

Your Business Your Future

HEALTHCARE REFORM:

The Top Issues Right Now That Will Impact Your Company And Your Employees

A Presentation By Columnist

GENE MARKS

The New York Times

THE HUFFINGTON POST

Forbes **Inc.** 

With President Obama's re-election, the Affordable Care Act (ACA) is now fully underway towards reality. You may support it. You may oppose it. But as a business owner, manager and leader your job is to put politics aside and deal with the facts. ACA is law. And it will affect your business and your people for many years to come.

How will ACA affect you and your employees? What do you need to know now to prepare? What changes will be coming over the next few years? Gene Marks can help.

Gene's business management columns in the New York Times, Forbes, Inc.com and The Huffington Post are read weekly by hundreds of thousands of small and medium sized business people around the country. Gene is also a business owner himself, running a ten person consulting firm near Philadelphia. In the course of his writings on the political world and the economy and how it affects businesses like his, Gene has interviewed hundreds of other consultants, media, pundits, experts and Congressmen about the affects of healthcare reform.

This presentation sums up the key issues affecting business people. It is not too detailed. It is not too technical. It's a straightforward review of the ACA as it affects small and medium sized companies. Attendees will leave knowing how they will be affected, what questions to ask and what steps to take in the next few months to ensure they can navigate their way through this very complex legislation.

WHO SHOULD ATTEND?

Business Owners
Senior Executives
Managers

DURING THIS PRESENTATION GENE WILL DISCUSS:

- Which businesses will be required to offer healthcare coverage
- Timeline of key reform provisions that affect employers and individuals
- Health Savings Accounts (HSA) impacts
- The penalties for not offering coverage
- The small business tax credit, who is eligible, and who will benefit the most
- What the Act means to employers providing "Cadillac" Health Plans
- How healthcare reform will affect someone who is self employed
- Small Business Health Options Programs, or "SHOP Exchanges," and how small businesses will be able to pool together to buy insurance at a lower price.
- The new reporting requirements
- And much more...