



Barney & Barney Upcoming Seminar...

## Proven Strategies in the Battle Against Rising Healthcare Costs

Growing health care costs are forcing employers to implement strategies to fight the upward trend. Plan changes and funding strategies are two ways to mitigate health care costs but are not addressing the primary cause - your employees' health.

Health and wellness strategies have been considered long-term solutions for improving employees' health, productivity and wellness mindset in the battle against increasing healthcare costs. Yet, with so much at risk, it is essential to determine a wellness strategy with measurable results and proven ROI.

Please join us as we introduce two proven innovations that are guaranteed to:

- Exponentially reduce risk of catastrophic claims
- Reverse the production of disease
- Reduce absenteeism
- Lower Workers' Compensation costs
- Raise productivity
- Direct your employees to the highest quality, lowest cost in-network care when a claim does occur

**Space is limited. Please register today.**

### FEATURED SPEAKERS

**Dr. Daniel Friedland, MD**

**Medical Director, Barney & Barney LLC**

Dr. Friedland joined Barney & Barney in 2011 and serves as the firm's in-house expert on wellness programs aimed at optimizing health and productivity while minimizing stress, turnover and absenteeism. Dr. Friedland provides education and tools to enable clients to make effective healthcare decisions, allowing them to take greater control of their health, productivity and healthcare expenses.

**Wally Gomaa**

**President, ACAP Health; Sr. Vice President, Holmes Murphy**

Mr. Gomaa's drive to revolutionize healthcare in the areas of disease management and wellness inspired him to become a founder and President of ACAP Health, and an influential leader as Senior Vice President and shareholder of Holmes Murphy & Associates. Gomaa has served in a variety of capacities within the healthcare industry including senior financial officer positions for both health plans and provider organizations, and network contracting leadership roles.

### THURSDAY, DEC 1, 2011

8:00 am Registration

8:30 am - 10:00 am Program

### Barney & Barney

Community Conference Center

9171 Towne Centre Drive

Suite 150

San Diego CA 92122

Attendance is complimentary.  
Light breakfast is provided.

### TO REGISTER:

[RSVP@barneyandbarney.com](mailto:RSVP@barneyandbarney.com)



**BARNEY&BARNEY™ LLC**