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For Immediate Release

Northeast Ohio Health Underwriters Association Hosts October Breakfast Program

Cleveland (September 17, 2009) – The Northeast Ohio Health Underwriters Association (NEOHUA) will present a breakfast program on Wednesday, October 21, entitled “How Advance Directives Can Reverse Spiraling Health Care Costs.” Presented by Lisa Newburger, L.I.S.W.S., the program will help attendees understand the financial and emotional costs of end-of-life care for employees. Attendees will also learn to identify the insurance broker’s role in reducing a company’s health care costs by educating employees about advance care planning and be able to understand what steps are needed to complete advance directive forms.

Lisa Newburger, L.I.S.W.S. is a proven professional with extensive public speaking experience on advance care planning and other health and wellness subjects, and 9 years of business development in health care services.

The program, sponsored by SummaCare and Guardian, will be held at Holiday Inn Independence, 6001 Rockside Road in Independence, and one (1) insurance CE credit has been approved.

Program registration and breakfast begin at 8:00 AM, followed by announcements and the program which will end at 10:00 AM.

Call NEOHUA at 800-550-4717 or e-mail neohua@oh.rr.com to request a reservation/payment registration form. Event is free for members to attend and is open to the public at a cost of \$35. Deadline for reservations is Monday, October 19 at noon. More information on the program and online registration is available at www.neohua.com.

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The Northeast Ohio Health Underwriters Association (NEOHUA) is a trade association representing agents, brokers and other professionals concerned with health insurance. The association works for reform to provide an improved, accessible and affordable health insurance system for all Ohio consumers.