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Health Industry Research Firm Announces Rebranding
SQ Strategies Expands Market Research Advisory Services

SQ Strategies (formerly SatisQuest LLC), a health care industry market research advisory firm, has announced a new name, a new look and an expanded line of research and marketing support services. As part of a large scale rebranding initiative, the company has launched a comprehensive new web site at www.sqstrategies.com.

Atlanta-based SatisQuest was founded in 1994 under Phoenix Health Care Management Services, Inc., created by VHA Georgia Inc., to provide hospitals and health systems with scientifically advanced and accurate patient, physician and employee research and consulting services. Historically recognized as a leader of patient satisfaction survey services, the firm has served more than 30 hospital clients and conducted *over 1 million interviews* from its Research Operations Center.

“The name change to SQ Strategies (SQS) reflects the evolution and expansion of the company’s product portfolio and positions it for significant future growth,” says SQS President Harry McCord. “SQS is now a full service market research advisory firm offering its services to health industry institutions of all sizes.”

The SQ Strategies products now include two components:

- **Customer Loyalty Management Services** which measure and track client performance and stakeholder satisfaction and commitment, and;
- **Market Solutions Services**, which optimize market share by designing, interpreting and applying advanced statistical, predictive modeling and branded forecasting techniques to increase market share, grow brand equity and maximize top line revenue for clients.

MHA Solutions has endorsed SQ Strategies since March of 2007. For more information about SQ Strategies, contact Carmen Hughes at chughes@sqstatisquest.com or 866-767-9877 or Julie McNeese at jmcneese@mhanet.org or 601-368-3311.