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## Creating Consumer Loyalty in Healthcare (Management Series) (Ache Management Series)

*R. Scott MacStravic*

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**R. Scott MacStravic : Creating Consumer Loyalty in Healthcare (Management Series) (Ache Management Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating Consumer Loyalty in Healthcare (Management Series) (Ache Management Series):

Move beyond the conventional techniques of measuring patient satisfaction and developing quality improvement plans. Learn how to not only develop consumer loyalty but how to "mine" it-encourage loyal consumers to return value to your organization by volunteering, donating, governing, word-of-mouth advertising, and more. This new approach will help you gain much more than just "feel good" scores for your survey files. Includes strategies for: Learning what patients value Managing the delivery of value Tracking the value you deliver Persuading consumers to return value to you Returning value to loyal consumers

About the Author R. Scott MacStravic, Ph.D., is principal of the consulting firm Demand Engineering in Golden, Colorado, and teaches health services marketing at the University of Colorado, Denver.