

Health Care Reform Seminar

Friday, March 4, 2011
Sheraton Harrisburg Hershey Hotel
Harrisburg, PA

Banyan Consulting invites you to a Health Care Reform Seminar

Health Care Reform—Part 1

Learn from experts Shelly Bloom, Manager of Broker Relations with Emerson, Reid, & Co. & President of the PA Association of Health Underwriters and Vince Phillips, Lobbyist for the PA Association of Health Underwriters, who are right in the mix of health care reform.

Topics Discussed include:

- Cause and effect of political climate change on health care reform
- The impact of the medical loss ratio ruling by DHHS
- Overview of exchanges
- Recent health care reform update

Health Care Reform—Part 2

While the major pieces of health care reform (e.g. insurance exchanges) do not go into effect until 2014 and beyond, there are many smaller provisions of the legislation that will have an immediate impact on insurance companies.

Highmark will outline those provisions and describe how they will affect your organization.

Roundtable Discussion

Hear from your peers on how they are coping with health care reform in their own organizations. Local employer groups will share how health care reform affected their recent renewal decisions, how those decisions were implemented, hurdles overcome and success stories.

Registration

RSVP via email or phone to Megan Erway, merway@banyan-llc.com, 717.796.7452



This seminar has been approved for 3 (Specified - Strategic Business) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute.



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Main Speaker Credentials:

SHELLY BLOOM is Manager of Broker Relations at Emerson, Reid & Company, a wholesale General Agency with offices in Pennsylvania, New York, and New Jersey. She supervises the Broker Consultants that serve both the Western and Central regions of PA. Shelly has a B.A. in Spanish from Indiana University of Pennsylvania. (IUP). She was a broker in Erie, PA for 13 years before joining Emerson Reid in December, 2007. Shelly is President of the Pennsylvania Association of Health Underwriters and is very active in legislative activity.

VINCE PHILLIPS has lobbied for the Pennsylvania Insurance Brokers since 1989 and serves as contract lobbyist for the Pennsylvania Association of Health Underwriters. Vince also has Washington, DC experience, having served as part of President Reagan's transition team and as a political appointee in the Reagan Administration. His firm, Phillips Associates, also provides professional training with over 70 courses approved by the state. He holds a Bachelor's degree from Indiana University South Bend, a Master's from the University of Notre Dame, and a Master's of Public Administration from the Maxwell School of Syracuse University.

Registration

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merway@banyan-llc.com 717.796.7452

Location

Sheraton Harrisburg Hershey Hotel
4650 Lindle Road · Harrisburg, PA 17111
www.sheratonharrisburghershey.com

Seminar Agenda At-A-Glance

8:30 a.m.
Registration &
Continental Breakfast

9:00 a.m.
Health Care Reform
Update—Part 1
*Shelly Bloom, Emerson,
Reid & Company and
Vince Phillips, Association
of Health Underwriters*

10:00 a.m.
Health Care Reform
Update—Part 2
Highmark

11:00 a.m.
Roundtable Discussion
*Panel of Local Employer
Groups*

11:45 a.m.
Closing Remarks
*Larry Cooney, Regional
Director Banyan
Consulting*

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