



HACKER GROUP LAUNCHES DEDICATED HEALTH MARKETING PRACTICE
HealthHG Leverages Deep Industry Expertise to Address Health Insurance Marketing Complexities

SEATTLE, WA – March 29, 2010 – Hacker Group, one of the largest direct/digital marketing agencies in the West, today announced that it has formalized a dedicated health insurance marketing practice within the agency. Following years of real world experience within the industry, Hacker Group formed HealthHG (<http://health.hackergroup.com>) to address the highly specialized and complex needs of health insurance marketing. While other agencies may have divisions specializing in healthcare marketing, most focus on the pharmaceutical industry, not health insurance. The practice is led by Jill Kaufman, Hacker Group Vice President of Account Services and Tom Reid, Chief Strategist.

Jill Kaufman explained why Hacker Group created the specialized practice, “Health insurance marketing is highly regulated and nuanced with complexities. Success depends on marketers’ ability to exploit knowledge of the regulatory environment as well as very specialized direct/digital practices. Over the years Hacker Group has refined its ability to do both very well, and because our expertise is unusually effective, we wanted to focus part of our company entirely on this practice .”

Category knowledge combined with direct marketing expertise enables HealthHG to more quickly engage with client-specific issues, such as analyzing market conditions, understanding unique business demands and developing marketing campaigns that propel more sales.

With the passage of the recent healthcare reform bill, healthcare issues are front and center in the minds of consumers and businesses alike. Tom Reid, Hacker Group Chief Strategist for HealthHG stated, “Now more than ever, health insurance marketers need to be both strategic and nimble in quickly taking advantage of new opportunities.” To that end, on Tuesday, March 30, 2010, Hacker Group is hosting a free webinar to help insurance marketers develop an effective request for proposal (RFP) for marketing services.

The HealthHG team currently works with Highmark Blue Shield, EmblemHealth, Blue Cross and Blue Shield of Alabama, among other health insurance clients.

About Hacker Group

Founded in 1986, Hacker Group is a full-service direct/digital marketing agency specializing in measurable, ROI-driven communications programs for blue-chip clients throughout the country including Fortune 500 clients such as AT&T, Carnival Cruise Lines, Chipotle Mexican Grill, Netflix and others. Using a disciplined approach to strategy development that begins with sales goals to determine the right mix of measurable media, Hacker Group programs employ a closed-loop feedback process to learn, refine and apply what works, to continually improve campaign results. For more information, visit www.hackergroup.com.

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