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BENEFIT SELLING/CHAPTERHOUSE ANNOUNCE NATIONAL SURVEY RESULTS FOCUSING ON DISTRIBUTION'S ROLE IN CURING THE HEALTH CARE CRISIS

Benefit Selling and ChapterHouse survey of national agents and brokers provides fundamental market analysis of the role brokers expect to play in an increasing complex and costly health benefits marketplace

April 1, 2008, Lisle, IL – ChapterHouse, LLC announces the release of a new health care research study, "Breaking Out in Times of Crisis," conducted with *Benefits Selling*, a WiesnerMedia Financial Group publication. The survey findings presented in this report provide a national perspective from representatives serving the broad spectrum of employer segments.

The study focuses on distribution's role in treating the health care crisis. Rising medical costs are forcing employers to search for solutions that mitigate price acceleration and system complexity. Decreasing employer benefit sponsorship and accelerating medical inflation in an increasingly difficult economic climate make understanding innovation and new solutions more important than ever. The collaborative research effort between *Benefit Selling* and ChapterHouse focused on how benefits brokers are evolving to support medical cost and quality solutions and keep employers in the game.

Research highlights include:

- 65% of brokers believe that federal mandates are likely
- 75% of brokers find consumer-driven health plans are the most effective cost containment solution
- 81% of brokers believe communications and change management skills must become core capabilities in the near term

The results from the study are detailed in the April 2008 issue of *Benefits Selling* and key insights will be presented in an interactive forum at the upcoming Benefits Selling Expo, April 2-5, 2008, in Atlanta.

"Against the backdrop of crisis, we are beginning to see separation in the health benefits distribution marketplace. While some brokers perpetuate legacy models, more are devising and delivering innovative solutions across the employer marketplace – directly addressing the US healthcare crisis", said Michael Main, a Managing Partner at ChapterHouse.

"It's hard to overstate the importance of this aspect of the economy, especially at a time like this," said Denis Storey, Editor of *Benefits Selling*. "And while the candidates and so-called experts play political dodge ball with the health care debate, we'd thought it would be nice to hear from the people who actually deal with this for a living."

The results of the survey will be highlighted at the upcoming Benefits Selling Expo in Atlanta, Georgia April 2 through April 4, 2008. Michael Main and Dennis Story will review the study's findings, implications and opportunities to the health benefits distribution marketplace.

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 health care strategy consulting firm recognized for its expertise in corporate strategy, top line growth and market analysis in all major segments of the health care sector. 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.

ABOUT WIESNERMEDIA

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