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For Immediate Release

GCAHU Hosts May Program

Cincinnati (May 3, 2010) – The Greater Cincinnati Association of Health Underwriters (GCAHU) will present “Health Insurance Costs Reflect Medical Costs” on Tuesday, May 11, at Kenwood Country Club, 6501 Kenwood Road, Cincinnati, Ohio.

Gain an understanding of what drives healthcare costs. There will be discussion of what perceptions exist regarding healthcare costs and some of the cost drivers. We will examine the impact that health status has on healthcare costs, and about health insurers administration cost and profit margins in the healthcare industry. Speaker Lora Beth Hull, Regional Sales Manager for Anthem Blue Cross and Blue Shield, will talk about what’s being done to manage the cost of care and finally, how to respond to questions concerning healthcare costs.

A Continental breakfast will be served from 8-8:30 am. The program begins promptly at 8:30 AM, immediately followed by a GCAHU business meeting.

One hour of CE credits for the program is approved for Ohio with reciprocity in Kentucky. Cost is \$6.00 for GCAHU members and \$15.00 for non-members with an additional \$15.00 CE cost for non-members.

Reservations may be made by calling GCAHU at 859-342-8446 or by e-mail to dmaskey@gcahu.com. Additional information is available on the GCAHU website at www.gcahu.com.

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The Greater Cincinnati Association of Health Underwriters (GCAHU) is a trade association representing agents, brokers and other professionals concerned with health insurance. The mission of the GCAHU is to serve the public in the areas of health care and disability income protection by promoting ethics, integrity and professionalism among its members; functioning as an information and education resource; and formulating and shaping public policy.