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608-497-2267
Jodi.Bakken@reach3.com

Engage Healthcare Consumers on the Web and in Call Centers Using CRM

REACH3 works with healthcare organizations of all sizes across the country to use Customer Relationship Management (CRM) to help engage current and prospective customers in a meaningful and relevant way. New technology called Realtime CRM™ connects the CRM system to other patient and consumer touch points such as a call center or website for instant two-way communications.

Realtime CRM™ operates behind the scenes and becomes an intelligent driver of content and communications to customer touch points. For instance, when a consumer reaches a call center, the Realtime CRM™ application finds information relevant to that consumer (based on profiles set within the CRM system) and delivers instant messages to the call center customer service representative to allow for a more personalized experience. This allows the call center representative to discuss “cross-sell” opportunities such as a local health event based on a service that the caller has a high likelihood of interest in, to collect a missing email address, or to up-sell additional services tied to current marketing initiatives. Web users are identified based on CRM profiles and instantly pushed content relevant to them and their current browsing activity.

“Realtime CRM™ allows organizations to operationalize a more personal approach and become more consistent in their messaging, ultimately improving the engagement and increasing loyalty,” said Chief Operating Officer Jim Schleck.

For more information about REACH3 CRM technology, please call Doug Zarvell at 608-497-2212 or email 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 or call 608-848-3476.