



For Immediate Release:

November 1, 2012

Contact:

Sarah Bascom, sarah@bascomllc.com, (850) 294-6636

Celina Parker, celina@bascomllc.com, (850) 443-9965

FAIF Launches 2013 Health Care Affordability Summit Online Portal

Registration, Agenda & Panelist Information Now Available at www.healthcareflorida.com

Tallahassee, Fla. – The Foundation of Associated Industries of Florida (FAIF) today launched an online portal for the 2013 Health Care Affordability Summit. The newly launched website, www.healthcareflorida.com, includes information on the summit agenda, panelist information, as well as information on how to register to attend or help sponsor the 2013 Health Care Affordability Summit.

The summit, which will take place at the **World Center Marriot in Orlando, Fla., on January 10-11, 2013**, will serve as an open forum for some of the most knowledgeable stakeholders in health care to discuss the many challenges to Florida's health care delivery system, as well as help establish potential health care modernization proposals to provide for accessible, affordable and high quality health care.

"We are proud to launch our online portal for the 2013 Health Care Affordability Summit," said Tom Feeney, FAIF president and CEO. "It is paramount that Floridians be involved in the conversation on how to create an accessible and affordable health care system from the very beginning, and this online portal is the first step in engaging our state's residents."

The 2013 Health Care Affordability Summit will bring key stakeholders to the table from health plans, hospital executives and health care providers, to some of Florida's biggest employers, and both state and federal officials. These impacted parties will participate in a series of panel discussions to assess the overall cost-drivers in Florida's health care system and ways to ease the financial burden on Florida's businesses and employers. Confirmed guest moderators for the selected panels include Representative Richard Corcoran (R-New Port Richey), Representative Denise Grimsley (R-Sebring), Representative Matt Hudson (R-Naples), Representative John Wood (R-Winter Haven) and former Representative and Candidate for Florida Senate District 4 Aaron Bean. Participating panelists will discuss the following topics throughout the course of the summit:

- Providing Affordable Care for Floridians
- Holding Florida's Health Care System Accountable
- Removing the Mystery from Health Care Financing
- Modernizing Florida's Health Care Delivery System
- Creating Efficient Distribution Channels & Innovative Products in Health Care
- Increasing Access, Consumer Choice and Competition in Florida's Health Care Market

“We need to focus on creating a cost-efficient and quality-driven system to better care for our state’s residents and make Florida healthier,” said Feeney. “We will all be impacted by the direction our health care system takes in the future, and we look forward to welcoming all citizens, decision makers and providers alike who have an interest in contributing their ideas and perspectives on what this future should look like.”

Sponsors of the 2013 Health Care Affordability Summit include Aetna, AvMed Health Plans, Florida Association of Nurse Anesthetists, Florida Blue, Humana, Sunshine Health, Tenet Healthcare Corporation, United Healthcare and WellCare Health Plans.

For the latest updates on the summit agenda and events, please visit www.healthcareflorida.com. You can also Like us on [Facebook](#) and follow us on Twitter [@FLHealthCare](#).

###