

**Title:** Colibrum Recognized in Gartner's Hype Cycle for Healthcare Payers, 2014

**Atlanta, GA, July 29<sup>th</sup> 2014:** Colibrum, a leading provider of sales, service and wellness automation solutions for health plans, today announced that the company is listed for a second year in a row in the Gartner "Hype Cycle for Healthcare Payers, 2014" report. Colibrum was named for the second time in both the Quote to Card Automation & Billing Automation categories."i

"We're proud of the ever increasing market adoption of our award winning software solutions and business process outsourcing services to our health plan clients. Providing end to end sales, service and wellness capabilities across all market segments and all channels means your consumer and members never have to start over," said Mark Poling, CEO of Colibrum. "We are honored to be included in the Quote to Card Automation & Billing Automation categories by Gartner and believe the reference further illustrates our solution's value to health plans, TPAs & Co-Ops."

In the Hype Cycle for Healthcare Payers, 2014 report, Gartner states that "A consolidated Q2C (Quote-to-Card) process is a required functionality for healthcare payers to increase operational effectiveness and reduce the cost of new member acquisition and activation. The Q2C activity enables payers to deliver self-service, consumer-facing enrollment connectivity, and gain efficiencies needed for the individual and small group business. It focuses on simplifying and speeding the front-end membership process which, for many healthcare payers, is still largely manual, slow and error prone."

Colibrum's software automation solutions and business process outsourcing (BPO) services help its health plan clients across the country acquire more consumers on and off exchange and retain existing members. The company's integrated software helps health plans lower acquisition and activation costs, improve member service and has been designed to promote speed to market. Colibrum remains the only vendor with "quote-to-card-to-relationship" capabilities and a fully reference-able client list.

For more information, the full Gartner report is available [here](#).

### About Colibrium

Colibrium delivers Sales, Service and Wellness automation to health plans. Our Business Process Outsourcing and Tuo<sup>®</sup> software suite are designed to provide health plans with both turn-key and modular solutions. Tuo<sup>®</sup> brings market segmentation and comprehensive functionality across the entire health insurance enterprise. Colibrium also provides a pre-configured version of Microsoft<sup>®</sup> Dynamics CRM (Customer Relationship Management) designed specifically for the health insurance industry. For more information, please visit: [www.colibrium.com](http://www.colibrium.com) or Follow us on Twitter @Colibriumptrns

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<sup>i</sup> Gartner "Hype Cycle for Healthcare Payers, 2014" by Jeff Cribbs & Bob Booz, July 23, 2014.  
Gartner "Hype Cycle for Healthcare Payers, 2013" by Robert H. Booz, July 23, 2013.  
Gartner "Vendor Landscape: U.S. Healthcare Payers Navigate Quote-to-Card Enrollment Automation]" by Christina Lucero, January 15, 2014.