



## PRESS RELEASE

# Teleperformance Brings Global Expertise to the World's Largest Healthcare Companies at 11<sup>th</sup> Annual World Health Care Congress

Company's healthcare practice presents proprietary insights into consumer needs at leading conference to help transform the healthcare industry

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**PARIS, APRIL 07, 2014** – Teleperformance, the global leader in outsourced multichannel customer experience management, today announced that its Healthcare Practice Group will be speaking at the 11<sup>th</sup> Annual World Health Care Congress (WHC) on April 7-9 in National Harbor, Maryland, USA. The WHC annual meeting brings together thought leaders to collaborate on healthcare strategies for quality, customer/patient and cost improvements. Teleperformance has over 50 global healthcare clients and thousands of professionals dedicated to the industry worldwide. The company will present proprietary insights into healthcare payers' member preferences during several conference sessions.

*"Our experts presenting at WHC bring a vast amount of healthcare-specific knowledge." said Paulo César Salles Vasques, Worldwide CEO of Teleperformance Group. "We serve many diverse and global healthcare clients including payers, providers, pharmaceutical and medical device companies. These clients partner with us because we have over 35 years of experience and a unique, multi-dimensional view into consumer healthcare needs and preferences around the world. Teleperformance is really proud and also humble to be a key end-to-end global healthcare service provider because this industry is about serving mankind and is competitive, dynamic and evolving rapidly. Lives are literally on the line and certainly quality of life is at stake, so serving the healthcare industry really is a unique responsibility requiring a commitment to both continuous learning and perpetual excellence."*

According to Teleperformance's CX Lab which recently examined how U.S. healthcare payers are addressing their members' needs, healthcare payers have an opportunity to expand communications to additional channels sometimes preferred by their members. Among key findings, channels preferred by members include phone (70%), e-mail (21%), click-to-chat (8%), and mobile app & social media (1%).

### Teleperformance WHC speaking sessions include:

- Rich Macha, Executive Vice President, Strategic Healthcare Accounts, will discuss moving to retail design to meet the needs of a consumer-driven healthcare system, new ways payers should be reaching consumers, changes to member experience with self-service and online shopping.
- John Maczynski, Executive Vice President, Business Development, Healthcare Practice, will share insights on adapting new strategies in customer service, acquisition, and retention, including findings from Teleperformance CX Lab's research, and examples of best practices and innovations in member management.
- Jo Anne Anderson, Executive Vice President, Healthcare Practice, will present at keynote session on consumer engagement, gauging the role of employers to drive behavior change, how brands can differentiate themselves, and examination on retail segmentation, patient engagement, and wellness initiatives.

For more information, visit <http://www.worldcongress.com/events/HR14000/>



## **ABOUT TELEPERFORMANCE GROUP**

Teleperformance, the worldwide leader in outsourced multichannel customer experience management, serves companies around the world with customer care, technical support, customer acquisition and debt collection programs. In 2013, it reported consolidated revenue of €2,433 million (\$3,236 million, based on €1 = \$1.33).

The Group operates 110,000 computerized workstations, with close to 149,000 employees across around 230 contact centers in 62 countries and serving more than 150 markets. It manages programs in 63 languages and dialects on behalf of major international companies operating in a wide variety of industries.

Teleperformance shares are traded on the Euronext Paris market, Compartment A, and are eligible for the deferred settlement service. They are included in the following indices: SBF 120, STOXX 600 and France CAC Mid & Small. Symbol: RCF - ISIN: FR0000051807 - Reuters: ROCH.PA - Bloomberg: RCF FP

For further information, please visit the Teleperformance website at [www.teleperformance.com](http://www.teleperformance.com).

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