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Society for Healthcare Strategy and Market Development Fifth Annual Conference

Dear Member,

The Society for Healthcare Strategy and Market Development is working hard to offer high quality educational programming to you, our member. We hope that you found the Fifth Annual Conference and Exhibits informative and valuable. We need your comments to improve future conferences.

We have asked Beacon Technologies to conduct a short survey so that we may use your comments and suggestions to better meet your education needs.

The survey approach is very different from those you have taken in the past. Beacon's *nTouch*SM system is a simple and enjoyable way for you to respond—at a time convenient for you. Of course, we hope you will respond before you leave the conference while your opinions are still fresh. Simply call the toll-free number inside this folder and follow the instructions. The survey will take just a few minutes to complete.

When you have completed the survey, your *FREE* prepaid long-distance telephone card will be activated for you as our Thank You for providing your comments. Your opinions will be kept confidential.

Sincerely,

A handwritten signature in black ink that reads "Geoff Kaufmann". The signature is fluid and cursive, with a long horizontal stroke at the end.

Geoff Kaufmann, President



To complete this survey,
call this toll-free number:

1-877-563-6852



When prompted, enter the PIN on the back of this card.



Questions can be answered by pressing a number corresponding to the following responses.

Press	Agreement	Satisfaction	Likelihood
4	Strongly Agree	Very Satisfied	Very Likely
3	Mostly Agree	Mostly Satisfied	Somewhat Likely
2	Mostly Disagree	Mostly Dissatisfied	Somewhat Unlikely
1	Strongly Disagree	Very Dissatisfied	Very Unlikely
9	Don't Know or Not Sure	Don't Know or Not Sure	Don't Know or Not Sure



Demographic questions are for tabulation purposes only.
Your answers are kept strictly **confidential**.

A. Organization Affiliation (Select Primary)

Press Primary Affiliation

- 1 Consulting
- 2 Healthcare Alliance
- 3 Acute Care Hospital
- 4 Specialty Hospital
- 5 Rehabilitation
- 6 Multi-Hospital System
- 7 Integrated Delivery System
- 8 Physician Group or Physician Organization
- 9 Vendor
- 0 Other

B. Your Title

Press Title

- 1 President/CEO
- 2 Executive Management
- 3 Department Director
- 4 Department Manager or Staff
- 5 Other

C. Professional Responsibilities

(Select Three Primary)

Press Primary Responsibility

- 1 Administration
- 2 Marketing
- 3 Public Relations/Public Affairs/Communications
- 4 Strategic Planning
- 5 Regulatory Affairs
- 6 Business Development/Sales
- 7 Network Development/Physician Relations
- 8 Managed Care
- 9 Development/Fund-Raising
- 0 Other



The FREE telephone card is our Thank You for your opinions.



Thank You! Your comments will help the Society improve the quality of our programs. If you have additional comments or questions, please call the Society at 312 422-3888, or send us a message at stratsoc@aha.org.

For information on how your organization can use the nTouchSM approach to be in touch with your customers, contact:



**Beacon
Technologies**
LTD.

Contact: Richard H. Heller
Phone: 847-509-1480
Email: info@BeaconTouch.com