



## HighPoint Solutions Launches the Payer Consumer Hub, a One-of-a-Kind Master Data Management Solution for B2C Marketing

*Informatica serves as backbone for pivotal healthcare solution*

**East Norriton, PA, March 4, 2013** - HighPoint Solutions, a premier management and information technology consulting firm, today announced the launch of Payer Consumer Hub (PCH), a master data solution that helps healthcare payers market and sell to consumers. The PCH employs master data management principles and tools to create a “single version of the truth” for individual consumers as prospects and members in support of targeted consumer marketing. The PCH streamlines marketing and sales processes through integration with leading CRM platforms, most notably Salesforce.com.

The PCH was developed on top of [Informatica Master Data Management](#) (MDM). Informatica MDM offers a single platform approach for managing master data domains including subscribers, providers, members, locations and prospects.

“Due to the Affordable Care Act and an aging population, growth for healthcare payers is going to come from individual segments including commercial products sold via exchanges, Medicare and Medicaid. This shift in the market requires payers to augment the B2B marketing and selling skills that they’ve possessed for years with best practices in B2C marketing and selling. This necessitates enhanced effectiveness in customer relationship management (CRM) and “customer” data management,” said John Wollman, executive vice president of Healthcare, HighPoint Solutions. “Because industries like financial services, telecomm and retail have been tackling similar problems for years, we are able to deploy proven capabilities to payers in support of this consumer driven evolution”.

The PCH takes advantage of multiple Informatica technologies including Informatica MDM and Informatica PowerCenter with the PowerCenter Salesforce.com connector. HighPoint is deploying this solution with a pioneering, multi-million member Blue Cross and Blue Shield plan.

“HighPoint is a trusted Informatica partner with extensive experience with Informatica Master Data Management. . . The Payer Consumer Hub is an example

of what's possible when the Informatica Platform is used to provide a comprehensive solution to meet a compelling business need. Payer organizations will benefit from the Payer Consumer Hub to accelerate their transition to consumer-driven marketing and sales," said Richard Cramer, chief healthcare strategist for Informatica Corporation.

The PCH will be showcased in booth 5005 at the national HIMSS conference in New Orleans, March 4-6 2013.

#### About HighPoint Solutions

HighPoint Solutions is a premier, global provider of specialized Management and IT services with vertically- focused business consulting, system integration, professional service, and managed hosting solutions for life sciences and healthcare companies. Since 2000, our 400+ consultants have provided business consulting and technology solutions that continue to deliver business value and competitive advantage to over 140 clients globally.

HighPoint Solutions is headquartered in East Norriton, PA with additional offices in Bridgewater (NJ), New York, Boston, Tamp, Irvine and Geneva, Switzerland. For more information, visit [www.highpoint-solutions.com](http://www.highpoint-solutions.com).