



Colibrium Launches New Website and Brand Overhaul

Intuitive customer navigation and growing knowledge center is at the heart of major redesign

Atlanta, GA - December 22, 2015 - HGS Colibrium Inc. (“Colibrium”) is a proven leader in integrated software solutions designed specifically for the health insurance industry, officially launched a new, more intuitive website for clients and prospective customers within the health insurance industry. Colibrium also introduced a new corporate brand and logo to better reflect the company’s evolution and vision for the future.

According to Mark Poling, Co-Founder and CEO of Colibrium, the new website and re-branding more closely aligns with Colibrium’s strategic vision for growth and expansion over the next decade—and beyond. The website eschews the vague, high-level marketing-speak common to many software vendors in favor of specific information about and proven results of Colibrium’s Tuo® 360 and Tuo® Marketplace solutions.

“Our penetration and influence within the highly competitive health insurance market has grown significantly since we opened for business in 2005,” said Poling. “We needed an online presence that would provide future clients with practical, easy-to-understand, ready-to-apply information about our innovative Tuo® platforms and how Colibrium can address many of the data and customer service challenges health plans face in a value-based, post-ACA world.”

Tuo® Marketplace is a transformational platform that provides health plans with the ability to sell and service all health insurance products online, engaging members throughout the customer lifecycle. Tuo® 360 is Colibrium’s CRM overlay that instantly transforms Salesforce and Dynamics into health plan-specific solutions.

Colibrium’s website features more intuitive navigation for existing clients and prospective customers, as well as a dedicated Knowledge Center with a growing body of real-world case studies, white papers, thought leadership articles, and other content designed to provide visitors with granular details about Colibrium’s solutions.

Tim Kollas, Senior Vice President, Sales & Marketing, said “We want our clients to see us as a partner rather than a vendor. Our new website is an extension of that philosophy, and positions us to continue being a proactive, solution-oriented thought leader in the ever-evolving payer landscape.”

Colibrium’s website was designed by Atlanta-based vendor [HotHouse Inc.](#)

About HGS Colibrium Inc:

Founded in 2005, Colibrium, delivers integrated software solutions designed specifically for the health insurance industry. Colibrium’s award-winning Tuo® software empowers health plans with a best-in-class private exchange solution to enroll, engage, and retain members in individual, group and Medicare

markets. Colibrium's pre-configured Tuo® 360, their CRM overlay built specifically for Salesforce and Dynamics platforms, enables health plans to gain a 360 degree view of their members to improve marketing effectiveness, customer service and member engagement. For the past two years, Colibrium has earned industry recognition including Microsoft Dynamics Partner of the Year for Health Plans and a recent listing in "Hype Cycle for Healthcare Payers" report from industry analyst Gartner. For more information about Colibrium or view recent case studies and client results visit www.colibrium.com.

About HGS

HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provides a full suite of business process management (BPM) services from consumer interaction solutions to platform-based back office services and digital enablement solutions. By applying analytics and interaction expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and helps retain valuable customers. HGS expertise spans the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with around 40,000 employees in 65 worldwide locations delivering localized solutions. For the year ended 31st March 2015, HGS had revenues of US\$ 458 million. HGS, part of the multi-billion dollar Hinduja Group, has over four decades of experience working with some of the world's most recognized brands.

www.teamhgs.com

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