

November 18, 2009

**FOR IMMEDIATE RELEASE**

**For more information contact:**

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

## Firms join forces to offer 'Voice of the Customer' to healthcare industry

In response to the rapidly changing healthcare market, REACH3, the market leader in healthcare Customer Relationship Management (CRM) and WAVE Strategy, LLC, a consumer research and strategic marketing firm, have collaborated to develop new Voice of the Customer market research tools to help healthcare organizations be highly responsive to patient feedback and preferences.

"Consumers are king regardless of the industry...It is not so surprising that eventually the same process would have to happen in healthcare," write authors Dean Halverson and Wayne Glowac of the book *Healthcare Tsunami – The wave of consumerism that will change U.S. business*.

"Clients will now have the ability to tune in to what high value patients need and want," said Chief Operating Officer Jim Schleck. "This is so critical as healthcare becomes more consumer-driven," he added.

**Highlights of the new Voice of the Customer market research tools include:**

- Service Line Development: focus on profitable lines with capacity
- ADAM Tracking: gain understanding of consumer habits and information sources
- eComment Card: instant qualitative feedback through personalized URLs, feedback mechanism on Web site and more
- Localized Healthcare Consumer Panel: survey current patient and benchmark against the nation
- Enhanced Traditional Survey Products: use CRM insights to perform insightful research

For more information, please call Schleck at 608-497-2237 or go to [www.reach3.com/VOC](http://www.reach3.com/VOC).

###

REACH3, headquartered in Verona, Wisconsin, is a wholly owned subsidiary of Third Wave Research, Ltd. REACH3 provides innovative 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. For more information, go to [www.reach3.com](http://www.reach3.com) or call 608-848-3476.

WAVE Strategy, LLC was formed by Halverson and Glowac to provide reality-based consumer research, strategic marketing, consulting services and creative brand positioning. Through the process of Watching, Assessing, Validating, and Employing, WAVE assists business in strategic consumer-driven marketing. WAVE is a partnership of Glowav+Harris, a full-service ad agency located in Madison, WI and Leede Research Group, a market research firm, with offices in Manitowoc, WI and Plymouth, MN.