

Fact Sheet: Concero Technology

HEADQUARTERS:

Portland, Oregon

FOUNDED: 1999

MANAGEMENT TEAM:

Brett Monello, Chief Executive Officer

R. Jay Lewis III, Executive VP

Shari Marshall, Chief Financial Officer

Terri McClelland, VP of Implementation Services and Customer Service

Kip Larson, Director of ePR.Live

Robin Ramsey, Director of Technology

Maureen Mader, Director of Implementation Services

PRODUCTS:

With years of proven technological leadership in Online Benefits Sales and Management, Concero Technology builds innovative and productive software:

- Small Business/Affinity Benefits Solutions
- ePR LIVE (Electronic Payroll Reporting)

Small Business/Affinity Benefits Solutions

Service

Concero works in concert with employee benefits brokers and distributors to deliver portal technology designed specifically for small business affinity markets. This flexible suite of easy-to-use sales and service modules includes quoting, underwriting, enrollment, benefits management and bill presentation/payment. Concero's self-service web sites simplify the time-consuming and error-prone paper processes traditionally associated with health insurance. The one-stop benefits portal provides immediate access to resources and information vital to small businesses and their brokers in managing employee benefits.

Target Partners

Affinity Brokers - Concero works in concert with employee benefits brokers to deliver web-based solutions designed specifically for niche markets, to optimize their business processes.

Key Benefits

- Proven effectiveness with branded web tools for a single source of information, benefits products and transaction processing
- Integrated sales and service for enhanced customer satisfaction and retention
- Streamlined processes to lower sales acquisition and program marketing costs
- Focused industry and technical expertise for rapid and cost-effective technology and ease of use by all parties

ePR LIVE (Electronic Payroll Reporting)

Service

Concero works in concert with Trust Administrators, TPAs and Employers to dramatically improve the efficiencies, customer experience and access to information for Taft-Hartley employer reporting. Our powerful and flexible on-line system simplifies the process for generating employer invoices, calculating contributions and distributing and reporting data in various Trust environments.

Our state-of-the-art technology assures contracts are processed in Concero's secure and reliable host environment according to precise established guidelines every single time, eliminating mistakes and oversights, insuring swift approval and implementation of contracts.

Ingenious reporting features allow Taft Hartley TPAs to securely monitor and report their appointed benefits accurately, while allowing Employers and Trust Administrators to create aggregate reports instantly.



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Target Partners

Taft Hartley Trust Administrators - Concero works in concert with Trust Administrators, TPAs and Employers to dramatically improve the efficiencies, customer experience and access to information for Taft-Hartley employer reporting.

Key Benefits

- More efficient recordkeeping, with fewer opportunities for mistakes.
- Minimize data entry – enter it once and forget it.
- EFT (Electronic Funds Transfer) for payments and distribution, nearly eliminating no-pay and partial-pay issues.
- Save administrative time and the costs associate with distribution and the need for frequent audits.
- Proven, secure hosted technology that minimizes your cost of ownership.

The Company We Keep

Partial Partner List

- Hilb Rogel Hobbs
- Costco Wholesale
- Association of General Contractors – Oregon,
- Association of General Contractors – Washington
- Association of General Contractors – Texas
- Northwest Employers Trust
- Kaiser Permanente
- California Chamber of Commerce
- Thinc
- United Healthcare
- Aetna
- HealthNet
- Regence Blue Shield
- Premera
- Standard Insurance
- United Concordia
- Guardian
- Custom Benefits Consultants
- Nevin Works and Assoc.



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What Partners Are Saying About Us

- Trustee: “We made significant program changes and the technology enabled us to do that without customer impact.”
- Employer: “The online aggregated invoice and EFT are easy and accessed when I want, day or night.”
- Broker: “Concero’s technology provides great value to all parties – the carrier, broker, employers and the association.”

Association Memberships

- Software Association of Oregon
- American Electrical Association
- Oregon Entrepreneur Association
- International Foundation (IFEBP.org)

Executive Management Team Bios

This team has the experience and commitment to enable the Company to quickly develop an infrastructure supporting rapid national growth. Key leadership positions include:

Brett Monello, Chief Executive Officer

Mr. Monello is responsible for setting and executing company strategy. He has been involved in bringing innovative, technology-based products and services to market for more than 20 years across a broad array of industries. Mr. Monello has held high-level marketing, sales, operations and general management positions with both established firms such as Silicon Graphics Computer Systems and Pixelworks, and with start-up development stage companies including Mobilian, NaturalPoint and Audio-Mojo. He holds a degree in economics and Psychology from Stanford University and an MBA from the Harvard Business School.

R. Jay Lewis III, Executive Vice President

Mr. Lewis is responsible for business development, particularly focused on affinity groups and carriers. He has 35 years of insurance brokerage experience, with local, regional and national executive roles in management and sales with Marsh, Aon and Willis. Over the past 20 years, he has served on the boards of two Oregon hospitals, a physicians’ PPO and a major hospital system. He currently serves on the board of Trillium Family Services, a large Oregon children’s mental health services provider.



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Shari Marshall, Chief Financial Officer

Ms. Marshall is a CPA whose career began with Arthur Andersen. She comes to Concero with over 15 years contracting in Controller and CFO positions. Ms. Marshall has specialized in serving in those roles on behalf of small but growing companies that do not need a full-time CFO. At the appropriate stage of company growth, she has assisted in the search for a full-time, permanent CFO. Prior to Concero, she performed these functions for growing companies in manufacturing, equity fund management, property management and real estate development.

