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EXCEL IN MARKETING SELECTED BY KAISER PERMANENTE TO MANAGE CUSTOMER RELATIONSHIP MARKETING CONVERSION

Orinda, CA – Kaiser Permanente, Southern California has selected the Orinda-based marketing firm Excel in Marketing LLC to provide project management services for their national collateral conversion project to support member growth and retention.

Kaiser Permanente **Kaiser Permanente** is an integrated managed care organization, based in Oakland, California, founded in 1945 by industrialist Henry J. Kaiser and physician Sidney R. Garfield. Kaiser Permanente is a consortium of three distinct groups of entities: the Kaiser Foundation Health Plan, Inc. and its regional operating organizations, Kaiser Foundation Hospitals, and the Permanente Medical Groups. As of 2006, Kaiser Permanente operates in nine states and Washington, D.C., and is the largest managed care organization in the United States. Kaiser Permanente has 8.7 million health plan members^[5], 156,000 employees^[6], 13,729 physicians^[7], 37 medical centers, 400 medical offices, and \$34.4 billion in annual operating revenues and \$1.3 billion in net income^[8]. The Health Plan and Hospitals operate under state and federal not-for-profit tax status, while the Medical Groups operate as for-profit partnerships or professional corporations in their respective regions. (sourced Wikipedia 2008)

EIM has been in discussion with the L.A. based division over the last few months to ensure Marketing strategies move forward utilizing the most advanced technologically and tools to communicate with prospects and customers at the right time with the right message. Working alongside Comac, an Iron Mountain company creating and distributing fulfillment services for Kaiser, EIM will leverage their project management experience to outline key business, technical and functional requirements and provide input on direction going forward with a one to one marketing strategy.

“Several of our team members will join in the effort to work with this healthcare team. They are quite sophisticated in their strategy and more importantly, eager to improve their customer’s experience with the organization,” said Temple-Wolfe.

The consultants at Excel in Marketing are marketing professionals with more than a century of experience in diverse marketing functions. They have extensive experience in market research, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. As a virtual team, it helps to keep expenses down, as well as provide clients more flexibility and higher value. Our consultants seamlessly operate as an extension of your team and help to ensure that your organization’s most immediate needs and priorities are fulfilled.

For more information, please contact Christine Temple-Wolfe at (925)876-7191 to schedule a free consultation or visit the Excel in Marketing website at: www.excelinmarketing.com.