

**SPECIAL
EVENT!**

THE NEXT NEW FRONTIER: Cashing in on Healthcare Legislation



Is **YOUR** business positioned to take advantage of the newly defined healthcare industry?

Join us for an in-depth discussion on the opportunities waiting for your business **RIGHT NOW.**

WHAT YOU WILL LEARN:

- New supporting industry opportunities
- Suggested strategies to expand your product or service offerings
- Expected government requests for proposals (RFP) from the private sector
- Sources to uncover new business opportunities
- Relationships you need to have
- Partnering with insiders



DID YOU KNOW?

In the 1980s a new historic legislation favoring retirement investing helped propel the locally headquartered Fidelity to an organization that has more than \$1 trillion dollars under management today.

THE SAME ECONOMIC EFFECT IS EXPECTED AS A RESULT OF HEALTHCARE REFORM.

Historic legislation is always a game changer. It is a new frontier where millionaires will be created and billion dollar companies will be formed. Demand for new products, and services have exploded with the stroke of a pen.

Sponsored by:



UNF UNIVERSITY CENTER

12000 Alumni Drive
Jacksonville, FL 32224

Thursday, November 4

8:00 a.m.
Registration

8:30 a.m. to 10:45 a.m.
Presentation, Discussion, Q & A
(Meeting notes and take-away materials provided)

Cost \$35 per person
\$350 corporate table of 10; includes preferred seating and table signage

Register online 
<http://advantagebizmag.com/events>

or call Jessica Thomas
(904) 651-7976

ABOUT THE SPEAKERS

The next evolution of our healthcare system: A look into the future

As principal in Health 2.0 Advisors, Brian helps clients critically evaluate the continuing evolution of healthcare. As a visionary, he is an expert in tools and processes that can maximize value in an increasingly competitive marketplace. An active author and speaker, Brian has provided healthcare commentary to *CBS Evening News*, the *Wall Street Journal*, the *New York Times* and the *Washington Post*.



BRIAN KLEPPER, PhD

Spotting the next real business opportunities: Where to look

As StrategyGen's chief executive officer and an expert in healthcare reform, Marsha was admitted to the Florida Bar in 1994 and practiced health law, business law and elder law. In 2004 she was invited to speak at the Florida Governor's Town Hall meeting on affordable healthcare for small businesses. She led the international market segments, from strategy to launch, at a large Blue Cross and Blue Shield Plan from 2007 to 2009. This included the strategic alignment with the Blue Cross Blue Shield Association's international programs.



MARSHA PROCTOR KILLEN

Small business panelists include...



CHAD PERCE
Co-founder,
Medical Methods



BARBARA ENGLISH
Government
Contract Expert



ANN SABBAG
CEO and Founder,
Health Designs