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**“The W.A. Franke College of Business at Northern Arizona University partners with American River Medical, LLC for marketing research study.”**

The Marketing Research class of The W.A. Franke College of Business at Northern Arizona University in Flagstaff, Arizona, has partnered with American River Medical, LLC to conduct a marketing research study. The marketing research students will develop and field a *Qualtrics* online survey, and present their analysis and recommendations on American River Medical’s project and patent pending invention pertaining to “Medical Cart Mobile Power Systems” for healthcare. The research study is being overseen by Franke College of Business’s Assistant Professor of Practice, Marketing and Executive-in-Residence, Len Hostetter, and being conducted during the spring semester 2019.

Len Hostetter earned a B.S. of Business and Economics from Lehigh University as well as a M.B.A. in Marketing from The Harvard Business School.

Taggart Neal earned a B.S. from Northern Arizona University, is a second generation Lumberjack, and has an Evidence-Based Design Accreditation and Certification (EDAC) from The Center for Health Design.

Professor Hostetter shares, “I’m thrilled to help Tagg as an alumnus of Northern Arizona University and American River Medical in marketing research for their visionary and innovative concept for healthcare. Tagg is a recognized subject matter expert of medical carts and workstations for healthcare and we’re proud to continue to be a part of his professional development, as well as work on a project with such immense potential to positively impact healthcare sustainability, workflows, and outcomes”, says Hostetter.

According to American River Medical President, Tagg Neal, “It is a privilege to partner with fellow Lumberjacks at NAU on one of my company’s project design concepts for healthcare. This is a first step towards understanding the environment of care without a body of data surrounding healthcare medical cart mobile power systems and the negative impact they have on healthcare professionals’ workflow, work place safety, patient outcomes, and hospitals sustainability goals and green initiatives. Together we will analyze the data that will either support or refine the hypothesis underlying my patent pending design concept for the future of medical cart mobile power systems”, shares Neal.

NAU – The W.A. Franke College of Business - <https://nau.edu/franke/>  
American River Medical - <https://www.americanrivermedical.com/>