonatology  
 Neurology and Neurosurgery  
 Orthopedics  
 Pulmonology  
 Urology