



FOR IMMEDIATE RELEASE

CONNEXIONS POISED TO HELP ORGANIZATIONS LEVERAGE REVENUE-DRIVING OPPORTUNITIES RELATED TO HEALTH REFORM

ORLANDO, Fla. – 12 April, 2010 – With Health Reform the new reality, organizations throughout the industry are faced with the daunting task to either establish or rethink their B2C and B2B acquisition, retention and service supply chain models. The need to act is made more urgent by new government regulations, fees and taxes, and ever-present competitive factors that will skyrocket as reforms unfold.

Connexions provides its contact center clients with rapidly implemented business process outsourcing solutions via multi-channel touch points (voice, click-to-call, web, chat, email, SMS text) to enhance customer experience and persistency, leading to maximize total lifetime results. With deep healthcare expertise and best practices developed over 10 successful years in the healthcare industry, Connexions solutions increase the value of each customer interaction to drive quality and top line revenue while flattening the supply chain.

On an annual basis, Connexions:

- Drives more than \$1 billion in new revenue for 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

Steven G. Auerbach, President of Connexions, urges organizations impacted by health reforms to partner with a contact center provider with established, proven expertise in delivering both B2C and B2B solutions.

“Health reform is a challenge and a tremendous opportunity, especially for early movers who act now to optimize revenue opportunities with a proven partner like Connexions,” Auerbach said. “We have the people, technology and deep health industry expertise in place today to help clients maximize the tremendous opportunity that reform will bring.”

One example of Connexions’ reform readiness is its Health Exchange Solution, which is providing the marketplaces where insurance demand and supply come together. Supported by industry-specific technology and highly skilled agents, the Connexions Health Exchange enables consumers to easily purchase coverage directly from their carrier of choice.

Connexions’ solutions are easily optimized to specific client needs and rapidly deployed. Features include heightened customer/member/provider experience through regularly scheduled touch points to maximize brand loyalty and retention. Also provided are channel-of-choice communication options, including phone, web portals, click-to-talk and chat, email and SMS text, which deliver the right message to the right prospect using the right channel at the right time.

“Health Reform is a tremendous opportunity for the early movers who want to embrace change,” Auerbach said. “The only real harm is to not move immediately to use this historic opportunity to grow and drive revenue.”



About Connexions:

Connexions 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. Our 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.

About New Mountain Capital:

See www.newmountaincapital.com.

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