

November 5, 2009**FOR IMMEDIATE RELEASE****For more information contact:**Jodi Bakken, Media Relations
608-497-2267
Jodi.Bakken@reach3.com**New Rich Text Editing Capabilities in CRM Solutions**

REACH3, the market leader in Customer Relationship Management (CRM) solutions for healthcare, introduces the addition of rich text editing in all CRM applications. The enhancement allows marketers to further customize direct mail creative at the desktop. REACH3 offers hundreds of professionally designed pieces of creative which can now be modified to closely match an organization's brand standards. Clients can change fonts, colors, type size, text orientation and add bullet points or numbers to the creative designs right in the application and see real-time changes.

"We hear from healthcare marketers all the time that they need to do more with less. Our CRM applications allow clients to quickly customize and execute highly targeted direct mail campaigns that will reach only the right people," said Chief Operating Officer Jim Schleck.

Customer feedback indicates that the application is getting strong results. For example, a 200+ bed Midwestern Catholic multi-campus healthcare provider used REACH3's CRM Custom™ application to increase awareness of their Wound Healing Center and saw a \$70 to 1 ROMI (Return on Marketing Investment).

Learn how to get started with a free CRM solution by visiting www.reach3.com to view a 4-minute video located on the homepage or call Doug Zarvell at **608-497-2212** email doug.zarvell@reach3.com.

###

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.