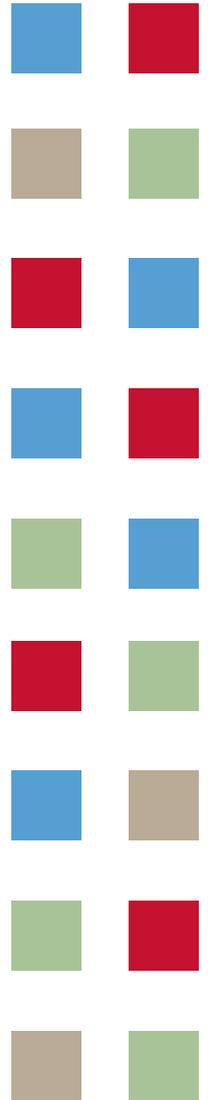
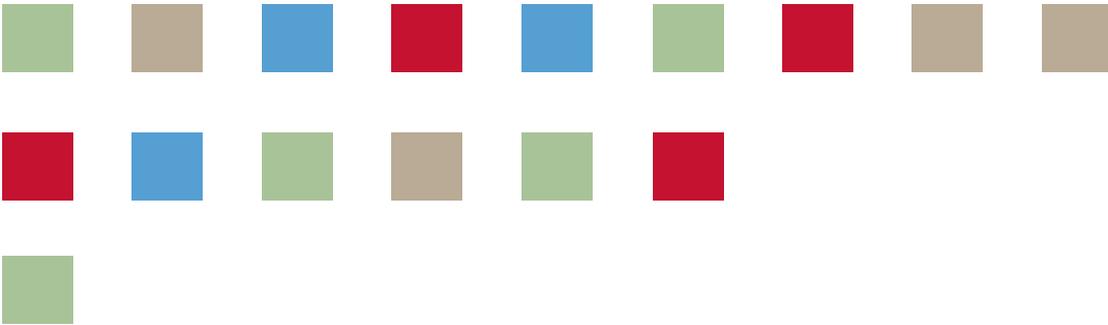


Market
better



And transform your business.



Are you getting the results you want?

No matter how expertly you market your products, today's competitive climate demands fast results. And the need to grow membership means entering new markets and introducing new products, but that's just the start of it: you've got to reinforce the purchase decision of current plan members to keep them satisfied and enrolled, not to mention stay in sync with the rest of the organization and prove that your efforts are producing results.

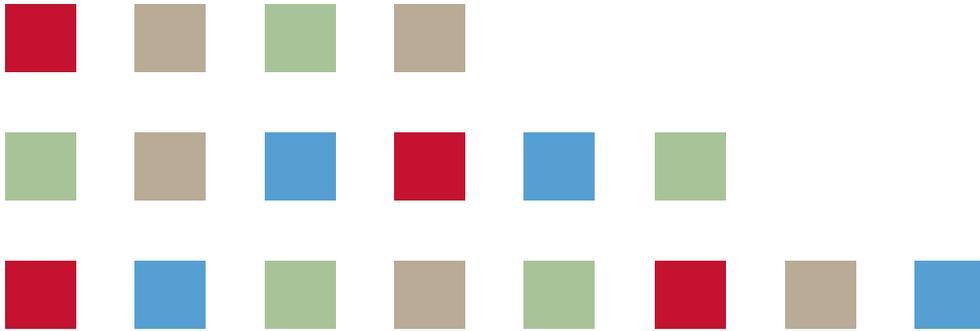
There's a certain art to these things as well, but what if you had software in place next quarter that made it all easier and better than ever before?

Competition demands improvement.

If you're not keeping up with the technological transformation going on in health plan marketing, you risk losing out to competitors who are. The question is not whether the marketing function will improve with technology, but by how much.

With the InsureConnect suite of products, you've got more power to produce results. The InsureConnect Product Extension CRM lets you track marketing campaigns and see how prospects turn into members, which can inform future efforts. When services like quoting, enrollment, and renewal are available online, your market reach is extended and today's consumers get what they expect. Create custom user interfaces to target specific demographics with startling ease, and streamline the marketing and sales cycle overall to increase profitability and your competitive edge. When the whole company falls in step, the momentum takes you places.





Let Connecture help transform your business.

Connecture has helped transform more than 70 health insurance plans, including over half of the top 20 in the U.S. The InsureConnect suite includes innovative products that address customer relationship management, rating, quoting, underwriting, enrollment and installation, policy administration, and renewals. These Web-based sales, service, and processing solutions grow with you to help increase member acquisition and retention while reducing operating costs. Contact us to schedule a free demonstration.

www.connecture.com

866.274.6759



Atlanta Office:

101 Marietta Street
Suite 1600
Atlanta, GA 30303

Waukesha Office:

One Riverwood Place, N17W24222 Riverwood Dr.
Suite 330
Waukesha, WI 53188-1168

www.connecture.com