



## **PRESS INFORMATION**

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### **FOR IMMEDIATE RELEASE**

#### **NEWKIRK ANNOUNCES UPGRADES TO MEMBER COMMUNICATIONS ONLINE SYSTEM ONLINE ORDERING INCLUDES NEW FEATURES TO MAKE MEMBER KIT BUILDING EASIER**

ALBANY, NY, November 30, 2009 — Newkirk, a nationally known communications provider for health plans and third party administrators, announced today that *EnrollPlus*<sup>®</sup> *Health*, the company's online pre- and post-enrollment material ordering system, includes new features that make the creation and delivery of member communications easier.

Designed exclusively for use by commercial plans, government health plans, and third party administrators, *EnrollPlus Health* is accessible via the Internet to build enrollment booklets (which could contain any group-specific benefit information, such as certificates of coverage, summary of benefits, forms, and privacy notices). Among the new features, an online kit fulfillment option combines print-on-demand technology with the ability to select traditionally printed material to create complete kits. Additionally, users can now upload mailing files so kits can be mailed directly to members' homes.

"What these new features mean for plan providers is no obsolete inventory and consistently up-to-date documents," said Pete Newkirk, president of Newkirk. "We're happy to help plans save considerable time in creating pre- and post-enrollment communications with our online kit building solution," Newkirk added.

From enrollment booklets to ID cards, Newkirk's targeted health-care solutions address the current demands of the health-care industry. Newkirk's one-stop shopping has been designed to make communicating pertinent information to members on-time and complete. You can register to view a demo of *EnrollPlus Health* at [www.newkirk.com/ephealth](http://www.newkirk.com/ephealth).

**\*\*MORE\*\***

Additionally, interested providers can contact Newkirk at 518-862-3321 or go to [www.newkirk.com](http://www.newkirk.com) for more information.

### **About Newkirk**

Newkirk is a leading provider of member pre- and post-enrollment, member retention, and provider communications for managed care organizations, third party administrators, and self-funded plans. Newkirk's online publishing systems and cost-efficient communications give organizations an edge from enrollment through retention.

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