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For Immediate Release

GCAHU and HFMA Offer a Presentation on Physician Strategies of Area Hospitals

Cincinnati (November 4, 2008) – Please join the Greater Cincinnati Association of Health Underwriters (GCAHU) and the Southwestern Ohio Chapter of Healthcare Financial Management Association (HFMA) on Tuesday, November 11, at Kenwood Country Club, 6501 Kenwood Rd., Cincinnati, Ohio for a panel presentation titled “Physician Strategies of Area Hospitals.”

Gain a working knowledge of the strategies employed by hospitals in this area and nationally with regard to physician hiring and retention practices, including how physician strategies fit a hospital's growth strategy; what the advantages are to physician groups; how the competition fits into the strategy; the benefits to the community, and how a physician strategy affects access and the quality of care.

Panelists are William F. Groneman, Executive VP for System Development, TriHealth; Paul C. Schutte, CPA, Executive Director, The Christ Hospital Medical Assoc., The Christ Hospital; Yousuf J. Ahmad, Senior VP and CIO IT, Mercy Health Partners; with Moderator David Bertke, VP of Managed Care, TriHealth.

The program has been approved for one Insurance Continuing Education credit for Ohio with reciprocity in Kentucky. Registration and a continental breakfast begin at 8:00 a.m. The program will begin promptly at 8:30 a.m. A GCAHU meeting will follow the program.

Breakfast is free for GCAHU members and \$15.00 for non-members. CE fees for Health & Life Licensing for GCAHU members is \$6.00. For all others the CE fee is \$15.00. Certificates of Attendance will be available for HFMA 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.