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### **Healthcare Credit Union System to Implement OnApproach M360™ Enterprise Big Data/Analytics Platform**

Dublin, OH (8/10/15) – The Healthcare Credit Union System (HCUS) has recently signed an agreement to implement the OnApproach M360™ Enterprise Big Data/Analytics platform. OnApproach ([www.onapproach.com](http://www.onapproach.com)) is a leading provider of Big Data and analytics solutions for credit unions.

HCUS was looking for a solution to integrate information from multiple sources in support of its efforts to build meaningful member relationships among its two divisions – Ohio HealthCare and MedPro. Connecting data between various data sources can be a challenge, but it is needed to analyze transaction trends and product usage in order to better market the appropriate products to the right members at the right time.

“I am convinced every credit union, large and small, needs to become fluent in Big Data and analytics. It is a case of survival – we need to be relevant in today’s marketplace,” says Bill Butler, President/CFO of Ohio HealthCare FCU. “OnApproach is providing us with an analytics solution that is affordable for a credit union of our size. The financial services arena is rapidly changing. This is our chance to better position ourselves for future growth and success.”

Through a collaborative effort, OnApproach is able to offer a Big Data & Analytics platform to credit unions of all sizes. The Healthcare Credit Union System currently boasts \$72 million in assets and serves more than 12,000 healthcare professionals and their families throughout Ohio.

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#### *About the Healthcare Credit Union System*

*The Healthcare Credit Union System is a registered trade name of Ohio HealthCare Federal Credit Union. MedPro and Ohio HealthCare are divisions of the Healthcare Credit Union System. It is \$72 million full-service financial institution serving healthcare professionals throughout the state of Ohio. For more information about the credit union, visit their website at [www.webcuohio.com](http://www.webcuohio.com).*

#### *About OnApproach*

*OnApproach is a CUSO that focuses on providing credit unions with the power to use data as a competitive advantage both independently and cooperatively. With OnApproach, credit unions can now harness the value of Big Data/Analytics through integration, advanced reporting, and predictive analytics. This deeper understanding of data allows credit unions to discover vital trends in member behavior, resulting in improved financial performance, reduced risk, and enriched relationships with members. For more information about OnApproach, visit [www.onapproach.com](http://www.onapproach.com).*