**Colibrium’s Don Searing & Affinity Health Plan’s DeWitt Smith to Speak in Webinar, “How Health Plans Are Using CRM to Obtain, Engage, and Retain Medicaid and Medicare Members”**

03.02.2015

### Complimentary Webinar

**When: March 5, 2015 • 2:00 PM - 3:15 PM ET**

### Colibrium's Senior Director of Product Evangelism, Don Searing, and Affinity Health Plan's Senior Vice President, Sales & Retention, DeWitt Smith, will be hosting a complimentary webinar for health plan executives on March 5th, 2015 at 2:00 PM ET. The webinar will discuss how Affinity is leveraging Colibrium’s CRM solution to increase membership, provide improved member service and enroll and retain more members.

### In this webinar, you'll leave with actionable strategies and tactics to help you:

* 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

### Who Should Attend?

* Medicaid and Medicare plans

### About Affinity Health Plan

Founded in 1986, Affinity is an independent, not-for-profit organization driven by the mission to help its members, their families and their communities lead rich and rewarding lives. For nearly 30 years, Affinity has built one of the area's largest physician networks, which includes nearly 26,000 providers and more than 85 of the top hospitals in the Greater New York region. Affinity offers a variety of programs under Medicare, Medicaid, Child Health Plus and Qualified Health Plans on the New York State of Health Marketplace for members in the five boroughs of New York City, Nassau, Suffolk, Westchester, Rockland and Orange counties. For more information, visit AffinityPlan.org or follow Affinity on Twitter and Facebook.

### About Colibrium

Colibrium is a premier provider of innovative software products for the Health Insurance Industry. We focus on helping health plans leverage software and business process outsourcing (BPO) solutions to acquire, engage and retain members while lowering acquisition costs. Colibrium brings more than a decade of health insurance industry expertise, best practices and experience-based guidance to deliver flexible integrated CRM and online quoting and enrollment solutions that extend your strategy, infrastructure and existing investment. Colibrium is committed to providing clients with unparalleled value-add solutions through a balanced approach to business and technology innovation. We are proud of our 100% reference-able client base and look forward to serving you!

Colibrium was founded in January 2005 and is headquartered in Atlanta, GA, with a regional office in Bellevue, WA

- See more at: <http://www.worldcongress.com/events/EH15004/>

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