

Contact: Debbie Maskey  
Phone: (859) 342-8446  
Email: [dmaskey@gcahu.com](mailto:dmaskey@gcahu.com)

*For Immediate Release*

### **GCAHU Hosts September Program**

Cincinnati (August 18, 2010) – The Greater Cincinnati Association of Health Underwriters (GCAHU) and The Southwestern Ohio Chapter of Healthcare Financial Management Association will present “Challenges Facing Today’s Hospitals” on Tuesday, September 14, at Kenwood Country Club, 6501 Kenwood Rd., Cincinnati, Ohio.

Learn how a hospital makes money, how regulation affects how a hospital is run and the profit it receives, how different lines of business affect the bottom line, and what is an accountable care organization. Speakers will be David Bertke, V.P. of Managed Care, TriHealth and Kevin Riley, Corporate Director, Catholic Healthcare Partners.

Registration and a continental breakfast will begin at 8:00 am. The program will begin promptly at 8:30 am with a GCAHU business meeting to follow.

One hour of CE credit is approved for Ohio with reciprocity in Kentucky. Cost is \$10.00 for GCAHU members for CE and \$20.00 for non-members, plus an additional \$20.00 for CE for non-members.

Reservations may be made by calling GCAHU at 859-342-8446 or by e-mail to [dmaskey@gcahu.com](mailto:dmaskey@gcahu.com). Additional information is available on the GCAHU website at [www.gcahu.com](http://www.gcahu.com).

###

*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.*