



## Press/Analyst Contact

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# Online Insight and Riverwood Solutions Power Healthcare with New ROI

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## Superior Plan Sales and Enrollment Driven by Real-Time, First-Hand Insight into Customers' Personal Preferences and Virtual Simulations of New Offerings Including Consumer Driven Healthcare

**WAUKESHA, WI / ATLANTA – September 17, 2003** – Creating the right infrastructure to accelerate business, take advantage of evolving markets, and meet changing customer requirements within the healthcare industry requires innovation and leadership. To help healthcare companies build, grow and deploy these strategies, Online Insight and Riverwood Solutions today announced the Riverwood-Online Insight (ROI) end-to-end solution, which combines Online Insight's revolutionary Sales and Marketing Effectiveness (SME) suite with the best-of-breed distribution and administration capabilities of Riverwood Solutions.

"ROI leverages Online Insight's ability to understand customer needs for complex products like healthcare and managed service plans to enable providers to consistently execute the most effective multi-channel sales, marketing, and product development tactics," stated Online Insight's Chairman, Thomas Rosencrants. "ROI then handles the increased sales volumes by streamlining the typically lengthy processes of new business rating, proposal generation, initial enrollment, underwriting, case installation, on-going enrollment, eligibility maintenance and renewal rating," added Riverwood Solutions' Executive Vice President of Sales and Marketing, Bob Barry.

Additionally, from every enrolled customer (individual, family, or group) ROI provides detailed insight into the reasons why each coverage decision was made. This insight serves as a "virtual focus group," allowing future marketing and product development efforts to be driven by forward-looking customer preferences rather than by outdated market research and demographics. This empowers the healthcare enterprise using ROI to "what-if" new products and marketing strategies.

Best of all, ROI can be deployed for a client without the usual risks associated with an enterprise level application deployment "Online Insight and Riverwood Solutions both deliver their Java solutions as J2EE components that can easily plug-and-play with each other in industry leading runtime containers including IBM WebSphere. This ensures easier deployment, simpler upgrades, more straight-forward integrations with other corporate systems, and future-proofing against changes in licensing and technology by operating system and server hardware vendors," said Dr. Bradley Fordham, Chief Technology Officer at Online Insight. "It is truly great to see the future arrive. We are proving the power of component based software to easily allow customers to combine the best functionality from the core competencies of allied vendors," said Curt Schumacher, Vice President of Product Management at Riverwood Solutions.

## About Online Insight

Online Insight is the only provider of Sales and Marketing Effectiveness software solutions that engage consumers in a real time conversation across multiple channels; enable consumers to understand their personal preferences, priorities, and purchasing motivations for complex products; and equip client companies with accurate product preference data with which to make better sales, marketing and product management decisions. Online Insight helps companies close more business, in less time, and at lower cost due to its engaging decision support processes that map personal preferences to "best fit" product recommendations. In addition to a Customer-facing preference-based sales system, Online Insight's solution suite includes an agent-facing lead generation module and an enterprise-facing report and analysis module for use in sales and marketing management, product development and competitive strategy. For more information, visit [www.onlineinsight.com](http://www.onlineinsight.com).

## About Riverwood Solutions

Riverwood Solutions, headquartered in Waukesha, Wisconsin, builds enterprise software solutions for insurers, HMO's and TPA's that Web-enable core business processes, transforming and revolutionizing sales, enrollment, underwriting and renewal activities. In addition to its signature self-service product suite, eXpress, Riverwood Solutions also develops custom solutions for the insurance industry. For more information, visit the company at <http://www.riverwoodsolutions.com> or call 800.367.9611.

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