

Customer Intelligence Trends & Insights

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In This Issue

[New Team Member!](#)

[New Research: Hard Times in Healthcare](#)

[New Research: Two Converging BI Trends for SaaS](#)

Quick Links

[About Hypatia](#)

[Request a Briefing](#)

New in 2009:
[Enterprise Feedback Management to Customer Insight: Converting Information into Actionable Intelligence](#)

New in 2009:
[Business Intelligence Technologies, Tools & Services in Healthcare](#)



Hypatia

Greetings!

Bucking the recessionary trend, Hypatia is pleased to announce that [Louis Olds](#), recently Vice President at KXEN, the data mining automation company, has joined our team.

Moreover, we are excited to embark on our next survey-based research study scheduled to publish in early 2009:

Enterprise Feedback Management to Customer Insight: Converting Information into Actionable Intelligence

How successful are organizations in systematically capturing, managing, analyzing and applying customer intelligence throughout the enterprise? What tangible benefits are realized by those who invest in customer knowledge? In short, What do successful companies do differently?

End-user customer and vendor briefings are now being scheduled. Contact: Info@HypatiaResearch.com to arrange a briefing.

[Team Hypatia Research, LLC](#)

Just Released in March 2009

Hard Times in Healthcare: Challenges for Payers & Providers

Healthcare organizations in the U.S. are suffering through a financial pandemic with a combination of fluctuating markets, rising costs, and less generous payments from insurers putting severe strain on healthcare providers. Hospitals and physicians clinics are squeezed on all sides -- by insurance companies and Medicare, by patients wanting quality care but often unable to pay for it, by the high costs of medical

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[Authored by](#)

[Maria Dzielska](#)

[Published by Harvard University Press: Revealing Antiquity](#)

Louis Olds Joins Hypatia as Senior Analyst

Louis Olds has significant expertise in business intelligence, analytics and enterprise software. Prior to joining Hypatia, Olds was VP at KXEN a provider of data mining tools, VP at PeopleSoft [acquired by Oracle], and Senior Analyst at First Nationwide Bank and TMAC.

As an independent consultant, Olds focused on helping clients define strategic requirements, understand competitive threats & opportunities, survey the market for compatible technologies and provide guidance for solution features and architecture.

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equipment, drugs and supplies, and by the sheer bureaucracy needed to file claims, or deal with regulatory issues.

While the current economic crisis has negatively impacted healthcare providers, these problems have been in the making for several years. Declining admissions, rising costs and lower reimbursements from Medicare/Medicaid and insurers has put many providers into the red. Fully one-third of the nation's 5,000 hospitals are losing money, while another third are just breaking even.

On the payer-side, insurance companies, too, are feeling the pinch of rising health costs and lower employer contributions. As advanced medical procedures and newly developed drugs continue to become available, insurance firms must decide which therapies to cover, and for how much. Some statistics to illustrate the situation: The American Hospital Association (AHA) reports that hospitals were on average, \$831.5 million operating in the red in the third quarter of 2008. Moreover, the AHA also reports that 51% of the hospitals saw an increase in the proportion of patients unable to pay for care.[1]

[1] Cost cutting measures in hospitals include reducing administrative costs, staff, and services.

Note: All content excerpted from [Business Intelligence in the Healthcare Industry: Assessment of Technologies, Solutions & Services](#), by Sue Hildreth & [Leslie Ament](#). ©2009 HypatiaResearch, LLC.

An abridged version is available on Hypatia's website. To purchase or license the complete report, contact: ZGR@HypatiaResearch.com

Just Released in March 2009:

Two Converging Trends for Software as a Service: Business Intelligence

Acquiring business intelligence (BI) capabilities through a software-as-a-service (SaaS) model versus enterprise BI represents the inflection point of two separate trends in business.[1] One trend signals the increasing importance of gaining insight into all manner of business events. These events encompass not just transactions, but patterns in activity as widespread as customer responsiveness, network management, supply chain performance, and fraud detection. The focus on BI comes from business grasping the importance of the axiom: "if you can't measure it, you can't manage it."

Note: All content excerpted from [Connectivity Options & Evaluation Criteria for Business Intelligence Software as a Service](#) by Howard Baldwin & [Leslie Ament](#). Copyright 2009 Hypatia Research, LLC.

An abridged version is available on Hypatia's website. To purchase or license the complete report, contact: ZGR@HypatiaResearch.com

Hypatia Research, LLC, <http://www.HypatiaResearch.com> delivers high impact market intelligence, industry benchmarking, best practice, and vendor selection research for how businesses use technology and service providers to capture, manage, analyze and

apply customer intelligence to enhance performance and to accelerate growth. Coverage areas include: CRM, Business Intelligence, Customer Analytics, Marketing Automation, Database Marketing, and Customer Data Integration and Quality. Since its inception by co-founder [Leslie Apent](#), in 2001, clients have relied on Hypatia for industry insight, expertise and independent research for guidance in assessing various technology and service options. Like our namesake, Hypatia, we are committed to Calculating Results™ for our clients.

Hypatia of Alexandria (c.370-415 AD), invented several scientific devices--the astrolabe, plane-sphere, and hydroscope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively. Hypatia was the first woman to make substantial contributions to the development of mathematics, astronomy & philosophy.

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