

## **NASCO and Zipari Enter Into Strategic Partnership Agreement to Provide Streamlined Omni-Channel CX Solutions for Health Plans**

**ATLANTA, Ga. (Sept. 6, 2018)** — NASCO, a leading provider of healthcare technology solutions, has partnered with Zipari, Inc., an insurance software startup that specializes in providing Consumer Experience (CX) solutions for health plans, to provide a collaborative platform for Web portals and mobile applications. The partnership will provide health plans with a seamless solution powered by two industry leaders with extensive payer knowledge and experience.

For more than 30 years, NASCO has provided an integrated suite of information technology products and services designed to help health plans across the United States solve common business challenges, create cost advantages, revolutionize operations and minimize business risks. The company's product-based, shared services platform allows its customers to eliminate redundancy and share development and maintenance costs while increasing speed to market.

"NASCO partnering with Zipari is a win-win for everyone," said Dan Galdenzi, Senior Vice President and Chief Growth Officer for NASCO. "We are able to offer our customers best-of-breed, innovative technology under one umbrella. Zipari is bringing to market an entirely new way of looking at healthcare portals, with hyper-speed to market and a very inventive analytics engine. And NASCO is all about helping health plans consolidate the sea of new innovative healthcare technologies into a shared-services model at lower costs with enterprise scalability on a HITRUST-certified platform."

Zipari is revolutionizing the consumerization of health insurance with the first and only CX platform built specifically for health plans. The company's CX products deliver an intuitive, retail-like and user-friendly experience for anyone who uses them. Zipari's member, provider, employer and broker portals and consumer engagement product, InsureCX, offer insights into every member touchpoint to improve the customer experience through personalization, intelligent processes and automation.

"Health insurers are at a critical juncture where they must improve their members' experiences, and many have realized that new technologies can create operational efficiencies to do just that," said Mark Nathan, CEO and founder of Zipari. "We're thrilled to partner with NASCO, a company focused on driving consolidation and scale for healthcare payers via administrative solutions like benefit management, eligibility, membership, billing and claims processing. As a partner, Zipari can help NASCO, and, by extension, healthcare payers, focus on improving the technology that delivers an enhanced experience for consumers."

A multipayer-partnered solution, like NASCO, allows health plans to operate more efficiently, respond to challenges faster and reduce the cost of doing business. NASCO customers also benefit from the security associated with NASCO's HITRUST-certified systems and scalability that is second to none. By teaming up with Zipari, NASCO can offer health plans an even greater competitive advantage with CX technology that tracks behavior patterns, enables concierge services and improves the overall member experience.

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**About NASCO**

NASCO provides an integrated suite of healthcare technology products and services that help health plans address unique business challenges and revolutionize business operations. Owned by, and exclusively serving, Blue Cross and Blue Shield Plans for more than 30 years, NASCO provides seamless benefit management, eligibility, membership, billing and claims processing support for Blue Plans, allowing them to provide competitive healthcare products in federal, state and multistate markets for nearly 25 million members. NASCO's partnership with multiple Blue Plans cultivates a community that fosters the collaboration needed to promote innovation, deliver shared solutions and create a competitive cost advantage. NASCO is shaping the future of healthcare IT. For more information, visit <http://www.nasco.com>.

**About Zipari**

Based in Brooklyn, New York, Zipari is a technology startup that develops products for health insurance carriers to engage with consumers in new and innovative ways. With unsurpassed technology, Zipari's products provide real-time insights at every touchpoint, delivering a breakthrough consumer experience that health insurers want and their members seek. Zipari now serves more than 10 million members via their payer customers. Zipari's primary investor is Vertical Venture Partners, a venture capital firm focused on investments in companies that target specific vertical markets. For more information about Zipari, please visit <http://www.zipari.com>.