



FOR IMMEDIATE RELEASE

**GLASER & ASSOCIATES, INC. LAUNCHES BREAKTHROUGH COMMUNICATION 2.0:
Mastering Human Relationship Dynamics for People in Healthcare**

Drs. Susan and Peter Glaser release online platform for their international award-winning communication learning system: How to create a culture of trust in healthcare organizations.

EUGENE, Or. Aug 8, 2014- Glaser & Associates Inc. is launching the first of its kind video-based online communication learning system. [Breakthrough Communication 2.0](#) provides communication mastery in [breakthrough conflict](#), [hardwiring teamwork](#), and [persuasion](#).

This [data driven](#) program teaches healthcare leaders skills for having the tough conversations needed to deliver seamless patient care that is safe, high quality, and financially sustainable. Focuses on raising delicate issues, responding to conflict, turning adversaries into thought-partners, and making meetings creative, productive, and short. Skills can now be reviewed on demand before life's defining conversations. This evidence-based multimedia learning system has produced immediate impact and [measurable](#), lasting results: A healthcare system that is the best place to receive care, practice medicine, and be employed.

Over their 40 years of [published](#) award-winning research, university teaching, and international consulting, the Glasers have presented for over 800,000 people. Amid growing demand for an ongoing way to hardwire their communication skills, the Glasers broke into the digital space last year with a beta release of Breakthrough Communication 2.0 for existing clients. In Sep. 2014 it's being publically released.

Breakthrough Communication 2.0 gives online subscribers control over the time, place and pace of their learning. Reinforcement quizzes ensure best practices rather than bad habits. The option of before/after surveys provides [measurable](#) evidence of individual skill development.

To help reinforce best practices, the Glasers connect with participants through live video coaching and in discussions on their online [Community of Practice forum](#). Individual [certifications](#) and [training](#) of internal coaches within organizations are also available through the online program.

ABOUT GLASER & ASSOCIATES, INC.

Glaser & Associates, Inc. specializes in leadership development, conflict resolution and team dynamics. As married business partners and co-presenters for over 40 years, Drs. Peter and Susan Glaser are authors of the globally acclaimed book, "[Be Quiet, Be Heard: The Paradox of Persuasion](#)." The Glaser's expertise in Communication has been [buzzed](#) about in major publications including Business Week, Working Woman, Success Magazine and the Washington Post. They have worked extensively for over 25 years with hospitals, health care systems, public health departments, pharmaceuticals, and healthcare associations throughout the US and internationally. In 2013 they presented the keynote address to 2,500 attendees of the Healthcare Compliance Association of America's annual conference in Washington, DC. Their research on transforming organizational culture has received the International Association of Business Communication Research Foundation Award for bridging communication theory and practice. The Glasers joined the faculty of the University of Oregon in 1975. Active consultants since then, their work has taken them around the world working with leaders from Fortune 500 companies such as Microsoft, Hewlett Packard, Weyerhaeuser, Tektronix, Hyundai, and Sony Corporation. They spend February and March in New Zealand working with healthcare leaders from both the private and public sectors. They have worked with federal, state, and local government leaders throughout the US, Canada, New Zealand, and the U.K., including their ongoing work with the US Congress.

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