

**Press Release
For Immediate Release**

HM Health Solutions announces acquisition of GuideWell's Fulfillment Business to Support Long Term Growth Strategy

Pittsburgh, PA – January 3, 2017 -- HM Health Solutions, an innovative, technology solutions company that enables health plans to grow revenues, reduce costs and gain economies of scale, today announced the acquisition of Incepture Print Solutions, the fulfillment business of GuideWell Mutual Holding Corporation (GuideWell), effective January 1, 2017.

The fulfillment business' approximately 50 full-time employees, who serve healthcare, financial, and insurance customers across 15 states, all joined HM Health Solutions as part of the acquisition. This operation produces more than 400 million pages and 90 million mailed items annually and is one of the largest commercial print-to-mail operations in North Florida.

"HM Health Solutions' commercial print fulfillment business remains a core source of sustained profitability and operating income in 2017 and is essential to our future growth strategies. The acquisition of GuideWell's fulfillment business broadens HM Health Solutions' customer base and has the potential to increase HM Health Solutions' print volume by approximately 40%, thus increasing the economies of scale for the Highmark Health enterprise and our business partners," commented Matt Ray, President of HM Health Solutions. "Both companies have been working together to ensure a smooth and seamless transition of business operations for customers and employees, and we look forward to the partnership role GuideWell will play in helping us advance our print fulfillment operations and to providing additional print services to all HMHS customers."

The acquisition of the GuideWell fulfillment business will have no impact on current HM Health Solutions employees or its commercial fulfillment centers, and the company does not anticipate any future impacts to those facilities as a result of this acquisition.

About GuideWell Mutual Holding Corporation

GuideWell Mutual Holding Corporation (GuideWell) is a not-for-profit mutual holding company and the parent to a family of forward-thinking companies focused on transforming health care. The GuideWell organization includes the leading health insurance company in Florida, a number of health care delivery businesses, a consumer engagement company, and a provider of administrative services to state and federal health care programs. For more information, visit www.guidewell.com.

About HM Health Solutions

HM Health Solutions (HMHS) was formed in March, 2014. HMHS enables health plans to achieve top-line revenue growth, reduce costs and gain economies of scale. The HMHS enterprise platform provides cloud-based solutions that support a comprehensive suite of offerings. HMHS offers services in multiple product lines, including Medicare, Medicaid, commercial, and individual lines of business. With industry-leading talent, business processes and technology solutions, HMHS helps enterprise clients deliver outstanding results and a differentiated customer experience. For more information, visit www.hmhs.com.

CONTACT:

Lynn Seay
Director, Corporate Communications
Highmark Health
412-544-2771
Lynn.seay@highmarkhealth.org