

FOR IMMEDIATE RELEASE

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PEARSON HEALTH SOLUTIONS INTRODUCES INFORMIS™ AT THE MEDICARE ADVANTAGE CONGRESS

The provider of CMS' Beneficiary Contact Center (1-800-MEDICARE) program offers Health Plans the only turnkey solution completely focused on Medicare enrollment and member interaction services including: marketing, contact management, sales management, integrated operations, and analytics.

Arlington, VA, January 29, 2007 –Pearson Health Solutions (Pearson), a division of Pearson Government Solutions, today announced a unique member interaction management solution, **informis™** (www.informissolution.com) at the Medicare Advantage Congress event in Phoenix, AZ. The only complete member management solution available, **informis** combines extensive knowledge of CMS' national Medicare program, a unique member service model and performance-based pricing accountability.

The landscape of the Medicare market is undoubtedly changing. New programs, such as Prescription Drug Plans, have given Seniors more choices than ever before. Add to the landscape complexity the torrent of baby boomers poised to flood into the system—and the need for remarkable member management increases exponentially. **informis** is a robust member interaction management solution that delivers enrollment modeling and analysis to drive accurate staffing projections, experienced Customer Service Representatives, agent sales force support, and CMS compliance—resulting in unsurpassed member service.

Consisting of four core components, **informis** synergistically works to support a Health Plan's brand and establish a sustainable competitive advantage: marketing, contact management, sales management and operations.



Marketing: With masterful—rather than mass marketing, **informis** creates meaningful dialogues with a Health Plans' members and prospects.

Contact Management: With a unique approach to member service, the contact management component offers an unparalleled customer experience. **informis** delivers accurate, compliant and consistent information so members are able to make informed choices without confusion or aggravation.

Sales management: Expert qualifications allow **informis** to efficiently optimize and power agent performance. **informis** provides the agent sales force with a closed-loop lead management system featuring lead qualification, lead distribution—including account history with member interaction, and the ability to set real-time appointments for your insurance agents in the field.



Advisory Board Biographies – Luminaries in the Industry

Sherman Rogers—President & CEO Finelight



While co-producing a PBS series on the '84 presidential election, Sherman Rogers caught the “marketing bug” and aimed his career in that direction. As chief marketing officer at FitchMeyer Direct Response, Sherman was responsible for the health care direct marketing agency’s tremendous growth, recognized in Inc. magazine’s 1991 list of American’s 500 fastest growing businesses.

Joining Finelight in 1992 was a perfect fit for Sherman, as he helped turn a small design/photographic studio into a full-service, nationally renowned marketing agency focused on the health care industry. Sherman’s knack for attracting seasoned marketing professionals with many years of strategic experience on the payer and provider side provides an edge in this expanding specialized market. From branding and direct response, to interactive and telesales, Finelight helps companies learn about their customers, design powerful creative solutions and deploy smart strategies to produce results.

Lindsay Resnick—Chief Marketing Officer, Finelight



In his 25 years of professional experience in the health care and insurance industry, Lindsay has held many leadership roles, including positions at HealthMarket, one of the country’s first consumer-driven health plans; Radix Health Connection, LLC, an investment banking firm specializing in health insurance companies and managed care plans; Celtic Life Insurance Company; and Blue Cross Blue Shield Association.

Lindsay brings this leadership experience to Finelight, directing our Chicago office and providing strategic advisory services to our clients. Our resident expert in health insurance trends and marketplace realities, he has authored numerous published articles on industry trends and business strategy.

Stan Nowak—President, CEO & Founder, Silverlink



As president and CEO, Stan is responsible for defining the strategic direction for Silverlink and achieving overall execution milestones. He is focused on driving major sales opportunities, as well as sourcing and building strategic relationships, including those with investors.

Stan is a company founder and brings over 15 years of general management experience in the IT services, telecom services, and private utility sectors working for companies including StorageNetworks, GTE, and InterGen (Bechtel). He has an MBA from Harvard Business School and a BA from Harvard College.

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Lori L. Fentem—Founder & President, Synergy Solutions



Lori Fentem is founder and president of Synergy Solutions, an outsourced provider of call center services with seven U.S.-based call centers and a call center network in the Philippines, which offers inbound and outbound services in English and Spanish. In this role, she is responsible for the overall strategic direction of Synergy Solutions, including business development, strategic initiatives, technology deployment, joint ventures, sales and marketing, in addition to the development of service offerings.

Lori has over 20 years of management experience in the various areas of the call center industry. Her mix of *Fortune* 500 clients span multiple industries, including health care and insurance; financial services; publishing; retail and telecommunications.

Ray Bednarsky—VP Business Development, Pearson Health Solutions



Ray Bednarsky's accomplishments include taking Litton PRC from an unknown to an industry leader in the defense and civil federal health care markets.

Now applying his leadership and business development experience to Pearson Health Solutions, Ray is engaged in growing 5 lines of health businesses: Department of Defense (DoD), Veterans Affairs (VA), Department of Health and Human Services (HHS), Centers for Medicare & Medicaid Services (CMS), and Commercial Health. Over the past year, Pearson was selected by CMS to manage the Beneficiary Contact Center program, and by CIGNA Government Services, LLC, to assist in Medicare claims, processing services related to supplies and beneficiaries of durable medical equipment.

About Pearson Health Solutions



Pearson Health Solutions, a division of Pearson Government Solutions, has more than 20 years' experience managing award-winning customer interaction management contact centers for federal agencies, the commercial health care market, as well as state and local governments—both domestic and international. Pearson Health Solutions disseminates timely, consistent and accurate information to consumers on behalf of its customers including: Centers for Medicare & Medicaid Services' 1-800-MEDICARE, Centers for Disease Control and Prevention's 1-800-CDC-INFO, and large Pharmacy Benefit Managers supporting multiple Health Plans. An expert in business process outsourcing, Pearson Health Solutions specializes in contact center management, beneficiary and provider outreach, human capital management, as well as data and content management. www.pearsongovernmentalsolutions.com/health_solutions.htm

Operations: With informis, turnkey integration and management of all member interaction components ensures operational efficiency, smoother service delivery and single-owner responsibility for the management of the project. informis' operational processes are continually analyzed and streamlined. You can be confident that your members are receiving memorable service.

At the heart of the informis member interaction management solution is a framework of analytics, measurements, and reporting that continually extracts actionable intelligence to fuel system optimization.

"With informis, Health Plan members will receive a customer service experience that is unsurpassed in the industry—from enrollment to retention, resulting in a distinct competitive advantage", stated Mike Bowers, Senior Vice President and General Manager, Pearson Health Solutions. "Providing members with exceptional customer service reinforces one of Pearson's core values, *'We do meaningful work'*".

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www.pearson governmentsolutions.com/health_solutions.htm

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With over 5,500 employees worldwide, Pearson Government Solutions, Arlington, Va., serves the U.S. federal, state and local and international governments; higher education institutions and student financial aid entities. The company designs, builds, and operates solutions that optimize the performance of public sector entities in delivering information, benefits, and services to their constituents. Clients include the Centers for Medicare & Medicaid Services, the U.S. Departments of Education, Health and Human Services, Homeland Security, Justice, Labor, and Veterans Affairs; the Equal Employment Opportunity Commission and the U.S. Office of Personnel Management.

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