



**Y&M PARTNERS LLC**  
*A Strategic Advisory Firm*

**Y&M PARTNERS LLC LAUNCHES NEW CRM ANYWHERE<sup>SM</sup> FOR  
HEALTHCARE  
WIRELESS CRM SERVICE OFFERING**

BEVERLY HILLS, Calif. (November 9, 2004) – Strategic advisory firm Y&M Partners LLC today introduced CRM Anywhere<sup>SM</sup> for Healthcare -- a new consulting service offering aimed at helping companies jumpstart their existing customer relationship management (CRM) efforts using wireless technologies.

Healthcare organizations are beginning to make better use of existing CRM solutions by analyzing health plan member data to discover what users really want and need, which is giving rise to personalized services that allow users to get directly involved in their own care. Working with its Fortune 500 healthcare clients, Y&M will leverage its industry experience and depth of knowledge in wireless technologies to develop and launch the new offering. The CRM Anywhere<sup>SM</sup> service will help clients maximize CRM return on investment and position the cell phone as a critical new customer touch point by:

- Leveraging the cell phone as an information point to influence behavior
- Capitalizing on the growth of mCommerce and wireless application proliferation
- Leveraging the continuous contact of the cell phone vs. the PC to manage customer relationships
- Positioning CRM Anywhere<sup>SM</sup> at the center of the movement to increase consumer adoption of the cell phone as a viable CRM platform
- Enabling the low-cost of entry and potential impact of application downloads and transaction revenue to create compelling CRM successes

“Healthcare organizations are searching for ways to move beyond web portals as the sole focus of customer interaction toward the promise of wireless technology and to enable new solutions that help them remain in continuous contact with their customers,” said Beverly Macy, Managing Partner of Y&M Partners LLC. “We believe

our new CRM Anywhere<sup>SM</sup> for Healthcare service will help clients incorporate wireless capabilities into their company's CRM strategy."

### **About Y&M Partners LLC**

Based in Beverly Hills, Y&M Partners LLC works with senior management in companies ranging from large, global corporations to mid-size companies to small, emerging ventures. The firm's staff has deep industry expertise that focuses on three key vertical segments: healthcare, entertainment and technology commercialization. Y&M Partners has served leading U.S. health plans, wireless technology companies as and financial service organizations in mapping and defining market opportunities that support corporate initiatives. Y&M Partners also provides pre-stage and post-stage investment advice and counsel to firms seeking to accelerate growth through capital acquisition.

### **Press contact:**

Ken Greenberg  
Edge Communications, Inc.  
818-719-9292  
[ken@edgepress.com](mailto:ken@edgepress.com)