



## Health Insurance Options for Small Business

Thursday, May 1, 2008 • 1 to 4:30 p.m.

Associated Grocers Conference Room • 8600 Anselmo, Baton Rouge

### TENTATIVE SCHEDULE

*Moderator:* Karen Winfrey, Deputy Commissioner, Office of Health Insurance, Louisiana Department of Insurance

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| 1 – 1:30 p.m.    | <b>Sign In</b>   |
| 1:30 – 1:40 p.m. | <b>Welcome</b> – <i>Mike Reitz, Senior Vice President and Chief Marketing Officer, Blue Cross and Blue Shield of Louisiana</i>   |
| 1:40 – 2:30 p.m. | <b>First Panel Discussion</b> – “Health Insurance 101”<br>History and basics of health insurance and the many considerations for Louisiana small business owners. <ul style="list-style-type: none"><li>▪ A brief history of health insurance; types of plans; basic terms – <i>Speaker TBD (Gil Dupré invited)</i></li><li>▪ How to find an affordable policy; working with a broker and asking your broker the right questions – <i>Speaker TBD</i></li><li>▪ Getting into the system – one small business owner’s story – <i>Speaker TBD</i></li></ul>  |
| 2:30 – 2:50 p.m. | <b>Q&amp;A</b>   |
| 2:50 – 3 p.m.    | <b>Break</b>   |
| 3 – 4 p.m.       | <b>Second Panel Discussion</b> – Consumer-Directed Healthcare<br>An in-depth discussion of consumer-directed healthcare trend – why is it continuing to grow in popularity and pros and cons for small business owners. <ul style="list-style-type: none"><li>• What is consumer-directed healthcare? – <i>Mike Bertaut, Healthcare Intelligence Analyst, Blue Cross and Blue Shield of Louisiana</i></li><li>• A business owner’s perspective – <i>Speaker TBD</i></li><li>• Legal and tax aspects of health savings accounts – <i>Speaker TBD</i></li><li>• Financial planning with your health savings account – <i>Speaker TBD (financial advisor)</i></li></ul> |
| 4 – 4:25 p.m.    | <b>Q&amp;A</b>   |
| 4:25 – 4:30 p.m. | <b>Wrap-up and Evaluations</b>   |
| 4:30 – 6 p.m.    | <b>Reception and Exhibits</b>  |