

NEWS RELEASE

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STUDY CONDUCTED BY CRESCENDO CONSULTING GROUP TO EVALUATE THE IMPACT OF SOCIAL MEDIA IN HEALTHCARE

PORTLAND, ME: Crescendo Consulting Group, LLC, a Portland, Maine, based consulting firm, announced the upcoming launch of a yearlong a study that will measure the effects of social media in the healthcare industry. Crescendo will partner with the Society for Healthcare Strategy and Market Development (SHSMD) to conduct the research.

The study, similar to one that Crescendo Consulting Group conducted in 2011 for the Filene Research Institute for the credit union industry, will measure the effects of hospital social media programs on a number of strategic topics including targeted service line performance, community perception and engagement, fundraising and overall return on investment.

Beth Austin, principal of Crescendo Consulting Group, said of the study “Many hospitals and physicians have been reluctant to enter the social media space for a variety of reasons, including concerns about patient privacy issues, limited resources and an uncertainty about the potential impact of social media programs. This study will begin to address these barriers as it will provide a roadmap for best practices and guidelines for measuring the effectiveness of social media programs.”

Scott Good, Crescendo senior consultant and research director, will be the principal investigator on the project.

The project is expected to begin in February 2012, with the panel of participants being recruited in January. Healthcare organizations interested in participating in the study are asked to contact Beth Austin at betha@crescendocg.com.

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About Crescendo Consulting Group: Crescendo Consulting Group provides an integrated set of consulting services in research, communications, strategy, and program management. For more information, please visit www.crescendocg.com.