

Dec. 7, 2010

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## Media Advisory:

### **EBRI Conference Dec. 9 on Innovations in Employment-Based Health Benefits**

Reporters are invited to attend EBRI's half-day policy forum Thursday, Dec. 9, on "Innovations in Employment-Based Health Benefits."

The event will feature some of the nation's top experts on employer-driven innovations in health benefit design, such as health reimbursement arrangements, health savings accounts, value-based benefit design, medical homes, wellness programs, and others. All of these innovations have a common goal: to better manage spending on health care through consumer engagement tools or the use of incentives that change individual behavior.

This forum will examine some innovative employer-driven programs and also consider the future of employment-based programs as it relates to the November elections and the recently enacted health law (PPACA).

Reporters wishing to cover this event should register with EBRI (contacts above). Reporters attending the event are asked to contact any speakers they quote.

Among the health plan experts speaking at the EBRI policy forum are Paul Grundy, IBM; Hank Scheff and Barbara Coufal, American Federation of State, County and Municipal Employees (AFSCME); John Harris, Healthways; Joe Antos, American Enterprise Institute; Jeffrey White, Boeing; Jeanne Denz, General Mills; Chip Kerby, Liberté Group; Dave Guilmette, CIGNA; and Thomas Lerche, Aon Hewitt.

Recent research will be presented by Paul Fronstin, director of EBRI's Health Research and Education Program.

**WHAT:** EBRI policy forum on innovations in employment-based health benefits.  
**WHEN:** Thursday, Dec. 9, 2010, 9:00 a.m.–12:00 noon.  
**WHERE:** Henry J. Kaiser Family Foundation, 1330 G Street NW, Washington, DC 20005.  
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