



November 18, 2013

## **Blue Cross Blue Shield of North Carolina and EXL Landa to Discuss the Impact of Analytics on Care Management**

### **Panel to focus on power of data to drive efficiency and improve health at the 2013 AHIP Operations and Technology Forum**

NEW YORK, November 18, 2013 - EXL (NASDAQ: EXLS), a leading provider of business process solutions, today announced that EXL Landa will join Blue Cross and Blue Shield of North Carolina (BCBSNC) to discuss how health plans can use analytics to achieve the next level of operational efficiency at the 2013 AHIP Operations and Technology Forum. The annual conference is attended by senior leaders in both operations and technology and has a strong focus on health insurance IT.

The session will focus on how health plans can harness the power of their data to more effectively reach members and support changes in behaviour. Panellists will discuss the how to manage the intersection of data and technology, how analytics add real business value, and how the use of analytics might evolve.

WHO: Dr. John Fong, VP & Sr. Medical Director Healthcare Management, BCBSNC; and Jay Dunlap, General Manager of EXL Landa, a leading care management software provider

WHAT: "Harnessing the power of data"

WHEN: 12 noon CDT Tuesday, November 19, 2013

WHERE: Hyatt Regency, Chicago

#### **About BCBSNC:**

Blue Cross and Blue Shield of North Carolina is a leader in delivering innovative health care products, services and information to more than 3.74 million members, including approximately 1 million served on behalf of other Blue Plans. For generations, the company has served its customers by offering health insurance at a competitive price and has served the people of North Carolina through support of community organizations, programs and events that promote good health. Blue Cross and Blue Shield of North Carolina was recognized as one of the World's Most Ethical Companies by Ethisphere Institute in 2012 and 2013. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Visit BCBSNC online at [bcbsnc.com](http://bcbsnc.com). All other marks are the property of their respective owners.

#### **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, 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 more than 21,000 professionals in locations throughout the U.S., Europe and Asia. For more information, visit [www.exlservice.com](http://www.exlservice.com).