

305 South Main Street  
Verona, WI 53593

t: 608.848.9283  
f: 608.848.3136

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**For more information contact:**

Jodi Bakken, Media Relations  
608-497-2267  
Jodi.Bakken@reach3.com

*REACH3 leverages 15 years of retail CRM experience in healthcare industry*  
**Introducing Out-of-Pocket Predictor™ Model for Retail Healthcare**

REACH3 announces a new model designed to find the IDEAL Target™ for retail healthcare services such as aesthetic procedures and cosmetic surgery, skin care, vision care, convenient care, weight management and more.

“Using the company’s extensive experience in retail analytics and applying it to healthcare data sets, this first and only model of its kind quickly identifies those households and individuals with more money than time,” said Chief Operating Officer Jim Schleck. “Given the current economic and political climate, we see more organizations competing for the same consumers. These consumers tend to be savvy and very responsive to strategic marketing initiatives,” he added.

Out-of-Pocket Predictor™ helps Customer Relationship Management (CRM) clients find consumers with disposable income, high credit scores and a propensity to spend on self-pay health-related services. “The model provides insight that can help marketers shape messaging and offers that will appeal to individuals identified by the model,” said Schleck.

For more information about REACH3 CRM 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.