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Colibrium Partners Featured on The Innovators from CNN

Mark Poling discusses the changing dynamics of health insurance

Mark Poling, CEO, Colibrium Partners discusses the changing landscape of health insurance and how to leverage modern technology to be successful in the next issue of The Innovators from CNN. The implications of healthcare reform lowering consumer switching costs and increasing emphasis on lowering the cost of care are examined. Proven approaches for health insurance companies to leverage Customer Relationship Management (CRM), mobile applications and social media to increase customer service levels while improving the health and wellness of their members are highlighted. Click [here](#) to listen to the interview.

"We're honored to be part of this episode highlighting our success helping health insurance companies in today's marketplace. Today it's about more than flashy marketing. To be truly successful today, health insurance companies and employers must engage members to improve health and lower the costs of care in this country. It's critical for our country," Poling says.

The Tuo product suite provides the only integrated and business configurable end-to-end sales, service and wellness solution available. Tuo 5.0 is fully integrated with Microsoft Dynamics CRM 2011, which together provide the capabilities required for managing the entire lifecycle of your customer, across all product lines and market segments. Available in the cloud or on premise.

About Colibrium Partners: Colibrium Partners brings the most comprehensive sales, service and care management platform available today. Colibrium Partners' Consulting Services, Tuo and integrated Microsoft Dynamics solution provide health insurance plans a unified Marketing, Sales, Underwriting, Care Management and Service platform enabling business functions to be unified, working together across traditional, online, social media and mobile channels.

For more information, visit www.colibriumpartners.com, email sales@colibriumpartners.com or contact Darin Yeomans 678-656-1149.