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For Immediate Release

GCAHU Hosts “Provider Innovations: PCMH & ACO’s” Program

Cincinnati (March 23, 2011) – The Greater Cincinnati Association of Health Underwriters (GCAHU) and The Southwestern Ohio Chapter of Healthcare Financial Management Association will present “Provider Innovations: PCMH & ACO’s” on Wednesday, April 13th, at Kenwood Country Club, 6501 Kenwood Rd., Cincinnati, Ohio.

Learn the definition of ACO and PCMH; what qualifies as an ACO, and the history of the PCMH; how relationships, especially with physicians, help or hinder the process; and how do these organizations differ from health insurance companies. Speakers will David Bertke, V.P. of Managed Care at TriHealth and Anthony Behler, M.D., Medical Director at HealthSpan, Inc.

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. 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.