



FOR IMMEDIATE RELEASE

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Chamber to Hold Forum on Rising Health Care Costs Panel Features Top Local Industry Leaders

Winston-Salem, NC (October 13, 2011) –The Winston-Salem Chamber of Commerce, in partnership with Blue Cross and Blue Shield of North Carolina (BCBSNC), will host a health care panel discussion on Tues. Nov. 8, 2011 from 7:30 a.m. to 10:00 a.m. at the Downtown Winston-Salem Marriott. The panel discussion will be moderated by Brad Wilson, President and CEO of BCBSNC and features the following leading North Carolina health care and insurance experts:

- Keith Kiser, Senior Vice President, BB&T Insurance Services;
- John McConnell, MD, CEO, Wake Forest Baptist Medical Center;
- Lisa M. Snowden, Senior Vice President, Piedmont Federal Savings Bank; and
- Paul Wiles, President and CEO, Novant Health.

The expert panel will discuss the key drivers of rising medical costs, ways employers can help curb medical spending, and what to expect from health care reforms. The event is free and open to the public, though registration is required at www.winstonsalem.com/healthcare.aspx.

“The rising cost of health care is a crucial issue for our community and all businesses should be concerned about its impacts,” says Gayle Anderson, the Chamber’s President and CEO. “We are fortunate to have such an esteemed and expert panel offer their insights and advice to the public.”

Sponsored by BCBSNC and presented by the Chamber's Council of Government Affairs, this event will begin with a continental breakfast from 7:30 a.m.-8:00 a.m. and the panel discussion will follow from 8:00 a.m. - 10:00 a.m. For more information, contact Wendy Poteat at 336-728-9249 or wpoteat@winstonsalem.com.

About the Council of Government Affairs

The mission of the Council of Government Affairs is to advocate for public policy that is in the best interest of business, encourage more efficient, less costly governments and to protect and educate members on key business issues.

About the Chamber

The Winston-Salem Chamber of Commerce is the destination for businesses and organizations of all sizes seeking insights, ideas, and initiatives that can help them be strong, healthy, and prosperous. Representing nearly 1,800 area businesses, the Chamber provides business development assistance, programming and events, and advocacy to support local businesses and improve our economy. Through proactive engagement with the business community, intelligent and clear analysis of the business environment and a commitment to comprehensive economic development, the Chamber is dedicated to enhancing our community’s future.

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