



FOR IMMEDIATE RELEASE

**FORMER HEALTH & HUMAN SERVICES SECRETARY MICHAEL LEAVITT
TO ADDRESS HEALTH PLAN MEMBER RETENTION SUMMIT**

*Outgoing Cabinet Head and Former Utah Governor to Provide Health Insurance Executives
With Washington Insider's View on Healthcare Reform*

ORLANDO, FL – 18 February 2009 – ConnexionsHealth announced today that Michael Leavitt – the Secretary of Health and Human Services under President George W. Bush from 2005 to 2009, and former Governor of Utah (1993-2003) – will address the *World Congress Leadership Summit on Member Retention for Health Plans* in Orlando, on March 18th. As opening keynote, Mr. Leavitt will provide health insurance executives with first-hand insights into the key issues, timetables and people involved in the nation's escalating healthcare reform debate.

Michael Leavitt, who *Modern Healthcare* magazine once named as the most powerful person in the healthcare industry, will address health insurance executives attending a first-of-its-kind session on how health plans can reverse the unprecedented levels of member disenrollment from both group and individual insurance plans – driven by economic factors as well as underlying supply chain disruption.

In his first post-cabinet public speaking engagement to insurance industry executives, Michael Leavitt will outline the steps the nation should take to build a better health care system. Mr. Leavitt is uniquely qualified to address the concerns of health insurance professionals; having spent 15 years in the insurance industry prior to entering politics, and having served as CEO of a company that is now one of the nation's largest insurance brokerages.

Co-sponsored by ConnexionsHealth, the *World Congress Leadership Summit on Member Retention for Health Plans* is scheduled for March 18-19 at Rosen Shingle Creek Resort in



Orlando. Additional information and registration for event is available at www.worldcongress.com/retention.

Mr. Leavitt's keynote address will anchor an agenda that features presentations from leading consulting and research firms, including McKinsey & Co., Gartner and Forrester. The distinguished faculty for the Summit includes several health plan executives who will share insights and best practices on member retention, including Steve Nelson, VP of Consumerism and Retail Marketing at Highmark; Ingrid Lindberg, Chief Experience Officer at CIGNA; John Cheng, VP of Strategic Marketing at Aetna; Nickolas Stam, former SVP at BlueCross BlueShield of Florida; and Steve Auerbach, who recently left his EVP position at UnitedHealth Group to serve as President of Connexions Inc.

Through interactive workshops, best practices showcases, keynotes from recognized authorities and panel discussions, Summit attendees will learn how to build, apply and measure member retention strategies designed to drive revenue and increase brand loyalty in the individual and small group market segments.

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About Connexions Inc.:

Founded in 1992, Connexions and its ConnexionsHealth unit provide technology, people and industry expertise that enables its clients to grow, retain and serve customers. Connexions client list includes America's best-known corporate and healthcare organizations, including Kaiser-Permanente, Caremark, FedEx and Sprint. For information, see www.connexions.com

About World Health Care Congress Leadership Summits:

The World Health Care Congress Leadership Summit Series addresses the most cutting edge issues for health care executives across a wide range of industry sectors. Designed to expand on topics discussed at invitation-only summits during the World Health Care Congress, this series offers new perspectives on established methodologies, and details solutions to foster innovation and change.

For additional information:

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