



NEWS RELEASE

OpenConnect and NASCO Partner to Help Blue Cross® and Blue Shield® Plans

Collaboration Allows NASCO Plan Customers to Reduce Administrative Costs, Improve Workforce Productivity

Dallas, Texas - September 19, 2011 – OpenConnect, the leading provider of process intelligence and workforce analytics solutions for the healthcare payer market, and NASCO, an industry-leading provider of integrated claims processing solutions that ensure health insurance claims are paid accurately and efficiently, have entered into a marketing alliance that will provide NASCO Plan customers the ability to maximize performance gains by using OpenConnect solutions.

OpenConnect's *Productivity 2.0™* solution, *Comprehend*, has helped a significant number of payer organizations understand the real work and productivity of their resources and identify strategies to eliminate work, improve processes and automate many of the activities that remain. By achieving a higher level of operational efficiency, the payer organization can then focus its resources on improving customer service and adding greater value to other activities.

Since 1987, NASCO has provided its Plan customers the ability to achieve greater efficiency and maximize operational effectiveness by delivering innovative performance-based services, claims processing and membership solutions to its customers.

"This is a natural fit as NASCO and OpenConnect have already built strong partnerships with a number of major Blue Cross and Blue Shield Plans, delivering high value-based solutions that enhance claims operations," said John Ladaga, NASCO CEO. "We are looking forward to expanding our relationship with OpenConnect by partnering to deliver technology solutions like *Comprehend* that our Plan customers require to maintain a competitive advantage."

"We share a common goal with NASCO: To deliver solutions to Plan customers that measurably reduce administrative costs and improve workforce productivity," said Edward M.L. Peters, OpenConnect CEO. "Partnering with NASCO allows us to further our mission to provide high quality services and help Plans improve their operational performance."

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About OpenConnect

OpenConnect is the leader in [process intelligence and workforce analytics solutions](#) for the healthcare payer market that automatically discover, automate and improve service processes and optimize workforce productivity. Combining unparalleled experience and solution capabilities, OpenConnect enables our clients to more quickly address and adapt to today's operational and competitive challenges. Learn more about OpenConnect at www.oc.com.

About NASCO

Formed nearly 25 years ago through a partnership among several Blue Cross and Blue Shield Plans, NASCO provides information technology solutions designed to ensure that Plan members' insurance claims are paid accurately and efficiently. NASCO's Plan customers benefit from an integrated claims processing system, a highly configurable membership solution and a multitude of performance-based services designed to improve operational efficiencies and reduce costs. Having processed over 1 billion

claims, the NASCO Processing System is unsurpassed in the market for reliability, flexibility, scalability and operational performance. For more information, visit www.nasco.com.

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