

Customer Intelligence Trends & Insights

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Hypatia

Greetings:

Hypatia is pleased to announce the release of our latest [primary research study](#):

"What Healthcare CIOs Need to Know About the American Recovery & Reinvestment Act & Electronic Health Records: Technology & Government Funding"

Hospitals and physician clinics vary widely in their level of adoption of computer technology. From paper charts and over-filled filing cabinets, to enterprise-wide electronic records systems with online prescribing and digital imaging, healthcare facilities are at all stages of IT adoption.

Many in healthcare and government want to see that wide gap in IT capabilities closed and more providers moved to adopt electronic health records (EHR) systems in order to improve the healthcare industry's ability to transmit, share and access critical patient data when and where it is needed.

EHR applications range from simple electronic patient charts with demographic data, problem lists and medication lists, to integrated intra-hospital networks with access to diagnostic images, e-prescribing, physician notes, and decision support tools to alert physicians and nurses to potential errors or omissions, and to advise them on the best practices.

Proponents claim EHR not only improves patient safety but can save hospitals--and potentially the U.S. healthcare system-- millions of dollars.

Skeptics claim EHR benefits are over-rated, and point to

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

the high cost of EHRs, which typically run in the millions of dollars, and to past implementation failures --such as LA Cedars-Sinai Medical Center and its failed attempt to get its physicians to adopt a computerized physician order entry system in 2003 --as proof that EHR's may not be right for all healthcare providers.

[This report](#) features a comprehensive directory of Healthcare consulting services providers, select vendors, and government funding resources in addition to case studies and evaluations of more than 30 EHR vendors and service providers. [50 pages and more than 10 figures.](#)

To purchase or license the complete report, contact: ZGR@HypatiaResearch.com or Research@HypatiaResearch.com for additional information on vendors or service provider evaluations.

Just Published:

Cracking the Code: Capture, Analysis & Utilization of Customer Information

In most organizations, customer information, resides in multiple data marts, is utilized by multiple departments and is captured through multiple channels. Across numerous industries inclusive of both B2C and B2B models, customer data is analyzed and applied primarily for operational and/or strategic decision support. In short, it is all about revenues and customers.

Visibility & Usability Pose Challenges: Previous quantitative research performed by Hypatia revealed that use of timely, complete, and accurate information leads to improved customer service levels, reduced operational costs, increased revenues, and higher customer satisfaction and retention rates. In short, it's all about revenues and customers-market share growth and enhanced retention rates. In fact, use of marketing science and information analysis services has moved beyond a competitive advantage for companies that seek to grow aggressively. It has become necessary to stay in the game. Leading companies consistently focus on retaining customers and growing revenues through the use of customer data for the following business functions:

- Customer service & support: Operational (64%)
- Corporate Planning: Strategic (56%)
- Product design: Strategic (48%)
- Business development / Sales: Operational (36%)
- Marketing: Operational (20%)

Gaining customer visibility across all channels, trading partners, distributors, suppliers, end-users and stakeholders with the goal of gleaning customer insight is a top priority for organizations. In B2C industries such as Telecom, Retail and Financial Services, companies struggle to understand and respond to their best customers within a multi-channel environment. Leverage of customer information requires visibility across purchasing channels, products, and customer value metrics as well as demographic information, transactional history and

lifestyle stages. According to a line of business leader interviewed, "Modern business has to exploit customer data to grow, run and to expand."

Note: Note: All content excerpted from "[Decision Science & Customer Analytics: Competitive Advantage or Necessary to Compete?](#)" by [Leslie Ament](#). ©2009 Hypatia Research, LLC.

An abridged version will soon be 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 Ament](#) 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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