

## Adaptis in the News

Seattle Metropolitan magazine named Adaptis one of its "14 Hottest Companies." The publication lauded the BPO company for its "Model Management," citing the change management process implemented during a recent move of its main office.

Chief Compliance Officer Roya Rezaei earned a Certificate in Healthcare Compliance (CHC), the highest recognition available from the Compliance Certification Board of the Health Care Compliance Association (HCCA).

Adaptis was cited in *Health Plan Week's* January article on call center outsourcing's growing foothold in the health insurance industry.

## Health Plan Market Segment Update

### India's Healthcare Sector: Unmatched Potential for Progress

India's rising stardom as an economic power is nearly a foregone conclusion in the eyes of many economic analysts. However, along with forecasting that it may be the fifth largest consumer economy by 2025, those same analysts are also quick to point out potential stumbling blocks to its achieving that status. Along with challenges in the development of its infrastructure and the modernization of its financial system, India's lagging health system features prominently as one of those blocks. However, wherein lie problems also lie opportunities, and if research from the India Brand Equity Foundation is born out, the country's healthcare market could reach US\$78.6 billion by 2016.

### Insurance

The growing middle class is looking to the private sector for healthcare products. According to *The McKinsey Quarterly*, estimates show that middle class Indian households, which place high value on healthcare, could spend 13 percent of disposable income on private healthcare coverage by 2025.

Much as it has done in the U.S., consumer demand continues to drive change in how the business of healthcare operates in India. An estimated 250 to 300 million members of India's burgeoning middle class are seeking coverage. Those figures have been enough to cause the government to relax the one billion rupee capital requirement to enter the business. And In January 2007, India's Insurance Regulatory and Development Authority eliminated general insurance tariffs to promote growth of private insurance products.

These two events seem to have fueled industry reaction. Always a swift responder to market opportunities, the private healthcare sector has wasted no time in pursuing growth. Leading insurance broker Optima, for instance, launched the site Click2insure.in this May to provide consumers with an online venue for comparing various coverage options before purchasing.

These notable events, added to the insurance market's compound annual growth rate of up to 35 percent, make the opportunities seem boundless. According to a panelist from the Wharton India Economic Forum, the growth will help bring about a "credible risk management framework." The assumption is that when insurance companies have solid data as a reference, they can offer more and better-priced products.

### Care

The low ratio of hospital beds to patients and the limited access to care for those living outside major metropolitan areas have long been topics of concern in India. The country's potential economic prominence has drawn progressive investors to help address these issues. Last year, according to World Bank's International Finance Corporation, it invested US\$67 million in one of India's largest healthcare providers, Max Healthcare Institute. This equity investment has meant numerous added beds in several existing primary and specialty centers as well as the construction of new facilities in multiple cities.

Additionally, the Indian government is set to invest US\$177.22 million in healthcare centers along the "Golden Quadrilateral" (GQ), the major expressway connecting many of the country's cities and ports. The project aims to establish almost 140 centers along the GQ, with at least one center in each state, in order to increase access to care.

India knows the world is watching. The country, always impressive in its ingenuity and drive, is poised to leap forward in its healthcare practices. Moreover, its upwardly mobile middle class has the prospective purchasing power to fuel transformation. As new, more discerning consumers emerge, they will demand availability and accessibility, as well as quality, service and positive clinical outcomes. It stands to reason that these contributing factors will substantially benefit India's healthcare sector and assure its economic clout.

## Additional Highlights

### Finance

Our balance sheet remains very strong with over ██████ in cash and marketable securities, compared to current liabilities of ██████.

### Sales

Focused sales programs are in place to introduce our services to key target accounts, with the goal of closing a number of deals by year-end. The Health Care Practice Leaders (HCPLs) continue to cultivate prospects at various stages in the sales cycle. Specific opportunities include:

- Proposals and follow-up presentations on the Adaptis BPO solution
- Joint proposal activities between Adaptis and Tēla

Lead-development activity is strong as Adaptis' reputation as an outsourcing knowledge leader grows. Our knowledge of the QNXT system and excellent performance record are key advantage points for our HCPLs.

### Marketing

Our new website is up, complete with Adaptis-specific imagery and streamlined messaging. The launch includes the first use of our revised URL, [www.adaptis.com](http://www.adaptis.com) (we dropped the "inc"). The site boasts a more contemporary look as well as easier navigation and improved technical infrastructure.

Marketing campaigns are under way that center on the advantages of outsourcing as a means to update technology and improve quality. Routine, broad-brush contact includes informational messages to prospects as well as invitations to specific Adaptis-sponsored conferences.

The conference season is in full swing. Adaptis attendance or exhibition for the first half includes:

- Medicare Operations, Bidding & Implementation Conference (April 17–18)
- Streamlining and Enhancing Medicare Operations Conference (May 1)
- Midwest Claims Conference (May 14–16)
- TriZetto Payer Conference (May 18–20)
- Ohio Association of Health Plans Annual Meeting (May 20–21)
- AHIP Institute (June 18–20)

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## Blended Shore Capabilities



## Enterprise Platform



## Preferred Vendors

