



Atento and Simplify Healthcare Partner to Transform Member Experience Through Business Transformation Outsourcing (BTO)

Miami, FL – June 25, 2025 – Atento, a global leader in customer experience (CX) solutions and **Business Transformation Outsourcing (BTO)**, announced a strategic partnership with **Simplify Healthcare**, a recognized leader in enterprise software solutions for Payers. This alliance introduces a co-developed, **pilot-first CX program** to help U.S. healthcare payers enhance member and provider experience, accelerate operational efficiency, and drive measurable outcomes, without upfront capital investment.

The joint solution, powered by **Atento's "Technology with a Human Touch" philosophy**, integrates Simplify Healthcare's **Xperience1™** platforms with Atento's proven CX delivery and automation capabilities. Health plans will now be able to **improve satisfaction (CSAT/NPS), reduce average call handle time, shorten training cycles**, and deliver consistent, humanized experiences, swiftly and at-scale.

"This partnership reflects the next chapter of Business Transformation Outsourcing," said Brent Bush, EVP, Atento. "Together, we are enabling payers to move faster, lower costs, and modernize member experience through a model designed for clear ROI, rapid deployment, and zero CAPEX. This is transformation made simple and scalable."

Built on a **no-CAPEX model**, the solution enables health plans to test and scale CX transformation through a low-risk pilot approach. Key benefits include:

- Up to **50% reduction in average call handle time**
- **100% elimination of manual post-call documentation**
- Up to **50% reduction in agent training time**
- **Improved first-call resolution**
- **Zero capital expenditure to launch the program**

In turn, members benefit from faster, more personalized service, with shorter wait times, more accurate information, and smoother journeys that require fewer handoffs to resolve their needs. The result is a more consistent and satisfying member experience, supporting higher loyalty and stronger plan engagement. "This is a unique opportunity for payers to accelerate transformation without disruption," **said Ashish Desi, EVP and GM, Xperience1™ at Simplify Healthcare**. "Together, we're helping the industry leverage proven AI capabilities to pivot from complexity to clarity—with measurable impact on operations and the member experience."

Payers interested in launching a pilot with Atento and Simplify Healthcare can learn more at <https://atento.com/en/industry/healthcare>.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("CRM BTO") services in Latin America and one of the world's leading providers. Atento is also one of the leading providers of nearshoring CRM BTO services for companies operating in the United States. Since 1999, the company has developed its business model in 17 countries, employing approximately 110,000 people. Serving more than 400 customers, Atento offers a wide range of CRM BTO services



across multiple channels. The majority of Atento's clients are leading multinational companies in the telecommunications, banking and financial services, healthcare, retail and government sectors. In recent years, the company has been recognized for its excellence by several industry analysts globally, including Everest, Gartner, Frost & Sullivan and ISG. Forbes recognized Atento as one of the 100 best companies to work for in Spain in 2023, while Great Place to Work® has continuously ranked us as one of the 25 best companies to work for globally. We have also been recognized as the 1st company in the sector globally to achieve the ISO 56002 Innovation Management Certification, which we have maintained for four consecutive years.

For more information, visit www.atento.com.

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About Simplify Healthcare

Simplify Healthcare enables Payers to achieve growth and cost efficiencies with its industry-leading platform, people, and processes. Established in 2008, Simplify Healthcare has taken on some of the toughest challenges facing payers by simplifying payer operations, connecting their front, middle, and back office with a payer-focused platform-centric approach.

For more information, please visit simplifyhealthcare.com.