### Upcoming Conferences

<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
<th>When</th>
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<tr>
<td>University of Central Arkansas</td>
<td>Arkansas College Teachers of Economics &amp; Business</td>
<td>September 26, 2014</td>
<td>Conway, AR</td>
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<tr>
<td>Allied Academies</td>
<td>Winter International Internet Conference</td>
<td>December 15-17, 2014</td>
<td>Online</td>
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<td>International Economic Development Council</td>
<td>IEDC Annual Conference</td>
<td>October 19-22, 2014</td>
<td>Fort Worth, TX</td>
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<tr>
<td>Allied Academies</td>
<td>Fall International Conference</td>
<td>October 15-17, 2014</td>
<td>Las Vegas, NV</td>
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Announcements

The Small Business Advancement National Center aims at increasing your knowledge of small business and entrepreneurship. All questions and comments are greatly appreciated.

The International Economic Development Council is offering an Economic Development Credit Analysis training course on August 6-8, 2014 in Denver, Colorado.

The Haydn Green Institute at Nottingham University in partnership with the Institute of Small Business & Entrepreneurship (ISBE) is inviting people to attend a Paper Development workshop that will take place on September 18, 2014 at Nottingham University, Nottingham, UK.

The Mentoring Institute at the University of New Mexico is accepting proposals for its seventh annual Mentoring Conference. The 2014 conference will be held on Tuesday, October 21 through Friday, October 24 in Albuquerque, NM, at the Student Union Building, UNM.

The Association for Small Business and Entrepreneurship is having their 2014 ASBE Conference September 24-26, 2014, at the Doubletree Hotel in Memphis, Tennessee.

Call for Papers

<table>
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<tr>
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<tr>
<td>Int’l Centre of Economics, Humanities and Management</td>
<td>ICMBM 2014 Conference</td>
<td>October 1-2, 2014</td>
<td>Phuket, Thailand</td>
<td>August 1, 2014</td>
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The Importance of Price to Marketing Managers

Prices are the key to revenues, which in turn are the key to profits for an organization. Revenue is the price charged to customers multiplied by the number of units sold. Revenue is what pays for every activity of the company: production, finance, sales, distribution, and so on. What’s left over (if anything) is profit. Managers usually strive to charge a price that will earn a fair profit.

\[ \text{Price} \times \text{Units} = \text{Revenue} \]

To earn a profit, managers must choose a price that is not too high or too low—a price that equals the perceived value to target consumers. If, in consumers’ minds, a price is set too high, the perceived value will be less than the cost, and sale opportunities will be lost. Many mainstream purchasers of cars, sporting goods, Blu-rays, tools, wedding gowns, and computers are buying used (or pre-owned) items to get a better deal. Pricing a new product too high gives some shoppers an incentive to go to a pre-owned or consignment retailer. Lost sales mean lost revenue. Conversely, if a price is too low, the consumer might perceive it as a great value, but the firm loses revenue it could have earned.

Trying to set the right price is one of the most stressful and pressure-filled tasks of the marketing manager, as trends in the consumer market attest:

- Confronting a flood of new products, potential buyers carefully evaluate the price of each one against the value of existing products.
- The increased availability of bargain-priced private and generic bands has put downward pressure on overall prices.
- Many firms are trying to maintain or regain their market share by cutting prices.
- The Internet has made comparison shopping easier.
- The United States was in a recession from late 2007 until 2009 and was still recovering very slowly in 2013.

In the business market, buyers are also becoming more price sensitive and better informed. Computerized information systems enable organizational buyers to compare price and performance with great ease and accuracy. Improved communication and the increased use of direct marketing and computer-aided selling have also opened up many markets to new competitors. Finally, competition in general is increasing, so some installations, accessories, and component parts are being marketed like indistinguishable commodities.
Reengineering Health Care Delivery To Focus On Health Outcomes

Abstract

The greatest economic threat to ever face our country is found in our health care delivery system. This country is currently devoting 2.7 trillion dollars to health care representing over 17 percent of Gross Domestic Product (GDP) and that cost is rising at a rate of 6 percent each year. If this cost escalation continues the annual cost of health care in the United States will represent 30 percent of GDP by the year 2030. Unfortunately, our current President and Congress are working on ways to pay for the problem while ignoring any attempt to solve the problem. Health care services delivery in our country is in need of major change that is designed to improve the health of the population while also reducing the costs of providing these services to all Americans. In order to achieve these outcomes our system of health services delivery needs to be reengineered in order to solve the major problems found in our current system of care. The real secret of success in this process of change involves defining the real challenges facing health care today. These challenges include:

• The recognition of the ramifications of the epidemic of chronic diseases and developing a proactive solution to this problem.
• Restructuring the way that we pay physicians from a system where they are reimbursed on activities rather than positive health outcomes for the patients.
• The health care system has to get very serious about eliminating the epidemic of medical errors and infections that continue to occur in our medical care facilities.

There are many processes in health care delivery that can and should be redesigned in order to improve the quality, safety, convenience and ultimately reduce the costs associated with delivering health care services to consumers. Many of the current processes in the delivery of health care services do not add value to the patient and, therefore, need to be changed. The starting point for this reengineering effort involves redesigning how we deliver health care in order to produce higher quality of care at a lower cost. This paper will attempt to provide solutions to these health care problems through the application of reengineering processes to the delivery of health care services in our country.

( pg. 3)

Read Entire Paper Here

Feature Paper Source:
Allied Academies International Conference
Bernard J Healey & Marc Marchese
Pages 3 - 8

Tip of the Week Source:
Principles of Marketing
Lamb, Hair & McDaniel
Cengage Learning
Pages 354-355

Comments?
The Small Business Advancement National has recently made immense changes to the layout of its website, SBAER.UCA.EDU, as well as its Newsletter.

We welcome constructive criticism, comments, and of course, all questions throughout this transition.

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