Terri McClelland, Vice President of Implementation Services and Customer Service

Ms. McClelland is responsible for implementing Concero's web-enabled portal technology and providing quality account management services to our customers. She and her team of implementation consultants work closely with customers to define business requirements, revise business processes and configure Concero's portal software to support their business requirements. The customer service team manages the daily processing and communications with our customers. A seasoned management consultant and high technology professional, Terri has held management positions at Deloitte & Touche, Sequent Computer Systems, and WebCriteria, Inc.

Kip Larson, Director, ePR.Live

Mr. Larson is responsible for managing Concero's ePR.Live product line, a web-enabled fringe benefit and payroll reporting technology. Providing guidance for the growth of the technology and product line, he is the principal connection point for new and established clientele. Since 2006, he has worked closely with customers and partners to define reporting requirements, revise business processes, and configure the ePR.Live solution to support customer needs. As one of the few industry leaders during the primordial years of web-enabled benefit reporting, Mr. Larson is unique to this marketplace, having launched functional web-based reporting across multiple trades for a variety of technology companies. He has held management positions at Associated Administrators, Inc., Orange Consulting, and LCS, LLC and is currently a member of the International Foundation of Employee Benefit Plans.

Robin Ramsey, Director of Technology

A programming and systems professional for over 25 years, Mr. Ramsey has been working with Concero since 2001. He has been developing and adapting innovative technology for many sectors of insurance for most of his professional career. He is responsible for application and systems architecture for the Concero Platform. His background as an Application Consultant with Cotelligent, and Vice President, Worksite Marketing with the Laughlin Group of Companies complements the management team.

Maureen Mader, Director, Implementation Services

Ms. Mader is responsible for the planning and implementation of new distribution and carrier partners at Concero Technology. She is a seasoned consultant in designing processes and implementing significant operational improvements for large healthcare organizations, including Big 5 consulting experience.



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KEY FEATURES:

Quoting
Enrollment
Billing and Census
Management

KEY BENEFITS:

Branded Website
Enhances Visibility
Reduces Sales Acquisition
Costs
Integration of Sales with
Ongoing Service
Improves Customer
Satisfaction & Retention
Alternative Distribution
Channels
Low Technology
Adoption Costs

Product Background

Concero provides private-labeled portal technology that facilitates the sales, enrollment and on-going eligibility/payment processing of individual medical and small group employee benefits insurance.

Although historically used to control costs, today technology is critical to gaining competitive advantage in insurance. Concero helps innovative brokers and insurers gain that advantage by using web-based technology to simplify the sales and servicing of valuable healthcare insurance. Designed to keep the customers you have worked hard to acquire while providing the experience and service to retain and grow your program

Technology Overview

Concero's core technology is an application that can be easily configured for online quoting, enrollment and payment processing of individuals and small groups for medical, dental and other insurance. Concero's open, flexible and scalable technology architecture enables fast and low cost deployment of customers, products and access to program information and data.

Key Features

Quoting

- Single entry for multiple products
- Rates calculated in real time – in seconds
- Online Plan descriptions and comparisons

Enrollment

- Single entry for multiple products
- Simple questionnaires with quality checks
- Automatic data population of carrier forms
- Electronic underwriting

Billing and Census Management

- Single entry for enrollment changes
- New employees
- Terminated employees
- Single point access for benefits information
- Real-time consolidated bill with current data
- Personal Home Page for employers
- Electronic payment of premium
- Electronic data feeds to carrier systems



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Key Benefits

Branded Website Enhances Visibility

- Instant recognition, since every screen is labeled with your association logo
- Product(s) and content solidify the association with your organization
- Customer service and web tools specific to your organization

Reduces Sales Acquisition Costs

- More sales closed with faster process
- Streamline product information updates
- Increase cross-selling of products

Integration of Sales with Ongoing Service

- Create powerful marketing data base
- Simplicity of a single technology application

Improves Customer Satisfaction & Retention

- Single website access to vital information & program data
- Aggregation of products and services
- Self-service by employers and employees

Alternative Distribution Channels

- Empower indirect channels to increase sales
- Increase number of prospective customers
- Retention of brand experience

Low Technology Adoption Costs

- Secure server maintenance outsourced to Concero Technology
- Highly scalable platform
- Flexible architecture for new products
- Rapid implementation

Does Concero Really Work?

Concero focuses exclusively on delivery to markets where technology has a significant impact on sales, service and processing. Concero is successfully in place with a myriad of local and national partners and customers. National recognition includes selection as national partner for Costco Wholesale, chosen three years running by Entrepreneur Magazine as the highest rated web-based insurance technology; presentations to leading industry groups; and validated in the *Wall Street Journal*.



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By channeling knowledge and efforts in a specific market, Concero's technology demonstrates real value, real results – real fast.

- A sales call center achieved a 25% close ratio over a two year period.
- Online, self-service census changes lowered retro-active changes by over 80%.
- Online enrollment dramatically improved quality from the typical 50-60% to over 95%.
- Electronic bill presentation and payments reduced late payments to less than 1%.
- Up to 95% of small business groups, ranging from agriculture to restaurants, choose electronic payments.

Who do I contact at Concero for more information?

Arrange time for a live product demonstration as well as experienced responses to practical implementation questions. Contact Jay Lewis, Executive VP, at 971.222.1900 or jaylewis@concerogroup.com.



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