



Contact: Tania Bengtsson, Director of Marketing
Phone: (574) 245-3546
Email: tbengtsson@gibsonins.com

FOR IMMEDIATE RELEASE

Gibson Insurance Group Announces 2nd Annual *Healthcare Summit*

SOUTH BEND, PLYMOUTH, INDIANAPOLIS, INDIANA – 02/01/08 – Gibson Insurance Group is conducting Healthcare Summit II on February 26, 2008. This Summit will give local employers access to top-level local and national industry leaders.

Controlling costs in 2008 and beyond will be defined by those who are able to manage the complexities that are affecting our rapidly changing healthcare environment. This seminar is a must for business owners, CEOs, CFOs and HR Specialists at companies with 50 or more employees.

The Summit will provide an insight into industry innovations and resources that can help attendees implement cost management initiatives. Attendees will leave with strategies to help their employees become more engaged to make better healthcare decisions.

The Summit is being held at Century Center, downtown South Bend. Registration and breakfast begin at 8:00am, followed by presentations from industry expert panelists at 8:30am, and finishing with questions from the audience until 11am. To attend, please RSVP by Tuesday, February 19, 2008 at www.gibsonins.com/healthcaresummit.html. Cost is free, however registration is required.

Expert panelists include: Darryl Busby, Executive Administrator at Elkhart Clinic, LLC; Shery Purkeypille, CEO of Allied Physicians of Michiana; Ron Cornwell, Principal & Consulting Actuary at Milliman; Kelly Witt, COO of Principal Wellness; Eric Olson, President of Novia CareClinics, LLC; and Rich Wipperfurth, VP of Sales & Marketing at Innoviant.

For employers, 2008 will bring another round of price increases ranging from six to more than 11 percent, according to recent studies. While healthcare costs are expected to climb at a slower pace in 2008 than in 2007, the cost increases will be more than double the overall inflation rate and well ahead of employee wage increases.

Driving premium increases are higher utilization of services, fueled by increased consumer demand; new medical treatments and technology; more intensive diagnostic testing; defensive medicine; an aging population and unhealthy lifestyles, according to two recent studies from America's Health Insurance Plans and PricewaterhouseCoopers. Employers are increasingly challenged to understand and manage the costs affecting employer sponsored benefits.

Gibson Insurance Group is among the top 1% of agencies in the nation and ranked in revenue among the top five privately held independent agencies in Indiana. Offering customized risk management solutions to a wide array of clients, Gibson Insurance Group specializes in the construction industry with Surety, Commercial, Personal and Employee Benefits Insurance programs that are fully supported by Loss Prevention and Claims Consulting Services. Gibson has offices in South Bend, Indianapolis, and Plymouth, Indiana, with clients and association member clients throughout the country. For more information visit www.gibsonins.com.

GIBSON INSURANCE GROUP - 130 South Main Street, Suite 400, PO Box 11177, South Bend, Indiana, 46634-0177. Contact is Tania Bengtsson, Director of Marketing - 574-245-3546 or tbengtsson@gibsonins.com.

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