



TeleTech and Welltok Announce Strategic Partnership to Deliver High Tech, High Touch Experience for Health Consumers

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Creating Smart Communications Solutions with Integration of Analytics and Live Agents

DENVER, Jan. 19, 2017 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions, and [Welltok](#), the leading consumer health enterprise Software as a Service company, today announced a strategic partnership to help population health managers guide consumers to optimal health with a more personal touch. The partnership will bring together advanced analytics with multi-channel communications capabilities to create highly-orchestrated and effective healthcare campaigns.

"The healthcare industry is only becoming more complex for consumers, and requires an intelligent combination of technology and human support to navigate," said Rob Scavo, Welltok President and COO. "By partnering with a tech-savvy contact center conversant in the diverse and dynamic needs of the healthcare market, we are adding new and enhanced communications capabilities to make the right connections, at the right time."

The Welltok and TeleTech partnership brings together advanced and diverse capabilities to reach health consumers through the appropriate combination of email, web, mobile, SMS text, mail and live agents. TeleTech's live agent services are coordinated and tightly integrated with [Welltok's multi-channel communications](#) campaigns to maximize the effectiveness of outreach programs. Additionally, the integration of [Welltok Analytics](#) creates smart, flexible campaigns that trigger a live agent interaction when a human touch would be more impactful. For example, if a health plan was changing its drug formulary, the program could identify members at risk of churn and initiate a dialogue between them and a live agent to find lower-cost alternatives.

"We live in a digital world, but there are many people who still prefer to speak to a live person rather than receive an email. This is especially true when someone is inquiring about their healthcare," said Judi Hand, Executive Vice President, TeleTech. "This partnership will enable healthcare consumers to be contacted in the way that works best for them – whether that is on the phone, through a text message, email or traditional mail – which greatly increases the effectiveness of the communication."

TeleTech is a leader in live agent services with over 30 years of customer engagement experience. The company has made a significant investment in the healthcare vertical and today, it is one of its fastest growing segments with 6,000 dedicated customer service associates supporting healthcare clients across 15 contact centers worldwide. The company's healthcare operations are HIPAA and PCI compliant, including URAC certified.

About TeleTech

TeleTech is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, TeleTech helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 43,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other.

About Welltok

Welltok, the leading consumer health enterprise Software as a Service company, is on a mission to empower consumers to achieve their optimal health. Its award-winning CaféWell Health Optimization Platform connects consumers with available and relevant benefits, resources and rewards by designing personalized action plans. Additionally, the company's technology-enabled services leverage both advanced analytics to derive meaningful consumer insights and multi-channel communications to reach consumers through the right channel with the right message. Welltok drives greater consumer engagement and healthcare value for customers across the healthcare continuum including payers, employers, government programs (Medicare and Medicaid) and providers. Follow [@Welltok](#)

Media Contacts:

Welltok	TeleTech
Erica Sniad Morgenstern	Olivia Griner
720.390.6373	303.397.8999
pr@welltok.com	media@teletech.com

TeleTech®

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