

HERBRUCK ALDER

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For Immediate Release

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Six Local Medical Insurance Companies are *Coming Together for Your Health & Bottom Line*

Cleveland, Ohio – Six local medical insurance companies, Aetna, Anthem Blue Cross & Blue Shield, Cigna, Kaiser Permanente, Medical Mutual of Ohio and UnitedHealthcare®, joined by employee benefits brokerage and consulting firm Herbruck Alder are sponsoring a special event on Thursday, August 14th at LaCentre Conference Center in Westlake from 8 a.m. to 1:30 p.m. The event will inform employers on how to cut healthcare costs and improve their employees' wellness.

The keynote address will be presented during lunch by national wellness expert and author, Steven Aldana, Ph.D. Aldana often appears on television and radio and is regularly interviewed by CNN, Newsweek, Family Circle, Self, Redbook, Spirit Magazine, and WebMD. During his presentation, *Improving the Bottom Line by Creating a Worksite Culture of Health*, event attendees will learn how:

- Unhealthy lifestyles are the cause of much of America's healthcare woes.
- Effective health and productivity management programs can improve employee health and lower employee-related expenses, including workers' compensation, disability, absenteeism, and healthcare costs.
- Healthy employees can have a higher quality of life and live a longer life.

WHAT: *Coming Together for Your Health & Bottom Line*

WHEN: 8 a.m. to 1:30 p.m., Thursday, August 14, 2008; Medical Insurance Company Breakout Sessions 9am, 10am and 11am; Keynote address at noon

WHERE: LaCentre, 25777 Detroit Road, Westlake, OH

WHO: Aetna, Anthem Blue Cross & Blue Shield, Cigna, Kaiser Permanente, Medical Mutual of Ohio and UnitedHealthcare in partnership with Herbruck Alder and national worksite wellness expert and author, Steven Aldana, Ph.D. Please go to www.herbruckalder.com for additional information regarding the breakout sessions and keynote address.

WHY: Local businesses can learn about what insurance companies are doing to improve their health, their employees' health and their company's bottom line.

INTERVIEWS: Dr. Aldana will be available for interviews before the seminar on August 14, 2008. To schedule an interview, receive more information, or cover the event, contact Alison Muth 216-623-2600.