As Seen In... Forbes, September 2, 2013

Software Services Provider for Health Insurers Among Fastest-Growing Private Companies

Clarity Software Solutions, Inc.

None of Clarity Software Solutions' clients were surprised to find the company near the top of *Inc.* magazine's exclusive ranking of the nation's fastest-growing private companies for 2012. The expanding list of national and regional health insurance companies had already given Clarity a solid "thumbs up," with 100 percent saying they would recommend the document management and distribution services provider to others.

A remarkable 2,813.4 percent growth rate over the past three years placed Clarity in the #107 spot on the *Inc.* 500|5000 (#4 in the Business Products and Services industry segment and #3 in Connecticut). In 2012 alone, the company added more than a dozen commercial, Medicare and Medicaid insurance companies of all sizes, bringing its clientele to over 80. In the same year, over 35 percent of existing clients extended their partnership with Clarity by adding new product solutions as their communication needs increased. Adding resources and staff, Clarity recently relocated to a new, state-of-the-art facility in Madison, Connecticut.

"Our growth is a testament to our ability to deliver on the promise of cutting-edge technology and world-class service," says Clarity President and CEO Sean Rotermund.

Rotermund founded Clarity in 2007 to fill a need for on-demand document management, composition and communications delivery to insurance providers. "Few industries are as communication-dependent as health insurance," he says. "We get that. We make it easy for health plans to create customized pre-sales materials and enrollment kits to drive participation and revenue. We greatly reduce the administrative burden of producing various post-sales documents such as ID cards, EOCs, SBCs, EOBs and more."

Clarity is valued by clients as a trusted partner. Its solutions eliminate the need to build and operate costly in-house systems by providing a single, hassle-free touch-point for generating custom documents that ensure compliance with the still-fluid healthcare regulations. Equally important, Clarity's solutions allow for distribution of communications across all media – print, Web or mobile.

"It's been quite refreshing to work with a vendor that continues to be innovative with product/service offerings, while keeping up with all the industry standards and requirements. It's nice to know that we are just as important to your business after a few years as we were when we first came onboard!"

—Clarity client

"Our clients can tap into the value of using smartphones and tablets to improve both sales and customer service – a benefit younger policyholders increasingly expect," says Rotermund. "We constantly focus on industry trends like mobile applications and adapt to provide impactful solutions that create efficiencies and manage costs."

Clarity Software Solutions, Inc. President and CEO Sean Rotermund spearheaded "Clarity for Charity," a program that allows the company and its employees to give back to the Connecticut shoreline community.

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