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### **CHA to Host 1<sup>st</sup> Industry Symposium on Discount Healthcare**

Dallas, Texas, September 25, 2006 – The Consumer Health Alliance (CHA), the national trade association of the discount healthcare industry, is hosting the nation's first conference dedicated solely to the discount healthcare industry. The inaugural Symposium begins September 27 and runs through September 29, 2006 and will be held in Las Vegas, Nevada. Nearly 100 CEOs and senior-level executives from major discount healthcare companies throughout the U.S., among them Aegon, Aetna, AmeriPlan USA, Care Entrée, Careington International, New Benefits, Ltd., Coverdell and Specialized Association Services, have registered for the Symposium.

The CHA 2006 Discount Healthcare Symposium has two unique objectives. First, the Symposium focuses on the continued growth and consumer interest in discount healthcare programs. Second, the Symposium will address current and future state legislative and regulatory activities affecting the discount healthcare industry.

"We believe CHA's 1<sup>st</sup> Annual Discount Healthcare Symposium will be of interest to all discount healthcare program leaders, operators and marketers. As our industry has grown, so has the regulatory climate in which we operate. Understanding current and future regulations and compliance issues is critical to a company's success in this new business environment. The Symposium promises to be both informative and strategic as we prepare for an active 2007," says Barbara Flood, CHA Chair.

The CHA 2006 Discount Healthcare Symposium includes special reports on California, Florida and Texas legislative and regulatory issues, trends in discount healthcare, emerging regulatory issues regarding products and providers, and CHA's state legislative initiatives.

CHA has invited several state regulators and discount healthcare company leaders to speak and participate in panel discussions. Featured regulatory and legislative speakers and panelists include:

- Pamela Mackay, Deputy Commissioner, Nevada Department of Insurance
- Richard Robleto, Deputy Insurance Commissioner, Florida Office of Insurance Regulation
- Nicole Parra, Member, California Assembly

Richard W. Walker, MD, noted integrative medicine physician and radio personality, will present the keynote address discussing "Healthcare Marketplace Trends and Their Implication for Discount Healthcare Programs."

-- More --



CHA Sponsors 1<sup>st</sup> Symposium  
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Sponsors of the CHA 2006 Discount Healthcare Symposium (alphabetic by company) include:

- Agelity
- Galaxy Health Network
- Mayer, Brown, Rowe & Maw LLP
- MedExpress
- Quality Benefits, Inc.
- Specialized Association Services – representing the National Association for the Self-Employed, Americans for Financial Security and the Alliance for Affordable Services.

There will also be exhibits by vendors providing services to the discount healthcare industry.

#### **About the Consumer Health Alliance (CHA)**

CHA was founded in 2002, and is a national, non-profit trade association representing non-insurance discount healthcare programs. Its member companies serve more than 28 million consumers nationwide. CHA's mission is to educate consumers and policymakers about the benefits of discount programs, promote fair and ethical business practices in the industry, and work with state legislators and regulators on effective state regulation.

For more information or to register for the Symposium, visit CHA's website at:  
[www.consumerhealthalliance.org](http://www.consumerhealthalliance.org).