

**September 9, 2009****FOR IMMEDIATE RELEASE****For more information contact:**Jodi Bakken, Media Relations  
608-497-2267  
Jodi.Bakken@reach3.com*Seeking another way to increase and manage physician referrals?*  
**Announcing new CRM Physician Referral Builder™ technology**

After surveying healthcare organizations of all sizes across the United States, REACH3 identified one of the most common needs today: an organized way to generate and manage physician referrals. Retaining existing patients is critical to a healthy bottom line and attracting new patients is important for long term growth, leaders in healthcare told REACH3. However, they said that they see relationships with physicians as an essential area of focus. All types of clients – from a small pediatrics practice to large academic medical systems, told REACH3 that physicians play a vital role in the way that patients navigate healthcare and in determining the providers that they see.

Based on this input and identified need for a better way to continuously develop strong relationships with referring physicians and communicate information about specialists, new technology and more, REACH3 created CRM Physician Referral Builder™.

**The application:**

- establishes an efficient way for hospitals or specialty care centers to better manage relationships with doctors who currently refer business
- allows administrators to view reporting dashboards at the desktop to monitor referral behavior, patterns, trends, case mixes, payor mixes, and other information

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- enables staff to send and measure outbound direct mail, fax, and email communications through the application (tied back to referral cases)
- provides a robust contact management system for use by physician liaison representatives and managers to monitor and manage the sales activities with doctors

For more information or a short online demonstration of the new technology, please call

Doug Zarvell at 608-497-2212 or email [doug.zarvell@reach3.com](mailto:doug.zarvell@reach3.com).

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REACH3, headquartered in Verona, Wisconsin, is a wholly owned subsidiary of Third Wave Research, Ltd. REACH3 provides CRM solutions to the healthcare industry. The company works with hundreds of healthcare organizations across the country to use data-driven technology to optimize marketing and measure results. REACH3 provides healthcare organizations of any size, complexity, or budget a solution to fit their needs. Clients can produce highly effective campaigns in minutes with access to highly targeted data, customizable design templates, variable printing and mail house fulfillment. For more information, go to [www.reach3.com](http://www.reach3.com) or call 608-848-3476.