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## **REACH3 Announces New Version of CRM Launch™ Application**

REACH3, an industry leader in Customer Relationship Management (CRM) solutions for the healthcare provider market, introduces a new version CRM Launch™. The enhanced application provides users with more ease of use and functionality. Clients have more choices and control when building their own creative designs and the ability to see real-time changes. Additionally, the application now features the ability to upload mailing lists of current patients.

“Our customers have provided great input to help us build an even better application,” said Chief Operating Officer Jim Schleck.

Customer feedback from CRM Launch™ indicates that the application is getting strong results. For example, a 4-hospital not-for-profit health system in the Eastern United States used CRM Launch™ for a Digital Mammography Campaign and saw 363% ROMI (Return on Marketing Investment).

The client wanted to test whether CRM Launch™ would drive at least a 1-2% active response rate (the industry average) and to measure downstream breast-related utilization. “We were blown away when we saw a 4.04% active response rate,” said the client, who added that the campaign generated \$720,887 in total downstream revenue from targets.

CRM Launch™ allows healthcare marketers access to advanced CRM technology with none of the traditional costs associated with CRM. CRM Launch™ leverages REACH3's proprietary healthcare

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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 implementing CRM in their organization. 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 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 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.