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EXL Healthcare and Novu Form Strategic Partnership to Deliver Consumer-Centric Health Management

NEW YORK, Aug. 3, 2015 (GLOBE NEWSWIRE) -- EXL (Nasdaq:EXLS), a leading business process solutions company, today announced that it has formed a strategic partnership with Novu, an industry-leading consumer engagement and rewards platform, to provide health plan members greater access to health content, social groups and reward programs that are integrated with care management programs powered by EXL Healthcare's suite CareRadius®.

Traditionally, access to the health resources within care management technology has been limited to the nurses and care teams conducting member outreach, typically by phone or email. Combining the patent pending CareRadius® suite with the best-in-class consumer engagement platform from Novu empowers individuals to fully engage with their health in a consumer-centric way that aligns directly with their care management plan. This game-changing offering enables risk-bearing organizations to have deeper and broader touches across their populations, resulting in improved outcomes, enhanced member experiences and increased payments for payers and providers. Commercial, Medicare, and Medicaid markets will benefit from this innovative approach to market delivery as it is delivered through both payers and ACOs.

Scott McFarland, Senior Vice President of EXL Healthcare and General Manager of EXL Healthcare's Population Health Solutions, said, "This strategic partnership with Novu enables EXL to provide a meaningful relationship with the patients and health plan members to enable clinical teams to engage the right patients at the right time, while facilitating digital engagement with other members who want and need self-management and healthy lifestyle resources."

EXL Healthcare delivers strategic solutions to risk bearing entities that integrate technology, operations management, analytics and transformational consulting. These best-of-breed solutions enable improvement in patient outcomes, enhancements to the customer experience, and increases in both Revenue Optimization and Payment Integrity.

Through Novu, health care organizations can offer a comprehensive set of health tools including challenges, programs, social communities and strategic incentive management, along with underlying gamification, management and reporting to guide consumers toward healthy outcomes. Novu's personalized consumer health platform is designed to create tailored, rewarding health experiences for members across channels, including mobile and desktop. For the first time, payers and providers are able to align around the interests and needs of the consumer.

"The future success of population health relies on being able to connect the right data to the right member and make it actionable for not only payers and providers, but the consumer as well," said Andrew Cone, Novu's EVP of Sales and Account Management. "Our combined solutions deliver a truly unique and valuable offering to the marketplace. We are excited to partner with EXL to deliver the ability to leverage meaningful, relevant data on behalf of the consumer."

About Novu

Novu is a SaaS-based consumer engagement and rewards platform designed to align consumers and the health care ecosystem. The company connects data and technology with comprehensive wellness tools and rewards to create unique, personalized health experiences that target outcomes for the health care system. Leveraging advanced campaign management, gamification and data-driven consumer insight, Novu cultivates new relationships and loyalty to achieve better health across the care continuum. The company is based in Minneapolis. More information is available at www.novu.com.

About EXL

EXL (Nasdaq:EXLS) is a leading business process solutions company that looks deeper to drive business impact through integrated services and industry knowledge. EXL provides operations management, decision analytics and technology platforms to organizations in insurance, healthcare, banking and financial services, utilities, travel, and transportation and logistics, among others. We work as a strategic partner to help our clients streamline business operations, improve corporate finance, manage compliance, create new channels for growth and better adapt to change. Headquartered in New York and in business since 1999, EXL has approximately 23,000 professionals in locations throughout the U.S., Europe and Asia. For more information, visit www.exlservice.com.

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