



**TRUENORTH®**

*Insurance and Financial Strategies*

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## **Employers Voice Opinions on Health Care Plans, Gain Insights on Health Care Reform**

### **TrueNorth Announces the Opening of the 2010 UBA Employer Opinion Survey and Special Supplement on Health Care Reform**

Cedar Rapids, IA, February 23, 2010, a member of United Benefit Advisors (UBA), one of the nation's leading employee benefits advisory organizations, today announced the opening of the *2010 UBA Employer Opinion Survey*, which delineates employers' opinions in four key areas: *Health Plan Strategies, Benefits Philosophy and Opinion, Health Plan Management and Consumer Driven Health Care*.

The survey results will provide employers who participate with critical benchmarks that allow them to compare their attitudes and strategies regarding employer-provided health care with those of their peers and competitors. "Employers will learn which strategies are actually being implemented (rather than just talked about) and which ones are really working," said Dave Ver Woert, Executive Vice President, Employee Benefits, for TrueNorth. The survey results compile information from employers representing all major industry classifications, employee size categories and regions of the country.

"Health plan strategies, philosophy, management and consumer-driven health plans will be an important focus for employers in the upcoming months as the debate on health care continues in Washington. As we have seen in prior opinion surveys conducted by UBA, there will undoubtedly be some surprises that we will identify and include in our analysis," said William Stafford, Vice President, Member Services for UBA.

The survey is open from Feb. 10, 2010, through March 5, 2010. Employers who participate in the *2010 UBA Employer Opinion Survey* will receive a complimentary electronic synopsis of the final report and a summary of this year's special supplement on Health Care Reform issues.

To participate, click on the following link <http://www.keysurvey.com/survey/291499/1be5/?LQID=1&BMN=213>

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**ABOUT UNITED BENEFIT ADVISORS (UBA)**

UBA is an alliance of more than 140 premier independent benefit advisory firms with offices in more than 165 offices throughout the U.S., Canada and the U.K., and is one of the nation's top five employee benefits advisory organizations. UBA produces the *2010 UBA Employer Opinion Survey* and the *2009 UBA Employer Benefit Perspectives* survey (which addressed Employer Communications, Personal Health Management and Scope of Benefits) that serves as companion pieces to the *2009 UBA Health Plan Survey*. Released this past August, the *2009 UBA Health Plan Survey* is the largest health plan benchmarking survey in the nation.

**ABOUT TrueNorth**

TrueNorth is an entrepreneurial insurance and financial strategies firm focused on providing clients an advantage beyond the expected. Our firm specializes in assisting business and individuals with customized solutions for their insurance and financial strategies needs. For businesses we provide risk management/property casualty, employee benefits, retirement plans, strategic continuation planning for business succession, consulting and education. We provide additional niche specific services for the transportation and construction industries. We provide individual solutions in personal home, auto, liability, financial planning and health insurance. TrueNorth is headquartered in Cedar Rapids with additional Iowa locations in Cedar Falls, Des Moines and Iowa City. Across the country, we have sales offices in Arizona, Illinois, Kansas, Tennessee, and Wisconsin. Learn more at [www.truenorthcompanies.com](http://www.truenorthcompanies.com)