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**Media Contact:**

**BenefitMall:**

Gianna Hester

469 791-3391

gianna.hester@benefitmall.com

**BenefitMall Hosts New World of Healthcare Forum**  
*To Empower Partners to Find Solutions for Volatile Healthcare Industry*

(Dallas, TX – June 17, 2009) [BenefitMall](#), the nation's largest general agency, is hosting The New World of Healthcare Forum on July 28, 2009 at The Four Seasons Hotel in Dallas. This forum will bring together national healthcare leaders to discuss the most current legislation proposed for healthcare reform. The special one day educational and networking event will also include interaction with several key experts providing opportunities for many of their elite partners to exchange ideas and find solutions to the challenges they are facing in the marketplace today.

The aim of BenefitMall's New World of Healthcare Forum is to encourage and empower their broker and carrier partners to join them in their commitment to participate in healthcare reform. Discussions on new legislation and the economy, consumer buying patterns, and growing and managing their own businesses are samples of the items that will be included in the days agenda. BenefitMall is anticipating more than 150 attendees, including many of their top brokers. Veterans in the industry will be present to lead these discussions including, [Janet Trautwein](#), Executive Vice President and CEO of NAHU, [Mike McCallister](#), CEO of Humana, [Brian Sassi](#), President of WellPoint, and Ken Fasola, former President of Secure Horizon.

“Through the New World of Healthcare Forum, we will unite the very best of our carrier and broker partners to exchange ideas and find solutions that can make an impact on healthcare reform and the future of our industry,” commented [Bernard DiFiore](#), President and CEO of BenefitMall.

In conjunction with the forum, BenefitMall will unveil [www.healthcareexchange.com](#), an online community powered by BenefitMall that will be the platform for industry professionals to continue to communicate with their colleagues on their efforts after the forum. Additionally, the site will allow industry experts to weigh in on topics that are current to the health insurance market and find pertinent information on the latest activities in healthcare reform.

**About BenefitMall**

BenefitMall is the complete Broker services company providing products, services and tools to make selling employee benefits to small businesses more efficient. Headquartered in Dallas, Texas and in business for 30 years, BenefitMall is the nation's largest general agency offering sales support in 33 U.S. markets serving 11 states. Selling more than \$3 million in new premiums per day through a national network of more than 15,000 independent registered Brokers, BenefitMall offers thousands of plans from more than 125 leading insurance carriers. Additionally, BenefitMall has divisions representing many individual, stop-loss and senior products throughout the U.S. With more than 175,000 in-force groups, BenefitMall supports nearly two million employees and their dependents. For more information, please visit our [website](#).

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