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**President of CHOICE Administrators Exchange Solutions to be Key  
Presenter at “Building the Exchanges: Seeking the Right Roadmap” Webinar**

(ORANGE, CA – October 17, 2011) — Kevin Counihan, president of [CHOICE Administrators Exchange Solutions](#), will be a key presenter at an October 27 webinar discussing the development and nature of health insurance exchanges.

The one-hour webinar, entitled “Building the Exchanges: Seeking the Right Roadmap,” is one in a series of webinars sponsored by *Payers & Providers*. It is intended to update health plans, medical groups, hospitals, policymakers and the media on the progress of the California exchange while clarifying the responsibilities and functions of the exchange.

“One of the most critical components of the Affordable Care Act is the construction of [health insurance exchanges](#) on the state level,” said Ron Shinkman, publisher of *Payers & Providers*. “Yet big questions about how exchanges will be constructed and operate remain open. Our cutting-edge webinar will provide expert insight and intelligence on this important issue.”

Among the most important topics covered in the webinar will be lessons learned from experience running existing exchanges around the country. Counihan is uniquely qualified to speak to that subject; as for the past 15 years, *CHOICE* Administrators has been operating the nation’s most mature small-group private health insurance exchange, *CaliforniaChoice*, which currently serves 10,000 employers and 150,000 members. In addition, Counihan previously served as the chief marketing officer for the Commonwealth of Massachusetts Health Insurance Connector Authority where he helped procure, organize and manage the nation’s first state-sponsored health insurance exchange for individuals and small businesses.

Other topics to be discussed in the webinar include how exchanges will operate, concepts for marketing the exchange, the benefits that will be offered within an exchange, and estimates of how many lives will be covered.

*(More)*

## **CHOICE Administrators/Webinar**

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Individuals can register for the October 27 webinar, which begins at 10 a.m. PDT, at [www.healthwebsummit.com/pphix102711.htm](http://www.healthwebsummit.com/pphix102711.htm) or by calling 209-577-4888.

*CHOICE* Administrators Exchange Solutions is a division of *CHOICE* Administrators, the nation's leader in developing and administering health insurance exchanges. It is part of The Word & Brown Companies, the nation's leading developer and administrator of consumer-choice exchange models. Among the exchanges currently operated by *CHOICE* Administrators are the California*Choice*<sup>®</sup> small group (2-50 employees) and mid-market (51-199 employees) private exchanges; HSA California; Choice Builder, the nation's first ancillary benefit exchange; and Quotit, one of the nation's largest individual/family proposal and online enrollment systems that generated nearly 50 million individual health quotes in 2010. Other *CHOICE* Administrators products include Kaiser Permanente Choice Solution and Contractors' Choice. Further information is available at [www.choiceadmin.com/exchanges](http://www.choiceadmin.com/exchanges).

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