



HGS Colibrium, Inc. Partners with Health Alliance Medical Plans to Implement Tuo® Marketplace

Health Alliance looks to transformational platform to sell and service health plans and optimize member engagement prior to fall open enrollment.

Atlanta, GA—June 20, 2016—HGS Colibrium, Inc., (“Colibrium”), a subsidiary of Hinduja Global Solutions Limited (HGS) (Listed on NSE & BSE, India), the proven leader in integrated Sales and Service automation solutions designed specifically for the health insurance industry, has partnered with Health Alliance Medical Plans to implement Colibrium’s Tuo® Marketplace to provide a sales-automation solution for individual and group markets.

In advance of the next open enrollment period, which begins November 1, Colibrium will deploy Tuo Marketplace for the Health Alliance individual market segment. Tuo Marketplace enables direct-to-consumer health plan shop, compare and enroll capabilities for online sales, and provides brokers and agents with state-of-the-art tools to engage, inform and enroll prospective clients.

“Partnering with Colibrium will allow us to enhance service to members as they select the right plan. The complete package for online purchasing paired with our attention to detail provides a world-class consumer experience to our members,” said Jana Perry, Vice President, Sales and Retention. “With Colibrium’s Tuo Marketplace solution, we will have a single platform to help drive future membership and optimize our focus on quality, local customer service while providing members with outstanding online insurance options.”

Based in Urbana, IL, Health Alliance serves more than 300,000 members in the Under 65 and Group market segments in downstate Illinois, Iowa, Nebraska and Washington. Tuo Marketplace will replace Health Alliance Medical Plan’s current online enrollment program, and will be leveraged to deliver a superior digital customer experience.

“For years, Health Alliance has made creating unique and holistic member experience a priority, and our Marketplace solution will only enhance those efforts,” said Colibrium’s Chief Sales & Marketing Officer Tim Kollas. “The ability to service all market segments and products on a single, powerful platform will enable Health Alliance to provide existing and future members with a world-class retail presence through the entire member lifecycle.”

About HGS Colibrium, Inc.

Founded in 2005, Colibrium, delivers integrated software solutions designed specifically for the health insurance industry. Colibrium's award-winning Tuo® software empowers health plans with a best-in-class private exchange solution to enroll, engage, and retain members in individual, group and Medicare markets. Colibrium's pre-configured Tuo® 360, their CRM overlay built specifically for Salesforce and Dynamics platforms, enables health plans to gain a 360 degree view of their members to improve marketing effectiveness, customer service and member engagement. For the past two years, Colibrium has earned industry recognition including Microsoft Dynamics Partner of the Year for Health Plans and a recent listing in "Hype Cycle for Healthcare Payers" report from industry analyst Gartner. For more information about Colibrium or view recent case studies and client results visit www.colibrium.com.

About Health Alliance Medical Plans

Health Alliance Medical Plans is the largest health plan in downstate Illinois, serving more than 300,000 members in Illinois, Iowa, Nebraska and Washington. With a focus on quality, local customer service, and wellness, plus tens of thousands of doctors in their network, hundreds of network hospitals, and more than 500 employees, Health Alliance delivers top-notch health insurance to our members.

About HGS

HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provides a full suite of business process management (BPM) services from traditional voice contact center services and transformational DigiCX services that are unifying customer engagement to platform-based, back-office services and digital marketing solutions. By applying analytics, automation, 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, and consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with 40,000 employees in 66 worldwide locations delivering localized solutions. For the year ended 31st March 2016, HGS had revenues of US\$ 507 million. HGS, part of the multi-billion dollar Hinduja Group, has more than four decades of experience working with some of the world's most recognized brands.

www.teamhgs.com

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