New White Paper from The Beryl Institute Provides Insights to Generations

(DALLAS, TX – July 19, 2009) — The Beryl Institute has released a new White Paper titled, “Customer Experience: A Generational Perspective.” From his research, Michael Howe, former CEO of the first intersection of healthcare and retail services—MinuteClinic, explores the social influences and characteristics of the four generations that currently have the greatest impact on the healthcare system: Greatest Generation, Baby Boomers, Gen Xer’s, and Millennials. Each generation has a unique view and interaction with marketing, technology, and healthcare.

An expert in retail healthcare, Howe discusses the challenges for healthcare providers in managing care for each generation. Explains Howe “By focusing on the needs of each generation, healthcare organizations can improve the entire healthcare experience.” This generational approach was used at MinuteClinic and the paper details how the service offering was built around consumers. Howe’s paper concludes with customer service tips to improve the generational healthcare experience.

About The Beryl Institute

Founded in 2006, The Beryl Institute is the research and educational arm of The Beryl Companies, the leading provider of outsourced call center services in healthcare. The mission of The Beryl Institute is to improve customer service in healthcare. Other white papers available include: “Where’s the Civility in Healthcare?” “Ready or Not, Customer Service is Coming to Healthcare,” “Mystery Shopping the Patient Experience” and “High-Performing Organizations: Culture as a Bottom-Line Issue.” To follow the thought leader in healthcare customer service on Twitter, search for @berylinstitute or visit The Beryl Institute Website, www.theberylinstitute.net.

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