



Staff Recommendations

• • • CONFERENCES

SIIA TPA & MGU/Excess Insurer Executive Forum

April 18-20, 2006

Charleston Place Hotel, Charleston, SC

A continuing education and networking environment for Third Party Administrator and Stop-Loss/Excess Insurer professionals seeking solutions that enhance productivity, collaboration, communications and profitability.

Visit www.siia.org for more information.

Hygeians Attending: Larry Taylor, Craig Cameron, John Iori

SALGBA Annual Conference

April 30-May 3, 2006

Downtown Louisville Marriott, Louisville, KY

The annual National Conference of the State & Local Government Benefits Association. Educational courses for CGBA certification and/or CEU credit which focus on topics of interest to those in the human resource benefits field.

Visit www.salgba.com for more information.

Hygeians Attending: Craig Cameron

Canadian Life and Health Insurance Association (CLHIA) Claims Section Annual Conference

May 2-5, 2006

Hyatt Regency, Calgary, Alberta

The conference features knowledgeable speakers from industry and government, offers workshops on industry issues, and provides an opportunity for networking and the exchange of information and ideas.

Visit www.clhia.com for more information.

Hygeians Attending: Jacques Le Tual, Reid Cawston

The International Travel Insurance Conference (European) 2006

May 8-10, 2006

Brighton Hilton Metropole, Brighton, England

The conference agenda will address the most topical issues relevant to all sectors of the European travel insurance market.

Visit www.voyageur.co.uk/itic/ for more information.

Hygeians Attending: Philip Brun, Larry Taylor, Reid Cawston, John Marshall



• • • PUBLICATIONS

Driving Customer Equity : How Customer Lifetime Value is Reshaping Corporate Strategy, by Roland Rust, Valarie Zeithaml, and Katherine Lemon

In their efforts to become more customer-focused, companies everywhere find themselves entangled in outmoded systems, metrics, and strategies rooted in their product-centered view of the world. Now, to ease this shift to a customer focus, marketing strategy experts Roland T. Rust, Valarie A. Zeithaml, and Katherine N. Lemon have created a dynamic new model they call "Customer Equity," a strategic framework designed to maximize every firm's most important asset, the total lifetime value of its customer base.

Health and Healthcare 2010 – The Forecast, The Challenge, Institute For the Future, Josey Bass Publishers

The Institute For the Future, an independent non-profit research firm specializing in long-term forecasting and analysis on health, society, and business issues, reviews America's health system and analyzes trends from a wide range of sources.

For a free copy of the recommended publications, please contact our Communications Department at m.andwele@hygeia.net.

• • • WEBSITES

www.ahd.com –

The American Hospital Directory's (AHD) data services now include free listings of hospitals and their key statistics. State-by-state summaries enable analysts to scrutinize regional trends and market dynamics. Detailed hospital information and custom reports can be purchased from AHD.

www.hospitalcompare.hhs.gov –

A collaboration of the Centers for Medicare and Medicaid Services (CMS) and Hospital Quality Alliance providing 17 quality measurements for 3,896 hospitals.