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LOWERING HEALTH INSURANCE MEMBER DISENROLLMENT CAN GENERATE UP TO \$100 MILLION IN INCREMENTAL REVENUE FOR HEALTH PLANS

New Research Demonstrates That Small Gains in Retention Yield Substantial Financial Return

ORLANDO, FL - 11 February 2009 - Market research conducted on behalf of ConnexionsHealth has demonstrated that health insurance plans can significantly improve revenue generation by establishing initiatives that specifically address member disenrollment. A host of economic factors are currently driving unprecedented membership losses at most health insurance plans.

Results of a proprietary study conducted by a leading management consulting firm show that a "typical" health plan with 50,000 individual plan members and \$600 - \$650 million in annual revenue can generate approximately \$100 million in incremental revenue, as a result of lowering disenrollment rates. These results were achieved by lowering their disenrollment rate of existing members by only 5%, and of new members by only 10% over a two-year period.

In the research study, health plans that achieved those levels of improvement in their disenrollment rates all applied differentiated member retention initiatives with similar characteristics, including:

- analysis of issues that arise during different stages of a member's tenure,
- tailored response to specific member segments, by geography, product, age, etc.,
- identification of issues likely to generate a disenrollment event,
- incorporation of individual member preferences, with respect to method, frequency and choice, and
- ongoing collection of key member data as the foundation of pro-active and re-active tactics designed to address disenrollment.



Details on this new research, as well as other valuable market insight on the subject of member retention will be presented at the World Congress Leadership Summit on Member Retention for Health Plans, scheduled for March 18-19 at Rosen Shingle Creek Resort in Orlando.

Co-sponsored by ConnexionsHealth, the agenda for this first-of-its-kind forum will feature presentations from leading consulting and research firms, including McKinsey, Gartner and Forrester. The distinguished faculty for the Summit includes several health plan executives who will share insights and best practices on member retention, including Steve Nelson, VP of Consumerism and Retail Marketing at Highmark; Ingrid Lindberg, Chief Experience Officer at CIGNA; John Cheng, VP of Strategic Marketing at Aetna; Nickolas Stam, former SVP at BlueCross BlueShield of Florida; and Steve Auerbach, who recently left his EVP role at UnitedHealth Group to serve as President of Connexions Inc.

Through interactive workshops, best practices showcases, keynotes from recognized authorities and panel discussions, attendees will learn how to build, apply and measure member retention strategies designed to yield results similar to those in the new research on the impact of disenrollment programs. For additional information, visit www.worldcongress.com/retention.

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About Connexions Inc.:

Founded in 1992, Connexions' 2,500 professionals provide technology-based business solutions for a long list of America's best-known corporate and healthcare organizations, including CVS Caremark, FedEx, Kaiser Permanente, Sprint, Olympus, Logitech and SanDisk, among others. See www.connexions.com.

About New Mountain Capital:

New Mountain Capital, LLC is a New York-based private equity firm investing for long-term capital appreciation through direct investment in growth equity transactions, leveraged acquisitions and management buyouts. New Mountain seeks out the highest quality growth leaders in carefully selected industry sectors, and then works intensively with management to build the value of those companies. See www.newmountaincapital.com.



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