Annotated Summary of:

Javalgi, Rajshekhar, Thomas Whipple, Mary McManamon, and Vicki Edick (1992), "Hospital Image: A Correspondence Analysis Approach." *Journal of Health Care Marketing* 12(4): 34–41.

Chapter 9: Multidimensional Scaling
Multivariate Data Analysis, Sixth edition
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Using correspondence analysis, this study seeks to uncover the unobservable dimensions of hospital image. CA allows the researcher to determine the presence of relations between categorical variables, which may then be represented in perceptual space. The authors identify 13 hospital features (rows) and 16 hospitals (columns) for the study. CA portrays not only how the features are related to other features and hospitals to other hospitals but also how specific features are related to certain hospitals. By exposing these associations, the technique promotes an understanding of the complexity of the hospital image. This facilitates image management that aids in the realization of strategic objectives.

The results, derived from a sample of 503 health care consumers, indicate that two dimensions adequately account for the variation in the original variables. This is ascertained through an examination of eigenvalues much as in factor analysis. The two dimensions in this study account for 82 percent of the variance, whereas a three-dimensional solution adds only another 6.6 percent. The authors then examine the similarity and dissimilarity of features and the relative contribution of each to the overall solution. They also construct a joint map that illustrates interdependencies and competitive positions. As an aid to strategic planning, these results may then be applied toward assessing the hospital's strengths and weaknesses.