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*The Greater Philadelphia Chapter invites you to attend . . .*



**International Society**  
of Certified Employee Benefit Specialists

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# Health Care Reform—What It Means to You

February 25, 2010

The Union League  
140 South Broad Street  
Philadelphia, Pennsylvania



**Greater Philadelphia Chapter**

## Health Care Reform— A View From 10,000 Feet

In anticipation of having a signed bill by the time of this seminar, this portion of our program will provide an overall perspective on key provisions of health care reform and look to the future for what it means to employers. Presented by Liz Williams.

## Health Care Reform— Practical Issues for Employers and Benefits Professionals

Everyone wants to know how health care reform will affect their employer group or their customers, and quite frankly, their job in the benefits industry. This portion of our program will attempt to answer those questions and serve as a practical, tactical guide for benefits professionals. Presented by J.D. Piro.

## Speakers

### Liz Williams, Vice President Corporate & Public Affairs, Independence Blue Cross

Before joining Independence, Ms. Williams was principal of EW Communications, a communications strategy consulting firm whose clients included The Wharton School of the University of Pennsylvania and The Pew Charitable Trusts. Previously, she served as the director of administration at The Pew Charitable Trusts. In this role, Ms. Williams managed the Trusts' portfolio of national historic preservation grants and oversaw human resources, information technology, knowledge management, accounting and facilities. She began her career as a reporter and editor, spending 18 years at *The Philadelphia Inquirer*, starting as the editor of the Weekend section as well as holding the positions of associate managing editor and vice president of marketing for Philadelphia Newspapers, Inc. Ms. Williams currently serves on the board of the Arts & Business Council of Greater Philadelphia and The Wilma Theater and is also on the Marketing Committee of the United Way of Southeastern Pennsylvania. She earned a B.A. degree in political science from Smith College and an M.A. degree in journalism from the Medill School at Northwestern University.

### J.D. Piro, Principal, Hewitt Associates

Mr. Piro is a principal at Hewitt Associates, where he leads the Health Management Practice's health care law group, chairs the Hewitt Health Care Policy Leadership Council, and is a member of the Health Management Federal Health Care Reform Team. Mr. Piro has worked in the area of ERISA and employee benefits, as an attorney and as a legal consultant, for more than 25 years. He helps employers develop and implement strategies to identify and reduce the legal risks inherent in the health care environment. Mr. Piro works with employers on a wide range of tax and ERISA issues affecting the design, administration and funding of employer-provided health care plans. He is a member of the Employee Benefits Research Institute, the New York State Bar Association, the National Business Group on Health, the ERISA Industry Committee and the American Health Lawyers Association. He has testified before the Department of Labor on ERISA issues and is a frequent speaker on health care issues and has been quoted in many national publications. Mr. Piro earned a B.A. degree summa cum laude in political science and economics from Fordham University, where he was elected to Phi Beta Kappa. He received his law degree from Georgetown University, where he was an editor of *The Tax Lawyer*, a publication of the American Bar Association's Section on Taxation.

## Date and Time

February 25, 2010 (Thursday)

7:30 a.m.—Breakfast and  
Registration

8:00 a.m.—Health Care  
Reform—A View From  
10,000 Feet

9:30 a.m.—Health Care  
Reform—Practical Issues  
for Employers and Benefits  
Professionals

11:00 a.m.—Adjourn

## Location

The Union League

140 South Broad Street  
Philadelphia, PA 19102  
(215) 563-6500  
unionleague.org

## R.S.V.P.

By **February 18, 2010**. Please try  
to register in advance so we  
can ensure enough seating!

## Cost

\$30 Members of Greater  
Philadelphia Chapter—  
ISCEBS

\$40 Nonmembers

## Register Online

We accept credit card  
payments when registering  
online at [www.iscebs.org/  
greaterphilly](http://www.iscebs.org/greaterphilly).

## Questions

Melissa Cellucci, CEBS

(610) 238-6507  
[melissa.cellucci@ibx.com](mailto:melissa.cellucci@ibx.com)

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## Health Care Reform— What It Means to You

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Melissa Cellucci, CEBS

c/o Independence Blue Cross  
3031C Walton Rd.

Suite 201

Plymouth Meeting, PA 19462

R.S.V.P. by February 18, 2010

## Registration Form

Feel free to share this announcement  
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