

August 26, 2009**FOR IMMEDIATE RELEASE****For more information contact:**Jodi Bakken, Media Relations
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REACH3 introduces new CRM technology to healthcare industry

As healthcare organizations of all sizes look to Customer Relationship Management (CRM) as another tool to add to their marketing strategies, REACH3 announces new technology to make direct marketing even more precise. IDEAL Target™ and IDEAL Control Group Methodology™ make CRM marketing, “easier to implement and easier to prove,” said Chief Operations Officer Jim Schleck.

REACH3 builds web-based CRM systems tailored to each organization’s individual needs using their own patient data, and builds in automated list creation and statistically-valid control group mechanisms.

This technology has been tested and the results show strong results. A REACH3 client that is a national healthcare system with a pilot group of seven hospitals achieved 526% Return on Marketing Investment (ROMI), \$3.1 million in profit and a 5.3:1 ROMI during a three year period utilizing REACH3’s CRM technology.

The first technological development – IDEAL Target™ takes out the guesswork by using REACH3’s proprietary healthcare predictive segmentation models – Propensity™, Beehive®, Condition Forecaster™ and Target Payer™. Combined, the model helps organizations control expenses by only communicating with the right audience, achieve higher response rates with this targeted group and yield higher ROMI.

How can marketers prove ROMI? REACH3’s IDEAL Control Group Methodology™ technology provides a way. A control group is a collection of individual holdouts that fits into the demographic variables determined by REACH3’s healthcare segmentation models. Typically, a control group is 5-10%

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of a mailing campaign. To ensure valid results, REACH3 uses a highly accurate and consistent methodology. Since patients respond up to ten times more often than prospects, the control groups proportionately reflect all audiences in the campaign to show a true measurement. REACH3 is committed to showing highly accurate results by representing a true percentage from each category.

For more information about REACH3 CRM technology, please call Doug Zarvell at 608-497-2212 or email doug.zarvell@reach3.com.

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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.