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For Immediate Release

GCAHU Hosts “The Health Care Customers Want to Buy”

Cincinnati (February 16, 2009) – Please join the Greater Cincinnati Association of Health Underwriters (GCAHU) on Thursday, March 12, at Kenwood Country Club, 6501 Kenwood Rd., Cincinnati, Ohio for their program entitled “The Health Care Customers Want to Buy”. Take a look at consumerism from the hospital administrator’s point of view. Learn how an entire health care park was planned, created, and marketed. Presented by Robert F. Casalou, President and CEO of St. Joseph Mercy Hospitals in Michigan.

Registration and Continental breakfast begin at 8:00 am, followed by the program promptly at 8:30 am. Program is pending 1 hour CE for Ohio with reciprocity for Kentucky.

Cost is \$6.00 for GCAHU members and \$15.00 for non-members plus an additional \$15.00 for non-members requesting CE credit.

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.