



FOR IMMEDIATE RELEASE

GráficaGroup Launches Prospect Site for Horizon Blue Cross Blue Shield of New Jersey

Chester, New Jersey (July 25, 2009) – In today’s very competitive healthcare environment, it is imperative for insurers to proactively attract and acquire new customers. To accomplish this goal, GráficaGroup designed and launched a new marketing tool for Horizon Blue Cross Blue Shield of New Jersey (Horizon BCBSNJ) called MakingHealthcareWork.com.

The new prospect site provides a centralized location for Horizon BCBSNJ product information for individuals, families, and Medicare-eligible candidates as well as small and large groups. The site entices visitors to learn more about Horizon BCBSNJ’s various products and services with supporting online tools, rate quotes, and information on discount programs and more. GráficaGroup also developed the site with a layout and structure that allows for future growth of content and functionality and conducted usability testing to ensure the new design’s effectiveness.

“As Horizon Blue Cross Blue Shield of New Jersey’s marketing partner, we are always developing effective marketing solutions to help them achieve their business goals. We are confident this new prospect site will become a key customer acquisition tool,” says Debra Taeschler, President and CEO of GráficaGroup.

About GráficaGroup

GráficaGroup is an award-winning, full-service, direct response marketing firm that enables businesses to engage customers and prospects more effectively at each touch point throughout the purchase cycle. The agency specializes in integrating both online and traditional media channels to achieve greater marketing efficiencies and to enable marketing campaigns to be continually measured and optimized.

GráficaGroup works with mid-sized to FORTUNE 500 B2B and B2C companies such as: AT&T, Century 21 Real Estate LLC, Horizon Blue Cross Blue Shield of New Jersey, Jackson Hewitt Tax Service, KPMG LLP, Morgan Stanley, Ortho-Clinical Diagnostics, PSE&G, Trane, and Wells Fargo Home Mortgage, among others.

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