**Colibrium Announces Priority Health is Latest Client to Upgrade to Version 6.0 of Colibrium’s Tuo Health Insurance Exchange Platform**

*Atlanta, GA – July 25th, 2013*

Colibrium today announced Priority Health is their latest client to upgrade to the newest version of Colibrium’s best-in-class Tuo® sales and service automation software. Tuo version 6.0 will enable Priority Health to facilitate member retention and acquisition strategies by providing its members with customized plans and a customer experience consistent with its distinctive brand, while rapidly integrating with existing technology.

“Over the past 3 years, Colibrium’s Tuo platform has evolved with our business needs. Tuo 6.0 provides our brokers with an automated platform to reach and serve our members more effectively than ever before,” said Ray Sohn, Director of the Individual Market for Priority Health.  “Tuo’s configurable, turn-key platform combined with Colibrium’s deployment expertise continues to provide Priority Health with unmatched speed to market.”

Tuo 6.0 is the most advanced version of Colibrium’s best-in-class sales and service automation platform. The platform maximizes member retention by providing more plan options in an intuitive, customer-centric branded environment.

Colibrium focuses on “speed to market” implementation by integrating and leveraging existing client technology, including FACETS, TPS, Stepwise, and CRM solutions, such as Microsoft Dynamics.  The efficient communication between these systems and Tuo accelerates plan offerings, while reducing time and expense for health plans.

With Tuo’s turn-key platform, health plans are able to drive member retention and new member acquisition by providing an intuitive and guided shopping experience. Members are informed about relevant plan options and receive customized plan information based on their specific needs and preferences.  Tuo integrates with existing workflows to support member enrollment and customer relationship management.

“Our close relationships with new and existing clients allow Colibrium to continue to provide the most innovative and flexible software solutions in health insurance,” said Mark Poling, CEO Colibrium. “Colibrium is truly proud and honored to continue our successful and longstanding partnership with Priority Health.”

**About Colibrium**

Colibrium is a premier provider of innovative software products for the Health Insurance Industry. Our focus on Sales, Service and Wellness automation position our clients for success in the rapidly evolving health insurance environment. We accomplish this by leveraging industry expertise, best practices and experience-based guidance to deliver flexible integrated solutions that utilize current infrastructure. Colibrium is committed to providing clients with unparalleled value-add solutions through a balanced approach to business and technology innovation.

For more information, visit www.colibriumpartners.com,email sales@colibriumpartners.com, or call 678-800-1866 (1TUO).