

April 9, 2009

EDITORS: The following information is for immediate release. If you have any questions, please contact Karen Costello, program and marketing coordinator of the Chester County Economic Development Council, at 610 458-5700.

Maximizing Your Healthcare Dollars in a Down Economy is subject of panel discussion during breakfast briefing

Chester County Economic Development Council hosts event on April 24

EXTON _ A seminar on maximizing healthcare dollars in a down economy will be held on Friday, April 24, 2009, at the Chester County Economic Development Council. A high level overview of the current state of the healthcare market in these difficult economic times will be given. Healthcare costs and plan design trends will be highlighted as well as some of the proposed national healthcare initiatives and legislative changes that have been discussed under the federal platform.

The discussion will also include the ongoing movement toward consumer engagement and involvement in controlling healthcare spending. Some of the health management and wellness initiatives that employers are using today to encourage their associates to become more educated consumers will be addressed.

Leading the seminar will be Randy Schauer, partner in the law firm of Fox Rothschild, Ron Smyth, **Consulting Practice Leader of Trion™** and Meryl Wexler, **Client Project Manager of Trion.™** They will discuss some immediate and long term non-traditional opportunities to reduce an employer's health care budget without pure cost shifting to the employees.

The program takes place from 7:45 a.m. until 9:30 a.m. The cost is \$20 for Chester County Economic Development Council members and \$30 for non-members. To register, see www.cceconomicdevelopment.com. If you have questions, contact Kathleen Nader at knader@cceconomicdevelopment.com. The Economic Development Council is located at 737 Constitution Drive, Exton.

The Chester County Economic Development Council is a private, non-profit economic development organization that has been nurturing economic growth in Chester County and the surrounding region for more than 45 years. The Council's portfolio of business growth services includes: low-interest financing, small business lending, workforce training, retention and expansion, customized international business assistance, land and building site selection, brownfields consultation and remediation, urban redevelopment, and agricultural economic development. The Council also offers state-of-the-art conference and training facilities at its facility in Eagleview. For more information, see www.cceconomicdevelopment.com