

Friday, June 04, 2010

### **Impact of Healthcare Reform on Small Business Brokers, Agents Focus of June TBAHU Meeting**

TAMPA, Fla. – (June 3, 2010) – The impact of newly passed healthcare reform legislation on agents and brokers who specialize in group health coverage will be the focus of the keynote address during the June membership meeting of the Tampa Bay Association of Health Underwriters (TBAHU).

Brett Rosen, Senior Vice President, Digital Insurance, will share with attendees his insights into what risks group health agents may face in the wake of healthcare reform, as well as opportunities created by the new legislation. He will focus on the potential impact on agency income, commissions and future business models and provide agents and brokers with the knowledge they need to properly advise their clients, particularly small businesses.

“Sweeping healthcare reform has left many in the insurance industry confused about the impact it will have on their livelihoods and client base. The immediate and long-term changes are daunting, and are ripe for misinterpretation,” said TBAHU President Kathleen Sullivan, executive vice president of business solutions for Lakeland, Fla.-based First Service Administrators, Inc. “That is why we are both honored and delighted to have an expert of Brett’s caliber to give us clarity and the tools we need to develop a plan of action to guide us as we move into uncharted territory.”

As the fastest-growing national employee benefits broker in the small business market, Digital Insurance helps brokers, agents and financial services companies expand their customer base. In addition to creating strategic service partnerships with agencies nationwide, Digital Insurance also assists with the acquisition of books of business from firms seeking to partially or fully exit the small group marketplace.

The lunch meeting takes place Thursday, June 10 at the Tampa Marriott Westshore, 1001 N. Westshore Blvd., Tampa. Registration and networking begins at 10:45 a.m., with lunch at 11:30 a.m. The cost for the lunch meeting is \$15 for members and \$30 for non-members.

A two-hour continuing education (CE) class on 401(k) trends will be held immediately preceding the general meeting. Registration and networking will begin 9 a.m. Leading the course, which begins at 9:30 a.m., will be Chris Tingley, Emerging Markets Representative with Principal Financial Group. The CE course, sponsored by Colonial Life, is free to TBAHU members and \$10 for non-members.

Space for both the meeting and CE course is limited, and advanced registration is required. For more information or to register, email [info@tampabayhealthunderwriters.org](mailto:info@tampabayhealthunderwriters.org).

#### *About TBAHU*

Established in 1985 and chartered by the National Association of Health Underwriters (NAHU), TBAHU ([www.tampabayhealthunderwriters.org](http://www.tampabayhealthunderwriters.org)) is a professional association whose membership is comprised primarily of employee benefits professionals, including insurance agents and brokers, insurance company representatives and third party administrative representatives. Members are located throughout Pinellas, Hillsborough and Pasco counties. As a local chapter of NAHU ([www.nahu.org](http://www.nahu.org)), TBAHU members participate in local, state, and federal legislative and public policy development that is of mutual interest to clients, the consuming public, membership and industry. The association also offers programs conducive to the professional and educational development of its membership.

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