

KaufmanHall

***How to Develop a Successful Retail
Healthcare Strategy***

ACHE Southeast Texas Chapter

Houston, TX | August 4, 2016

7:30 a.m. – 8:45 a.m.

Agenda

1. Market and Organizational Imperatives for Addressing Consumerism
2. A Not-So-Novel Concept: Customer-Centric Strategy
3. The Three Stages to Becoming Truly Consumer-Centric and Retail-Oriented
4. The “So What”: Solving Common Healthcare Provider Problems with Consumer Insights

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KaufmanHall

5202 Old Orchard Road, Suite N700, Skokie, Illinois 60077
847.441.8780 phone | 847.965.3511 fax
www.kaufmanhall.com