



The New Marketing Imperative in Healthcare: Creating Consumer Connectivity for Your Hospital's Survival

January 8, 2014

New webinar from TeleTech provides roadmap for creating lasting connections with healthcare consumers

DENVER, Jan. 8, 2014 /PRNewswire/ -- In conjunction with [Executive Insight Magazine](#), Ron Wince, President and General Manager of [Peppers & Rogers Group](#)'s Customer Strategy Division of [TeleTech](#) (NASDAQ: TTEC), will present a one-hour webcast discussing the new marketing imperative for care givers to improve sustainable connectivity to consumers.

(Logo: <http://photos.prnewswire.com/prnh/20131017/LA99244LOGO>)

The webinar will take place on Thursday, January 9, 2014 at 1 p.m. EST and address the need to better engage today's healthcare consumers who are now faced with increasingly complex choices when deciding where to go when they need care. In order to survive in this highly evolving, competitive landscape, hospitals may need to market themselves like retailers to create ongoing linkage to the healthcare population.

This webcast will provide detailed insights to help create and sustain an ongoing connectivity to consumers of healthcare, including:

- Why it's important to create ongoing communications and education channels that enable two-way dialogue with healthcare consumers
- How to identify and reach your target markets
- New marketing methods to attract and sustain relationships with potential and current patients
- Processes for integrating technology to build rapport with patients

WHEN: January 9, 2014, 1 p.m. EST

PRESENTER: Ron Wince, a national hospital and health system efficiency thought leader

REGISTER AT: Healthcare Executive Insight, <http://healthcare-executive-insight.advancweb.com/Webinar/Editorial-Webinars/The-Consumerism-of-Healthcare-Critical-Considerations-for-Your-Hospital.aspx>

ABOUT TELETECH

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