



PRESS RELEASE

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eePulse, Inc.'s Measurecom(TM) Solution Saves Hospital Thousands

ANN ARBOR, Mich. - December 10, 2001 - eePulse, Inc., a technology and management research company, announced today that their Web-based relationship management tool, Measurecom, successfully helped Northwest Memorial Hospital (NMH) save more than several hundred thousand dollars in their Human Resources budget, improve internal communications and increase employee productivity levels in one year.

In an effort to increase workforce commitment to support the hospital's strategic goals, monitor trends and address employee concerns, NMH used the eePulse, Inc. Measurecom solution (measurement + communication). Measurecom is a Web-based tool that measures employee issues, satisfaction and productivity ("pulse" levels) on a regular basis in real-time via e-mail.

"The ability to collect people data in a real-time fashion has saved NMH at least several hundred thousand dollars this year alone," said Dean Manheimer, Senior VP of Human Resources for Northwestern Memorial. "There are real costs to our hospital when my team conducts their own focus groups and takes employees out of their jobs for such events," states Mr. Manheimer. "Focus groups have helped us immensely in the past, but they simply can't be done in a way that is both timely and representative of the entire employee population. eePulse eliminates the need for us to expend those staff hours and costs."

One-third of employees responded to the weekly communication and provided confidential comments related to staffing, equipment, management, work content and volume, retention drivers, and NMH's disaster preparedness on September 11th. In response to the survey results, NMH created a taskforce of managers and Human Resource leaders to successfully address key concerns through newsletter articles, staff meeting blitzes, manager meetings, and monthly HR update e-mails.

The hospital established workgroups to respond to theme issues, initiated manager response pilots and used eeCoach, an e-mail communication tool, to engage in discourse with individual respondents. By engaging in feedback and dialogue with employees directly related to the Measurecom solution, NMH met their goals of addressing employee concerns and improving internal communications.

"Northwestern Memorial Hospital...gained a competitive advantage by treating employees that they are as important as customers," states Theresa Welbourne, Ph.D. and CEO of eePulse, Inc. in the Financial Times at <http://globalarchive.ft.com/globalarchive/article.html?id=011203000808&query=Welbourne>. "They, and other companies, can focus on relationships as a strategic asset, and reap the benefits."

About eePulse, Inc.

eePulse, Inc. provides patent-pending relationship management software using an ASP business model.