



Health+CARE Positions HGS as an Innovative Leader across Provider and Payer Lifecycle Management Services

Building on HGS Strong Foundation of Operational Excellence, and Regulatory and Compliance Adherence, Health+CARE Services Optimize Sales, Service, Claims, Medical Cost and Revenue Cycle Management

Chicago, IL—Oct. 20, 2015—As the healthcare industry inexorably transitions to a lower-cost, patient-centric, value-based model of care, Hinduja Global Solutions Limited (HGS), (listed on National Stock Exchange & Mumbai Stock Exchange in India) a global leader in business process management, has introduced HGS Health+CARE, featuring unified, end-to-end innovations for all facets of provider and payer lifecycle management in order to optimize experiences, ensuring operational effectiveness and efficiency and addressing regulatory challenges and compliance. See www.hgshealthcare.com for details and case studies.

“As payers and providers move to a more consumer-centric, digitally enabled engagement, it’s crucial that they have a business process management partner that can add value in the areas of people, process, and technology,” said Ramesh Gopalan, EVP, Healthcare Business. “Our holistic solution to enhance consumer experience will ensure we always remain ahead of the curve. We will continue to innovate on behalf of our clients to help them stay competitive in the market.”

HGS Health+CARE is augmented by HGS’s recent acquisition of Colibrum and its Tuo® sales and service, platform, which enables consumer-centric sales and marketing automation for individual, group and over 65 populations. Tuo brings market segmentation and comprehensive functionality across the entire health insurance enterprise. Colibrum also provides a pre-configured CRM overlay software that enhances Salesforce and Dynamics specifically for the health insurance industry.

“The acquisition of Colibrum enables HGS to create an extended, seamless consumer/member lifecycle operation with clients. Colibrum has a well-regarded platform for sales, enrollment, and member management in healthcare which it also uses to stand up call center capability for clients,” said Barbra McGann, an analyst with HfS Research, a leading analyst authority and global network for IT and business services.

HGS’s consumer-directed care, from pre-enrollment communication to managing health and chronic conditions, is enabled through personalized multi-channel engagement programs, creating holistic solutions to enhance customer experience. As a client partner of five of the top 10 U.S. healthcare

payers, multi-state health systems, and large provider groups, HGS brings transformational care management to revenue cycle management, lifecycle management, claims benefits management, and medical cost management.

“HGS wants to put the ‘care’ back into healthcare. We want innovations created for our customers’ back offices to drive positive impacts in their front offices, thereby enhancing customer and provider engagement and satisfaction,” said Chris Lord, SVP, HGS Global Growth & Strategy. “Health+CARE provides a cloud-based CRM capability and the a world class BPO platform to enable a concierge approach and spirit of service, easy to do business, always available, online or on the phone, simplifying the coordination of CARE and flow of information between patients, insurance and physicians.”

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About HGS

HGS is a leader in optimizing the customer experience and helping clients to become more competitive. HGS provides a full suite of business process management services from marketing and digital enablement services, consumer interaction services to platform enabling back office business services. By applying analytics and interaction expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and helps retain valuable customers. HGS expertise spans the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, consumer packaged goods industries, and the public sector. HGS operates on a global landscape with over 37,000 employees in 65 worldwide locations delivering localized solutions. For the year ended 31st March 2015, HGS posted revenue of US \$458 million. HGS, part of the multi-billion dollar Hinduja Group, has over four decades of experience working with some of the world’s most recognized brands.

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