



Approach Group, Inc. and M. Beacon Enterprises, LLC Announce Strategic Partnership to Provide End-to-End Business Continuity Planning

Partnership to focus initially on H1N1 Pandemic business contingency planning for large- and mid-sized organizations

Washington, DC/Boston, MA – September 1, 2009 – Consulting firms Approach Group, Inc. and M. Beacon Enterprises, LLC today announced a strategic partnership to deliver comprehensive [business continuity consulting services](#). Combining Approach Group’s healthcare and IT, and M. Beacon Enterprises’ business process and organizational effectiveness services, these two companies now offer solutions that meet the urgent needs of businesses preparing for the H1N1 Pandemic and other natural and man-made emergencies.

Traditionally, most companies focus on data and systems for their emergency preparedness and business continuity. Approach Group and M. Beacon Enterprises also address the human and organizational implications of emergencies. Their contingency planning models and software tools allow flexibility in response to small- and large-scale emergencies, allowing organizations to respond quickly and maintain operations.

“Most organizations understand the importance of continuity and have plans to maintain their IT systems, infrastructure and essential data,” says Jasper Reid, Approach Group’s president. “Surprisingly, however, many do not have the same practiced approach to the rest of their operations during times of crises.”

The US Department of Health and Human Services advises that “planning for pandemic influenza is critical,” and that “businesses and other employers will play a key role in protecting employees’ health and safety as well as limiting the negative impact to the economy and society.” WHO predicts the H1N1 pandemic will reemerge late in 2009, infecting up to 60% of the U.S. population. This is expected to have a significant impact on businesses as their staff, suppliers, and customers keep high percentages of workers at home.

“Through a combination of web-based tools and targeted consulting services, we help organizations respond very quickly to emergencies such as the H1N1 pandemic, natural disasters, financial system crises, and cyber threats,” says Tara Rethore, president of M. Beacon Enterprises. “Our approach is simple, tested, tailored to an organization’s specific needs, and incorporates existing emergency preparedness plans.”

This solution integrates fundamental process steps with clearly defined roles, specific individuals, and institutional knowledge. The web tool allows it to be kept up-to-date and accessible to employees in multiple locations, ensuring that in a crisis everyone knows what to do and how and when to do it.

About Approach Group, Inc.

Approach Group is a Boston-based consultancy founded in 1997 that helps organizations achieve their aims through creativity, technology, and experience. Approach Group has a strong focus in international, IT, and healthcare. For more information visit www.approachgroup.com.

About M. Beacon Enterprises, LLC

M. Beacon Enterprises is a business strategy and organizational effectiveness consultancy. They help their clients 'do what they set out to do' and achieve desired business results effectively and for the long-term. For more information visit www.mbeaconenterprises.com.

Contact Information:

Jasper Reid

President, Approach Group, Inc.

617-964-7890

Jasper.Reid@ApproachGroup.com

Tara J. Rethore

President, M. Beacon Enterprises, LLC

703-625-9124

TRethore@MBeaconEnterprises.com