



Women Executive Leadership

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Frank Crystal & Company

cordially invites you to attend

How Does The National Healthcare Reform Impact You?

June 11, 2010

Confused about the impact of the National Healthcare Reform?

The voluminous, 2,000-page Healthcare Reform Bill is not exactly easy reading. Even though polls show that 2/3 of Americans followed the debate closely, still most of us are relatively clueless about the true impact of the reform.

Hear from the experts as they take the mystique out of the recently passed National Healthcare Reform legislation, the Patient Protection and Affordable Care Act, (PPACA). The following topics will be addressed: Insurance Reform, Employer Responsibility, Individual Responsibility, Action Plan for Employers, and Tax Implications.

The speakers will discuss the impact to employers and employees, types of benefits to be provided and new compliance issues, which if not properly administered, expose the Board of Directors to greater liabilities. They will also discuss the impact on health benefit plans including self-funded and insured plans, retiree health benefits, as well as the reporting and disclosure issues with these plans. Christine Keller will highlight key PPACA issues from the insurer's perspective, including the implementation process, shaping regulatory guidance and future opportunities and challenges.

Christine L. Keller, Esq., a principal at Groom Law Group and leader of the Health & Welfare Practice Group, joined the firm in 2001 after practicing for six years at the Office of Chief Counsel, Tax Exempt and Government Entities Division, first in the qualified plans litigation branch and later in the health and welfare branch. She is one of the principal authors of the two sets of final cafeteria plan regulations that the IRS published in 2000 and 2001. At Groom, Ms. Keller advises employers, insurers and plan administrators concerning federal and state laws that impact the administration of ERISA welfare benefit plans, cafeteria plans, health savings accounts, and other employee benefit arrangements. She is the lead author of the Health Savings Account Answer Book, Aspen Publishers (2008) and one of the authors of The Adviser's Guide to Health Savings Accounts, AICPA (2008).

David Holets, of Crowe Horwath's National Tax Office, shares responsibility for the Firm's tax publications in addition to providing tax and related services to a broad range of clients throughout multiple fields including manufacturing, wholesale, retail, and agriculture. David has been closely following the National Healthcare Reform, providing electronic communications and updates on this to clients, and in the process of summarizing the law as part of thought leadership guidance Crowe will be providing to clients and that will be distributed at this program. David has been published in *The Tax Advisor*, has prepared for the last five years Crowe's Year-End Tax Updates, thought leadership articles, and has led multiple internal and external training sessions. David has written and edited several sections of the CCH International Taxation Guide. He is currently responsible for managing a new project to improve the efficiency of the tax compliance process for Crowe Horwath.

Michele I. Haas, CPA (Moderator), is currently CFO of the Integrated Home Care Division at Univita Health. Prior to this, she held senior leadership roles at CIGNA Corporation (Fortune 150 Company). For most of her tenure she was the CFO for CIGNA Dental and Vision Care. Prior to joining CIGNA, she served as CFO for Oral Health Services (OHS) and Audit Manager for PricewaterhouseCoopers. She is a member of the AICPA and FICPA organizations. She is a past President of the Healthcare Finance Management Association, past Executive Board Director for Junior Achievement of South Florida and currently serves as a Board Director and VP of Sponsorship for WEL.

Date: Friday, June 11, 2010
Time: 7:30 a.m. to 10:00 a.m.
Location: Sheraton Fort Lauderdale Airport Hotel, 1825 Griffin Road, Ft. Lauderdale, Florida
Cost: Complimentary for Charter Members
Non-Member Registrations prior to June 11th \$40 - At Door \$50
RSVP: Register at: www.welflorida.com

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