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NAHU/CHAPTERHOUSE ANNUAL HEALTH BENEFITS BUYING TRENDS STUDY CITES BROKER PERSPECTIVES ON SHIFT TO RETAIL MARKET, GOVERNMENT MANDATES, IMPLICATIONS FOR DISTRIBUTION

NAHU and ChapterHouse survey of over 1,500 agents and brokers provides fundamental market analysis of the disruptive innovation brokers expect across their entire business model

Findings to be released on Tuesday, September 4, 2007

August 30, 2007, Lisle, IL – The National Association of Health Underwriters (NAHU) and ChapterHouse, LLC will soon release their annual Trends Study. This year the study focuses on how the accelerating market transformation is mandating unprecedented change in brokerage and distribution. “The Future of Distribution” represents survey results from over 1,500 brokers, GA’s and carrier representatives from 48 states.

Key findings available Tuesday, September 4, 2007 will provide broker perspective on:

- Expectations of US Government mandates that employers provide health coverage and whether that coverage will be through existing health plans
- Likelihood of a market migration to a “retail” model and if so the time frame
- Significant planned shifts in the broker business model in response to emerging market dynamics, including fee structures, core products and primary role with clients
- Methods of managing their business (e.g. investments in technology, tools, etc.) and the impact of these approaches on their ability to meet new market demands

This study points to a “perfect storm” scenario in which brokers may be caught in the cross hairs of the current private-based system and an evolving mandated environment. Key findings will highlight broker beliefs in the threats emerging from product and service innovations, and provides perspective on how the advisory role will change over time. NAHU and ChapterHouse will make the full “Future of Distribution” survey results available on September 4, 2007. Proceeds from the sale benefit NAHU. For more information contact ChapterHouse at 866.600.4200 or email futuredistribution@chapterhouse.com. To arrange for an interview related to the study’s findings, please contact Kathryn Weismantel, Director of Marketing, ChapterHouse, kweismantel@chapterhouse.com.

About ChapterHouse

ChapterHouse, LLC is a leading healthcare strategy consulting firm. The company is recognized for its expertise in corporate strategy, top line growth and market analysis in all major segments of healthcare. Grounded in strong analytics and staffed by experts in payers, benefits administration, healthcare technology, medical products and provider networks, ChapterHouse provides strategic direction, objective analysis and leading edge market data with the goal of enabling positive change for the industry. Further information can be obtained at www.chapterhouse.com or by calling 630-968-6880.

About NAHU

The National Association of Underwriters represents over 20,000 health insurance agents, brokers, consultants and professional. NAHU members serve employers and individual consumers in accessing and purchasing affordable health insurance and related products. For more information, please contact Brandi Travis, manager of communications, at 703-276-3815.