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Enhanced Target Payer™ Technology Available to Healthcare Industry

REACH3, an industry leader in Customer Relationship Management (CRM) solutions for the healthcare provider market, announces the new version of Target Payer™. In September 2008, this technology was the first introduced in the healthcare industry. The technology was developed by profiling the demographic variables of individuals from millions of healthcare encounter records and other data sources including credit score indicators. According to REACH3, this more advanced version now allows for healthcare marketers to predict payer type at more than an 87% accuracy rate.

“After analyzing our client’s service lines that were previously labeled as ‘unprofitable,’ we found if the payer mix could be changed, these service lines could become very profitable,” said Vice President of Business Development Doug Zarvell.

Target Payer™ is available through REACH3’s free CRM Launch™ solution; therefore the technology is available to any healthcare organization. “In our current economy, hospital marketing departments are looking for ways to do more with less. This technology makes it possible to target only patients who will have a positive impact on the bottom line,” said Zarvell.

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

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“*CRM Launch™* was developed to give healthcare providers more choices to begin implementing CRM in their organization without the high technology costs associated with a traditional CRM system,” said Zarvell.

Targeted outreach and community wellness communications like health screening reminders and wellness education are available through the application.

To learn more about REACH3's *CRM Launch™*, visit 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 or call 608-848-3476.