



## Press/Analyst Contact

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FOR IMMEDIATE RELEASE

## Online Insight Receives Consumer Health Award for Role in Arkansas Blue Cross and Blue Shield Medicare Product Enrollment

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ATLANTA – November 8, 2007 – Consumer Health World recently announced the winners of the 2007 Best Integrated Campaign for Boomers Health & Lifestyle Award with Online Insight, Inc. and fwd>direct capturing first place honors. Online Insight, a leading provider of guided selling and market intelligence solutions, and fwd>direct, a leading direct response full-service advertising agency specializing in the marketing of insurance and financial services products, played an integral role in the Medicare product sales and marketing campaign developed by Arkansas Blue Cross and Blue Shield, Arkansas' largest health insurer. Leveraging Online Insight's unique sales technology and fwd>direct's comprehensive advertising campaign, Arkansas Blue Cross is helping to simplify the increasingly complex Medicare product purchase decision for Medicare-eligible Arkansans.

Deployed as the Medi-Pak Choice Plan Finder, Online Insight's eMpower Suite is an information-rich consumer sales tool that educates consumers on plan options and available choices, and is an integral part of Arkansas Blue Cross' online, end-to-end Medicare product enrollment solution. Leveraging Online Insight's user-friendly, interactive decision support purchasing assistant, Medicare beneficiaries are able to make more informed purchase decisions and are more likely to enroll in a plan that better meets their specific personal and financial needs for greater, long-term satisfaction. Arkansas Blue Cross also deployed the technology to its agents so they can assist their clients with better purchasing decisions.

"We are extremely pleased and excited to have our work recognized and awarded with the Boomers Business Award. This is a rewarding testament to the hard work and effort our teams continuously put forth to exceed our clients' expectations," said David Fiacco, CEO and President, Online Insight. "We are honored to share this award with one of our finest business partners, fwd>direct, and look forward to working with them again to develop more award-winning, consumer-centric purchasing solutions."

Utilizing proprietary dynamic dialogue guided selling technology, the Medi-Pak Choice Plan Finder captures buying motivations and preferences from each prospect and uses this information to identify and recommend health plans within Arkansas Blue Cross' Medicare product portfolio that best meet the individual's stated needs. Individuals are able to compare plan recommendations side-by-side, obtain assistance at any point in the process and enroll online. In addition to helping Arkansas Blue Cross drive online enrollment, the eMpower Suite provides Arkansas Blue Cross with access to real-time data on buying motivations, which will enable the development of more personalized and relevant sales, marketing and product development strategies that produce measurable results.

"As a not-for-profit health insurance company, our goal is to provide products and services designed to create high customer value, confidence, peace of mind and an improved quality of life," states Ron DeBerry, Senior Vice President of Statewide Business. "We believe Online Insight's eMpower Suite supports this goal by giving our Medicare-eligible customers beneficial decision support assistance when purchasing Medicare-related insurance products either online or with one of our agents. We are thrilled to share this recognition with Online Insight and fwd>direct, as we work together to help the senior population obtain the right Medicare insurance in a more educated and simplified way."

### **About Online Insight**

Online Insight is the leading provider of advanced multi-channel guided selling and market intelligence solutions that help companies close more sales by providing consumers with the perceived knowledge, perceived choice and perceived individual fit necessary to complete a call to action with confidence. Beyond guided selling, the eMpower Suite captures first-hand, detailed information on buying motivations and preferences from each prospect/customer at the point of influence. Leveraging this real-time insight on customer needs, companies are better positioned to fully integrate sales, marketing, product development, and customer service at the strategic and tactical levels, resulting in increased revenues and continuous process improvement across all distribution channels. For more information, visit the company's website at [www.onlineinsight.com](http://www.onlineinsight.com).

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### **About fwd>direct**

fwd>direct, located in Downingtown, Pennsylvania, is a full-service direct response advertising agency. fwd>direct specializes in the strategic planning, creative development, data management, print and DRTV production, media planning, buying, analysis, telemarketing and fulfillment of corporate, financial, healthcare, telecommunications and insurance clients, who require qualified and quantified direct response results. For more information, visit the fwd>direct website at: [www.fwddirect.com](http://www.fwddirect.com)

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