



## Customer Insight Mining Toolbox

*How to empower your healthcare clients and customers to express unrealized opportunities for growth.*

**Presented by:** Alex Torres  
Ascend SQ, LLC

**Location:** HQ at Red Bank  
125 Half Mile Road  
Suite 200  
Red Bank, New Jersey 07701-6749  
United States

**Date & Time:** Wednesday August 11, 2010  
9:30 am to 11:00 am

**Cost:** FREE: pending registration approval

**Who Should Attend?** This workshop is ideal for:

- Healthcare marketing professionals
- Hospital marketing professionals
- Healthcare business owners and practitioners

**Workshop Description:** Your customers are critical to the growth of your healthcare business. Questions are not enough to get to the heart of your customers' issues. Their insights, through no fault of their own, are sometimes left unexplained and unexplored. They simply may not know how to express their situation.

This workshop will teach you how to empower your customers to uncover growth opportunities for you and your customers.

**Benefits:** You will benefit from this workshop by learning new tools and frameworks that will help you:

- Objectively dissect customer issues and problems
- Manage seemingly random customer issues
- Empower your customers to reveal what they truly need
- Empower your customers to think beyond their "present day" bias

**Register:** To register for this workshop:

1. Go to [www.ascendsq.com](http://www.ascendsq.com)
2. Click on [Contact Us](#) then [General Questions](#)
3. Complete the form and request a seat with promotional code: RBN08112010