

Colorado HealthOP Selects Colibrrium to Support Member Sales and Service Initiatives

Atlanta, GA – October 2nd, 2014 – Colibrrium today announced Colorado HealthOP is the latest client to use Colibrrium’s acquisition, engagement and retention business process outsourcing (BPO) solution. Colibrrium will provide open enrollment assistance with the CO-OP’s member health and retention initiatives while integrating with existing processes and technology to provide a seamless customer-focused shopping experience.

“Colibrrium’s experienced sales professionals and consultative approach truly sets them apart” said Jennifer Henry, Director of Sales at Colorado HealthOP. “Our implementation has been really comprehensive and tailored to our needs and 2015 goals. They feel like a true extension of my in-house sales team.”

Colibrrium leverages nearly a decade of health plan sales and technology implementation and consulting experience to lower acquisition costs, increase close ratios, increase revenue per lead and significantly improve the consumer experience for clients. Their team of industry experts leverages solution selling techniques, in-house licensed agents and customer service staffing in a world-class call center with industry-leading technology and techniques to meet the challenging requirements of their health payer clients.

“We are very excited to partner with Colorado HealthOP,” said Mark Poling, CEO of Colibrrium. “It’s exciting to work with organizations like Colorado HealthOP that recognize the importance of customer service excellence and that it requires seamless support across all channels.”

Colibrrium will be hosting a free webinar with Microsoft for health plan executives to learn about how to leverage CRM solutions to acquire consumers and engage and retain members. If you are interested in attending this free webinar please sign up at:

http://www.fiercehealthcare.com/offer/microsoft_colibrrium?source=Colibrrium

For more information about our solutions or to schedule a free WebEx, please email us directly at sales@colibrriumpartners.com

About Colibrrium

Colibrrium 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. Colibrrium also provides a pre-configured version of Microsoft® Dynamics CRM (Customer Relationship Management) designed specifically for the health insurance industry. For more information, Follow us on Twitter @Colibrriumptnrs

About Colorado HealthOP

Colorado HealthOP is Colorado's first statewide nonprofit health insurance CO-OP. As a member-governed alternative to traditional health insurance, Colorado HealthOP and its members are committed to providing affordable, quality coverage to individuals and employers interested in making a difference in their own health, their employees' health and the health of their community. The CO-OP aims to improve health outcomes by putting the responsibility for consumers' care back into the hands of its members and providers. For more information about Colorado HealthOP, please visit www.cohealthop.org or call 720.627.8900.