



The Voice of the Loyalty Marketing Industry Since 1990

FOR IMMEDIATE RELEASE

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**Latest COLLOQUY Magazine Reveals
Trends in Health Care Loyalty Marketing**

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CINCINNATI (MAY 9, 2007) -- The Spring 2007 issue of COLLOQUY®, the magazine of loyalty-marketing best practices, explores the latest trends, opinion and strategies in relationship and dialogue marketing, including:

Cover Story: The Dragonslayers

Health care costs are breathing fire—and service providers from CIGNA to Virgin Life to Anthem have turned to loyalty marketing to build healthy habits that lower costs not only for consumers, but for employers, as well. COLLOQUY Editorial Director Rick Ferguson and Managing Editor Bill Brohaugh examine how providers use both classic and innovative techniques to motivate healthy behavior, carefully leverage customer data, and vanquish the not-so-mythical health care beast.

Analytics: Forging the Relationship Chain

COLLOQUY's "Relationship Chain" methodology, developed in the course of client consultation in the financial services, retail and travel industries, has led to a quantification of the relationship between loyalty-marketing participation and lifetime customer value. Program Consultant Colleen Ryan details the methodology and shows how the Relationship Chain gives a rare early view into the effectiveness of new programs.

Strategy: The Loyalty Code

Two deep-seated concepts—core "loyalty codes"—define how consumers and loyalty program members perceive the rewards they receive, and how they go about receiving them. Caroline Papadatos, vice president of Alliance Data Loyalty Services, reveals those codes and deciphers their meaning for successful loyalty marketing. (Hint—think Codeword: Banking, and Codeword: Shopping.)

International Report: Confucius Says

"In China, nobody cares about making more money from their existing customers," says Henry Winter, CEO of SmartClub Loyalty Management Limited in Shanghai. "It's not that they think it's a bad idea. It's just that it's priority number 300. Priority numbers 1 through 100 are *Get New Customers*." In conversation with COLLOQUY Editorial Director Rick Ferguson, Winter reveals his innovative approach to achieving priorities 1-100 in this swiftly growing market.

Commentary: “The Insulation Factor” and “Immersion Therapy”

In two from-the-front-lines opinion pieces, COLLOQUY analyzes critical methods for understanding and retaining best customers. COLLOQUY Editorial Director Rick Ferguson surveys the hard landing of JetBlue’s customer service during last winter’s plane-delay debacle and offers air-traffic control on how to prevent it from happening again, while Contributing Editor Meghan LaBonge campaigns for immersing creative teams in the customer experience to best fashion effective communications.

About COLLOQUY:

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, **COLLOQUY®**, a magazine serving the loyalty-marketing industry since 1990, COLLOQUY.COM the most comprehensive loyalty web site in the world, and COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 25,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. **COLLOQUY** magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.