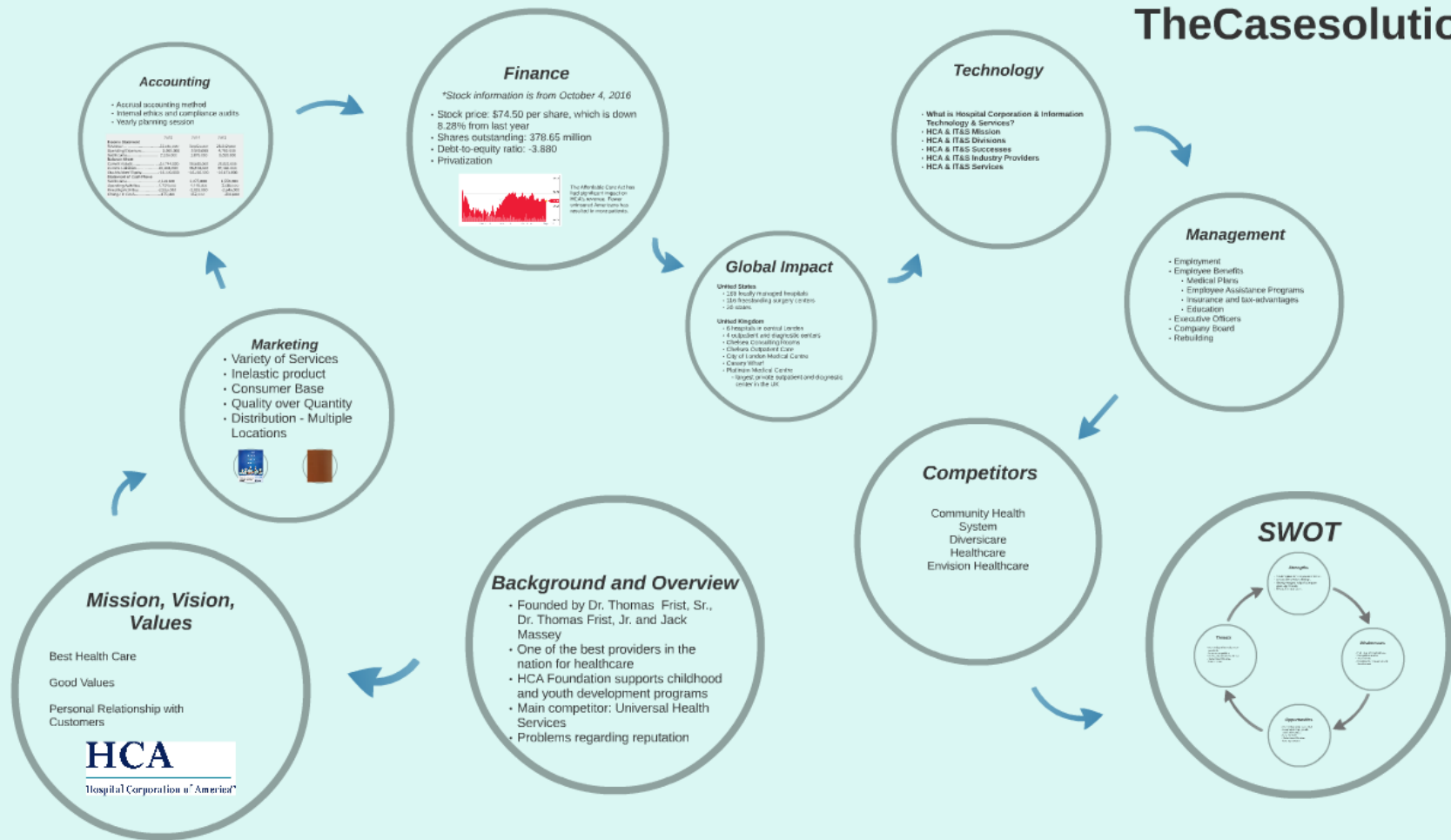


Hospital Corporation of America



Hospital Corporation of America

Background and Overview

- Founded by Dr. Thomas Frist, Sr., Dr. Thomas Frist, Jr. and Jack Massey
- One of the best providers in the nation for healthcare
- HCA Foundation supports childhood and youth development programs
- Main competitor: Universal Health Services
- Problems regarding reputation

Mission, Vision, Values

Best Health Care

Good Values

Personal Relationship with
Customers

HCA

Hospital Corporation of AmericaSM

Marketing

- Variety of Services
- Inelastic product
- Consumer Base
- Quality over Quantity
- Distribution - Multiple Locations

