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**FOR IMMEDIATE RELEASE**

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**REACH3 Announces the Healthcare Industry's Only Free Customer Relationship Management Solution – CRM Launch™**

REACH3, an industry leader in Customer Relationship Management (CRM) solutions for the healthcare provider market, introduces a unique CRM solution. It is designed to give healthcare providers an easy-to-use and effective targeted communications tool with none of the technology fees associated with traditional CRM systems.

*CRM Launch™* leverages REACH3's proprietary healthcare consumer segmentation systems (Propensity™ and Target Payer™) to identify consumers who need various healthcare services and are more likely to have profitable payer types. This healthcare segmentation, combined with over 100 customizable design templates in over a dozen service lines, allows a healthcare organization to build and deliver targeted direct mail campaigns, customized for their brand, in less than 10 minutes via a secure online application.

*CRM Launch™* is a separate but complimentary application in the REACH3 *CRM Trio™* suite of healthcare CRM solutions. Healthcare providers can use *CRM Launch™* for no technology fee simply by logging into the application and building their campaigns at the REACH3 website. REACH3 also holds regularly scheduled free online training sessions for users.

*CRM Launch™* was developed to give healthcare providers more choices to begin

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implementing CRM in their organization without the high technology costs associated with a traditional CRM system. Targeted outreach and community wellness communications like screening reminders and wellness education are available through the application.

To learn more about REACH3's *CRM Launch™*, visit [www.reach3.com/launchapp](http://www.reach3.com/launchapp) or call 608-848-3476.

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REACH3, headquartered in Verona, Wisconsin, is a wholly owned subsidiary of Thirdwave Research. 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 the CRM Trio™ suite of healthcare CRM applications to give healthcare organizations of any size, complexity, or budget a solution to fit their needs. The CRM Trio™ suite includes Launch, Progression and Expert applications--all at the desktop. 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.