

COLIBRIUM TO SPEAK AT “2015 MEDICARE MARKETING & ENROLLMENT STRATEGY” CONFERENCE

Session will provide health plan executives with Medicare and Medicaid marketing, enrollment & customer relationship management (CRM) best practices.

ATLANTA, GA., Feb. 24 2015 – **Colibrum Partners LLC**, [the leading provider of sales, service and wellness automation software & BPO solutions](#), today announced that Don Searing, Senior Director of Product Evangelism at Colibrum, will speak at the 2015 Medicare Marketing, Enrollment Strategy Summit presented by World Congress. The event will take place February 25-26 in Orlando, FL at the DoubleTree by Hilton Orlando at SeaWorld.

Don Searing will be speaking about how health plans are leveraging Colibrum's Tuo[®] Dynamics CRM to attract consumers and engage and retain members.

Don will be presenting alongside CareSource regarding how to “[Attract and Retain Consumers Utilizing Digital Channels](#).” The panel will take place on Thursday, February 26 from 8:45 AM – 9:30 AM ET. Some of the key topics to be addressed will include how health plans can:

- Measure and Improve Medicare and Medicaid member outreach effectiveness
- Enhance Member engagement and boost retention rates
- Streamline enrollment and service processes
- Leverage the CRM platform across other workflows in your organization

Colibrum’s innovative software and BPO solutions are being used by health plans across the country to improve consumer acquisition, member engagement and retention across Medicare, Medicaid, Individual Under 65 and Group segments.

“Now more than ever, it is critical to gain a better understanding of your members and target consumers in order to improve acquisition, engagement and retention” said Searing. “This session will provide actionable insights and tactics based on our health plan customers’ experiences and Colibrum’s decade of sales, service and wellness experience in health insurance.”

Colibrum will also be hosting a free webinar on March 5th with one of its current clients, Affinity Health Plan, to discuss market trends and how Colibrum’s solutions are being utilized by their organization. The webinar is entitled “[How Health Plans are Using CRM to Obtain, Engage, and Retain Medicaid and Medicare Members](#)”

About Colibrum

Colibrum delivers Sales, Service and Wellness automation to health plans. Our Business Process Outsourcing and Tuo[®] software suite are designed to provide health plans with both turn-key and modular solutions. Tuo[®] brings market segmentation and comprehensive functionality across the entire health insurance enterprise. Colibrum also provides a pre-configured version

of Microsoft® Dynamics CRM (Customer Relationship Management) designed specifically for the health insurance industry. For more information, please contact us directly at 678-800-1886