



NEWS RELEASE

OPTUMHEALTH TO ACQUIRE CONNEXTIONS, INC.

Combination Addresses Growing Demand for Services that Effectively Engage Consumers, Inform Better Decisions and Enable Healthy Lifestyles

EDEN PRAIRIE, Minn., August 3, 2011 – OptumHealth, a leading provider of health services that support individual and population health, today announced that it has signed a definitive agreement to acquire [Connexions, Inc.](#), a leading technology and service partner to the health care industry that helps organizations attract and serve consumers in ways that build strong relationships.

As consumers take more control of their health care, OptumHealth and Connexions are focused on helping their clients engage people and connect them with quality health products and services. Connexions brings analytics-driven consumer insight and service capabilities that help organizations acquire, retain and provide rewarding experiences for consumers. With deep clinical expertise, OptumHealth guides people to cost-effective care and resources that help them get well, stay well and achieve their health goals. Combined, the partners will be uniquely positioned to assist their clients in building stronger consumer relationships while supporting the goal of increased access to quality, affordable care.

Connexions' continuing focus on exceptional service and quality for its clients – including leading health benefits providers – will enhance OptumHealth's already strong capabilities for serving health care payers. Together, the companies will help organizations design and implement successful health insurance exchange models that match individuals and businesses with offerings that fit their needs.

"Connexions' consumer engagement expertise, combined with OptumHealth's ability to connect people to the right care and health resources, can help our clients make the most of their opportunities to build strong relationships with consumers," said Dawn Owens, chief executive officer of OptumHealth. "We are excited to welcome Connexions and its dedicated team members to OptumHealth."

Connexions brings more than 10 years' experience working directly with the country's largest health plans, exchange hosts and consumer businesses. The company's end-to-end sales to service capabilities stem from its powerful [bConnected](#)[®] technology, more than 4,000 licensed health agents and relationship experts, as well as analytics of member behaviors, which drive more than \$3 billion in annual insurance premiums for its clients.

Connexions helps clients deliver trusted health choices and timely information to consumers, resulting in a more personalized experience and improved customer loyalty. Supported by technology tools and analytics, Connexions health agents work directly with consumers by phone, email, chat and text to understand individual circumstances and health goals. Based on a person's needs, agents provide navigational support for health products such as insurance plans, including education on plan features and usage. Agents also provide guidance on healthy behaviors and treatment options, including scheduling physician appointments as appropriate.

"By coming together, OptumHealth and Connexions will become stronger partners for both our clients and the consumers they serve." said [Jack LeFort](#), chief executive officer at Connexions. "We look forward to providing our clients with the same dedicated focus and results they expect from Connexions, while helping them benefit from the additional opportunities this partnership with OptumHealth will bring to their vital consumer relationships. We also look forward to continuing Connexions' recent growth in response to the increasing demand for consumer engagement solutions that deliver results for our clients and consumers."

In response to business growth, Connexions has recently announced plans to add jobs at multiple U.S. locations. More information on job opportunities and related career training opportunities are available at www.jobs.connexions.com.

As it partners with OptumHealth, Connexions will continue to operate and serve its clients under the Connexions name, retain its management team and continue to grow its operations in core locations including Orlando, Fla., Charlotte and Concord, N.C., Louisville, Colo. and Jeffersonville, Ind. The transaction is subject to regulatory approval and other customary closing conditions, and is expected to close before the end of the third quarter of 2011.

About OptumHealth

OptumHealth is part of Optum, a leading information and technology-enabled health services company dedicated to making the health system work better for everyone. OptumHealth is a leader in population health management, helping 60 million Americans navigate the health care system, finance their health care needs and achieve their health and well-being goals. OptumHealth supports the physical, mental and financial health of individuals with solutions offered through employers, health plans, public sector programs and health care providers. Visit www.optumhealth.com for more information.

About Connexions

Connexions, a pre-eminent technology and business services partner to the health care industry, helps carriers, providers, employers and other leading firms maximize revenue and increase efficiencies by optimizing customer experience. Powered by its bConnected technology, more than 4,000 employees, and industry-leading analytics of member behaviors, Connexions drives more than \$3 billion in acquisition, retention and up-sell revenue for the nation's top carriers and Exchange hosts by providing them with substantial insights to deliver trusted health choices, superior quality and timely information to consumers. Visit www.Connexions.com for more information.

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