



FOR IMMEDIATE RELEASE

## THE TIME IS NOW TO CAPITALIZE ON TODAY'S DIRECT-TO-CONSUMER HEALTH INSURANCE OPPORTUNITY VIA THE EXCHANGE MARKETPLACE

*Connexions, an Exchange Outsourcer, Advises Companies to Plan Now to Enter into the Exchange Market Opportunity*

ORLANDO, Fla. – 9 JUNE, 2010 – Millions of consumers aren't waiting until the launch of State Exchanges in 2014 to enter the insurance marketplace, they are looking for affordable health insurance options today – Baby Boomers aging into Medicare, the unemployed, people who have lost employer coverage, small business owners and their families. Many leading-edge consumer-brand companies and associations are launching health insurance Exchanges today to bring more affordable options to the table now in anticipation of the 2014 implementation of the new reform law.

"In the private sector today, there are solid opportunities for early market entrants to capitalize on the ability to help millions of consumers find the right plan to fit their needs," said Rob Panepinto, Connexions' Managing Director of Health Exchanges and an expert in the direct-to-consumer insurance space. "States will provide one route for insurance purchasers to take, but private companies with a large, solid base of consumers and an established level of brand trust are also ideal Exchange candidates. Many of those companies are already moving into the Exchange marketplace to capitalize on today's opportunity."

"Exchanges by their very nature are complicated, multi-layered health marketplaces that require deep experience to plan, launch and manage," said Steven Auerbach, President of Connexions. "Public entities and private businesses entering the Exchange marketplace will be best served by acting now to secure help from a partner with deep expertise and direct experience in this type of endeavor."

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**Rob Panepinto**  
**Managing Director**  
**Connexions Exchange Division**

Connexions is prepared to help both States and private organizations quickly build and launch Exchanges. Drawing on its decade of experience in the direct-to-consumer health insurance market, Connexions has built – and currently operates – several private health insurance Exchanges for its clients – serving consumers over and under age 65.

The Connexions Exchange Solution simplifies and streamlines the insurance purchasing process for consumers by putting the power of multi-channel technology – web, click-to-chat, click-to-call, voice, email – directly in their hands. This technology supports Connexions' highly knowledgeable insurance telesales and customer relationship agents as they empathetically and expertly guide consumers to make informed decisions on plans that best fit their needs and circumstances.



Large financial service firms as well as companies with connections to other healthcare offerings, such as pharmacies, clinics, retail health and wellness products, have been coming to Connexions to jumpstart their Exchange launches. Because the solution is turn-key, Connexions is able to get Exchanges up and running in an average of less than 60 days - from start to finish.

To serve the consumer with the greatest efficiency (and ensure ongoing satisfaction and retention), an Exchange must provide choice, tools and expert counsel. The Connexions Exchange Solution used today by many companies fully integrates these critical components to offer a solid and positive consumer buying experience for health and ancillary insurance products. More information on Connexions Exchange Solutions can be found at <http://www.connexions.com/exchange.html>, or by contacting Rob Panepinto at <mailto:rpanepinto@connexions.com>.

### **About Connexions:**

Connexions, which has deep healthcare industry experience and partnerships with several major insurers and health organizations, successfully provides professional and contact-center services and technology that drive revenue at every touch point for some of the nation's best companies, including major health plans, pharmacy benefits managers and health services organizations. On an annual basis, Connexions:

- Drives more than \$1 billion in new health insurance revenue for clients
- Answers more than 6.4 million calls for pharmacy benefits manager clients
- Generates \$2 billion in retention and upsell revenue – for a single client
- Handles more than 34 million calls (in-/outbound) and 3.6 million chats

Connexions' exclusively US-based contact center staff acquires, retains and services our clients' customers (both B2B and B2C) through calls, web interactions, chat, text and email. Connexions Inc. is a privately held company and part of the New Mountain Partners II, L.P. portfolio, a private equity fund sponsored and managed by Manhattan-based New Mountain Capital LLC. See [www.connexions.com](http://www.connexions.com).

About New Mountain Capital:

See [www.newmountaincapital.com](http://www.newmountaincapital.com).

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