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Healthcare industry looks to CRM strategies during recession

“Once thought to be recession-proof, hospitals and other healthcare organizations are feeling the pain as the Great Recession drags on,” writes the Society for Healthcare Strategy & Market Development (SHSMD) in their 2009 Recession Impact Survey. “The economy is taking its toll on the patients and communities hospitals serve,” it states.

How are healthcare organizations are dealing with layoffs, travel freezes and coping with sharp cuts in budgets—including the market budget?

According to the highlights of the SHSMD 2009 Recession Impact Survey, some of the most frequent strategic directions being taken are:

- Becoming more targeted in marketing
- Greater emphasis on direct marketing
- More focused advertising (specific profitable services)
- Grow market share in key departments

REACH3 makes each of these changes realistic for healthcare marketers with the industry’s only free Customer Relationship Management system, CRM Launch™. Using the latest in data modeling techniques, we provide access to a full CRM on-demand system with no charge for the technology. Marketers can justify the cost of the mailing by targeting only current and prospective patients with a high likelihood to need the services and who are profitable payers. A 4-minute video is available at www.reach3.com/launch that demonstrates how it works.

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Here's what a recent CRM Launch™ user has to say: A multi-specialty practice located in New York mailed a New Movers postcard to promote an event. "The event was great! We had over 200 people, many new patient leads. There were many people who brought that new mover postcard with them to the event," she said.

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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 or call 608-848-3476.