

September 12, 2013

## Obama Care: What Does It Mean To Your Small Business

### Organizers

Jim Handlon, CEO, Bottomline Partners

### Presenters

Heather Haberle, A&M – Healthcare Operations  
 Ben Brundred, SVP, Benefits Resources, Inc.  
 Josh Pincus-Sokoloff, President, JPS Benefits

### Presentation Overview

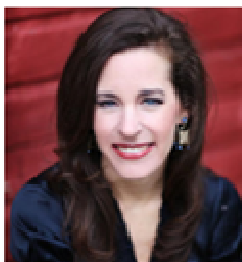
ObamaCare, known as the Affordable Care Act (ACA), was enacted with the purpose of lowering healthcare insurance costs and reducing the spiraling cost increases in healthcare service delivery. As the clock ticks and the implementation date approaches, much uncertainty and lack of clarity exists about what this new set of legislations will mean to small & medium size businesses and what courses of action are available to employers.

This CXO session specifically addresses 3 important perspectives on ObamaCare to help CEOs understand what the new rules say & do for employers, what choices employers have, and what does this mean to healthcare service delivery impacting employees.

### Presentation Key Takeaways

1. What the new rules say and do what for employers
2. Choices employers have
3. Healthcare service delivery & the new models and implications
4. Alternatives for consideration
5. What are others doing in the marketplace

### About Our Presenters



#### Heather Haberle, A&M – Healthcare Operations

Heather Haberle is a Director with the global firm of Alvarez & Marstad, focused in the Healthcare Industry, a comprehensive consulting practice offering services throughout a company’s lifecycle – from early stage due diligence and strategy services through exit or turnaround advisory services. Heather works with clients to assess performance improvement opportunities of clinical and ancillary services as well as research and teaching programs. She has supported client teams develop partnership opportunities with regional benefit, and facilitated teams to incorporate new requirements into existing practices, such as CMS Eligible Provider Meaningful Use, client care alignment initiatives and increased patient access. Heather is a graduate of Johns Hopkins – The Bloomberg School of Public Health.

Date | Time | Location

THURSDAY  
 September 12, 2013

7:30 AM to 8 AM  
 Networking and  
 Continental Breakfast

8 AM to 9 AM  
 CXO Forum  
 Presentation

9 AM to 9:15 AM  
 Burning Issues: Discuss  
 your specific challenges  
 with colleagues and  
 fellow CXO Forum  
 members

Location  
 Cherry Bekaert  
 1934 Old Gallows Road  
 4th Floor  
 Vienna, VA 22182  
 703.506.4440

For directions, visit  
[www.cxoforum.com](http://www.cxoforum.com)

FOUNDING PARTNER



STRATEGIC PARTNERS



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Bring A Guest!

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Volunteer For A Committee

September 12, 2013

Date | Time | Location



**Ben Brundred, SVP, Benefits Resources, Inc.**

Ben Brundred is a Principal / SVP in Benefits Resources, Inc., an independent benefits broker specializing in employee benefits and deferred compensation plans for small to medium size employers (10 to 300 employees) plus a sub-specialty in working with government contractors. Ben's 30+ years of healthcare benefits & insurance professional experience includes Director of Mid-Atlantic Sales for Humana, Inc., Mutual Benefit Life, and Blue Cross & Blue Shield / National Capital Area including running BCBS's life insurance & reinsurance operations. Ben is graduate of Duke University in Economics, is a past President of Congressional Country Club, is currently a Golf Coach at the Bullis Academy, and is a highly accomplished amateur golfer including qualifying for the US Senior Open in 2006 & six times Congressional Country Club Men's Golf Champion.



**Josh Pincus-Sokoloff, President, JPS Benefits**

Joshua Pincus-Sokoloff is President of JPS Benefits, a healthcare strategy & solutions firm specializing in the growing field of Voluntary Supplemental Benefits. In 2007 Josh formed JPS Benefits as a service-based firm providing an array of unique solutions for employers to address the changing benefits landscape. Josh partners with many local and national firms and works with clients ranging from small businesses to major health systems such as Johns Hopkins University. JPS is also a national representative of Aflac with an office in Columbia, MD. Josh grew up in Baltimore and graduated from the University of Maryland, College Park in 2004 with a degree in Psychology. JPS and Josh are recognized as innovative leaders in the field of changing benefits landscapes and creative solutions.

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