

**FOR IMMEDIATE RELEASE**

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## **EmblemHealth Selects Hacker Group as Direct Marketing Agency of Record**

SEATTLE--([BUSINESS WIRE](#)) – January 24, 2011 – Hacker Group, one of the largest digital/direct marketing agencies in the West, today announced that it has been named Agency of Record by New York-based [EmblemHealth](#) for its direct marketing efforts. EmblemHealth provides health care coverage and services to more than three million people through its companies Group Health Incorporated (GHI) and HIP Health Plan of New York.

EmblemHealth Senior Vice President of Marketing and Sales, Charlene A. Maher, explained why Hacker Group was selected over other agencies vying for the coveted work. “We are confident that Hacker Group’s disciplined direct marketing approach will deliver the rapid growth we need in the individual health insurance market as we prepare for the exchange era. The insurance and direct marketing landscapes are evolving simultaneously – Hacker Group understands both and delivered a strategy that marries this expertise.”

Spyro Kourtis, president and CEO of Hacker Group, explained how the agency’s philosophy helped secure the win. “As an incumbent agency, which was the case with EmblemHealth, Hacker Group never shows up simply to retain business; we come to win it. We view a track record of success as yesterday’s news and instead of resting on our laurels we aggressively seek out new strategies and tools to ensure our client’s success.”

The healthcare and health insurance markets are highly complex, requiring specialized marketing efforts. In 2010, to support the agencies growth and expansion in this segment, Hacker Group launched [HealthHG](#), a dedicated health insurance marketing practice within the agency.

### **About EmblemHealth**

EmblemHealth, Inc., through its companies Group Health Incorporated (GHI) and HIP Health Plan of New York (HIP), provides affordable, quality health care coverage and administrative services to approximately 3.3 million people. Groups and individuals can choose from a variety of PPO, EPO and HMO programs, as well as prescription drug, dental and vision plans. Plans offer a choice of networks, including access to over 106,000 quality doctors and other health care professionals and most of the leading hospitals across the tristate region. For more information, visit [www.emblemhealth.com](http://www.emblemhealth.com).

### **About Hacker Group**

Founded in 1986, Hacker Group is a digital/direct marketing agency specializing in measurable, ROI-driven sales and marketing programs for blue-chip clients throughout the country including 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 employs a closed-loop feedback process to test, learn, refine and apply what works in order to continually improve campaign results. For more information, visit: [www.hackergroup.com](http://www.hackergroup.com).