



HealthSmart’s Second Annual Forum Covers Legislative Reform, Cutting-Edge Research and Innovative Ideas to Reduce Healthcare Costs

(Irving, Texas- May 25, 2011) – HealthSmart hosted its second national Healthcare Forum on May 24 and 25, 2011. About 250 attendees from throughout the United States learned more about how government healthcare reform is impacting costs, how genetic research may be able to diagnose cancer before symptoms are present, and the importance of individuals actively participating in their own health and wellness.

Keynote speakers included former congressman and current popular Washington, D.C. radio host, Fred Grandy. He covered the challenges of finding healthcare solutions on a national level. Dr. Charis Eng, Chair and founding Director of the Genomic Medicine Institute (part of the Cleveland Clinic Foundation), gave a brilliant presentation on identifying and managing cancer through genetics.

Other sessions covered strategies to improve members’ health, ways to reduce costs, and how these two issues are directly connected. HealthSmart team members provided the tools and expertise on how to create innovative insurance plans that provide these outcomes. There were also panel discussions focusing on vital legal and economic issues.

HealthSmart’s president, Jim Pennington noted, “We are pleased to have hosted this Forum and believe it has been a valuable experience for the participants. Our goal is to make the Forum a springboard for innovation and to pave the way for more affordable healthcare.”

About HealthSmart

The mission of HealthSmart is to improve the lives of our members and to deliver solutions that reduce costs and improve wellness through a holistic approach to healthcare. We serve more than 1.85 million members and manage more than \$4.5 billion in claims through service operations around the country. HealthSmart completely owns and manages its services, which are administered on fully integrated platforms and reporting systems. These offerings include customized benefit administration, nationwide provider networks, prescription benefit management, wellness programs, on site primary care clinics and much more. Learn more about HealthSmart at www.healthsmart.com.