

July 18, 2009**FOR IMMEDIATE RELEASE****For more information contact:**Jodi Bakken, Media Relations
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Jodi.Bakken@reach3.com**REACH3 growing, adding talent to serve more healthcare clients**

REACH3 is currently growing at a rate of 40%, serving healthcare clients across the country with Customer Relationship Management (CRM) solutions. To accommodate this rapid growth, REACH3 is excited to announce the addition of two new staff members, each with extensive experience with CRM.

Kellie Spellman has been hired as a new Healthcare Account Manager, responsible for providing a high level of service to healthcare clients. She comes to REACH3 with nearly eight years of experience working in healthcare marketing – most recently as a Marketing Manager at Providence Physician Group and Providence Regional Medical Center in Washington State. While at Providence she led the CRM program as well as physician outreach for the hospital.

Prior to working at Providence, she was a Strategic Marketing Manager at CPM Marketing Group for nearly two years, providing strategic CRM guidance and support to healthcare organizations across the country.

Her experience also includes a position as Marketing Communication Specialist at Fort HealthCare in Wisconsin.

Spellman holds a Master of Science degree from the University of Wisconsin – Whitewater as well as a Bachelor of Science in Journalism degree from the University of Wisconsin–Oshkosh.

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“I am passionate about using CRM as a marketing tool in healthcare. Partnering with clients to achieve measurable results is so rewarding,” said Spellman.

Laurie Macmillan is also new to REACH3, responsible for National Accounts Development. She comes to us with a more than 18 year track record of success working with healthcare clients at Thomson Reuters (previously Thomson, Solucient, HCIA-Sachs, Sachs Group). In her many roles at Thomson Reuters, Macmillan developed national account business and created significant new business relationships in the hospital, consulting and e-health markets while growing the company’s largest hospital system accounts. Her roles at Thomson Reuters included National Accounts, Vice President Sales, National Sales Director and Sales Executive.

Most recently, Macmillan has provided turn-key strategic or tactical sales support to start-up or early-stage health care companies. Macmillan’s prior professional healthcare experience includes serving as Division Sales Manager, National Sales Trainer, Special Projects Manager and Territory Manager at Birtcher Corporation (previously C.R. Bard Electro Medical Systems).

Macmillan holds a Master of Business Administration from the University of Houston as well as a Bachelor of Science in Business Administration, University of North Carolina at Chapel Hill. “I am thrilled to join REACH3. They are uniquely positioned to establish and cultivate strategic client relationships with their innovative and broadly appealing Customer Relationship Management (CRM) solutions.” said Macmillan.

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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 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.