



Print News Release

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### **2010 EXECUTIVE FORUM ACHIEVES RECORD ATTENDANCE**

Minneapolis, Minn — Over 270 leaders from the self funded health insurance industry attended the Health Care Administrators Association's (HCAA) Executive Forum at Encore at Wynn Las Vegas on February 9 – 11, 2010. .

The conference, "Effective Leadership in a Time of Change," focused on navigating the turbulent economy and ensuring a company's viability in unpredictable times. Attendees heard from numerous speakers including Dr. JP Pawliw-Fry, keynote speaker on Wednesday, February 10 and Rich Horwath, keynote speaker on Thursday, February 11. Presentations shared information on leveraging business diversification, aligning products and services with reform initiatives and employing other strategies which will position attendees companies in a position to capitalize on opportunities to change.

HCAA welcomed MyHealthGuide, LCC and Care Here, LLC President, Ernie Clevenger as conference facilitator. Clevenger shared his knowledge of industry trends and various reform initiatives, along with his professional insights.

Attendance at the 2010 Executive Forum marks the largest conference for HCAA to date.

"HCAA celebrates 30 years as an association this year [2010]. Having our largest conference yet is a great way to being the celebration," said Executive Director, Jaime Nolan, CAE. "Attendance at our conferences continues to grow each year. We're looking forward to breaking another attendance record at TPA University in July," continues Nolan.

TPA University is July 21 – 23 at the Westin Tabor Center in Denver, Colorado. More details are available on the HCAA Web site at [www.hcaa.org](http://www.hcaa.org).

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The Health Care Administrators Association is a nonprofit trade association comprised of third party administrators (TPAs), insurance carriers, managing general underwriters, audit firms, physician hospital organizations, brokers/agents, human resource managers and health care consultants. For more information visit [www.hcaa.org](http://www.hcaa.org).

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