**PROVIDENCE HEALTH PLANS SELECT TUO® PRODUCT SUITE FOR THEIR PRIVATE EXCHANGE – WITH PUBLIC EXCHANGE INTEGRATION.**

**Atlanta, GA – May 13, 2013:** Providence Health Plans, as a provider sponsored carrier, is a wholly owned affiliate of Providence Health & Services serving 400,000 members in the Northwest. In response to changing market dynamics, recent reform and their continued desire to provide affordable health care, Providence began the work of creating a vision for its work on the health care exchanges. The solution would provide a guided online experience, streamline administrative processes and integrate with Oregon’s Public Exchange. After a thorough vetting process that included a diverse audience of key stake holders, Providence Health Plans chose Colibrium’s award winning Tuo Product Suite for their comprehensive solution platform.

“We are committed to delivering a quality online experience to our members, producers, and employer groups. Tuo addresses our need for an end-to-end portal solution as well as a repository of customer information and an internal workflow to support enrollment and customer relationship management” said Bruce Wilkinson, CIO, Providence Health Plans.

Providence had a goal of enhancing interaction with their individual consumers, employer groups and broker partners. This meant making the appropriate information accessible on-line and guiding each party through a process that would reduce redundancy and facilitate discovery of new tools and services. The deployment of Tuo requires an interface to Facets and integration with existing line-of-business applications. Tuo features ease of administration and facilitates the ability to address increasing compliance challenges. In addition, Providence realized that Third Party Exchanges are rapidly emerging and their system would require flexibility and scalability.

Brian Cardinell, Microsoft’s US Dynamics Lead for Health said, “Colibrium’s integrated Dynamics CRM provides health plans true end to end sales and service capabilities. Improved service levels, marketing campaign precision and business intelligence are just a few of the benefits we’re seeing Colibrium Microsoft Dynamics CRM customer achieve”.

Tuo is built using a modular design to enable rapid deployment based on Providence Health & Services specific business needs. The product includes Private Exchange, Portal, Risk Profiler, Underwriting, Rating, Microsoft Dynamics Customer Relationship Management and mobile capabilities.

“The Tuo turn-key platform will enable Providence to rapidly establish themselves as having best in class online capabilities for all of their constituents and provide a foundation for growth and the flexibility reform requires today. We’re delighted to partner with Providence,” said Mark Poling, CEO, Colibrium.

**About Providence Health Plans:**  Providence Health Plans is a provider sponsored health insurance carrier with membership primarily in the Northwest region. As a ministry of Providence Health & Services, Providence Health Plans exists to carry out the mission of its founders, the Sisters of Providence, which is to serve the needs of the poor and vulnerable.

**About Colibrium Partners:** Colibrium created Tuo Product Suite to address the evolving needs of Health Insurance organizations requiring a Private Exchange. Tuo’s comprehensive platform and modular design facilitate timely deployment of technology to support your key business requirements. The Tuo Suite will enable your on-line presence and then take you from Quote-to Card-to Relationship, helping your organization effectively interact with members, brokers and prospects.