



# Growth and Opportunities: Controlling Your Healthcare Costs Over The Next Two Years

A Presentation by GENE MARKS

## **It's no secret that healthcare in the U.S. is in a great state of change.**

The Affordable Care Act has not been repealed, but parts of it are being chipped away and significant changes to the legislation are expected over the next few years. These changes will have an impact on costs and coverages affecting your business and your employees. This is not a trivial matter. The costs of healthcare continues to be substantial for both companies and individuals and most experts expect these costs to continue to rise over the next two years amidst the ongoing uncertainty in the industry and Washington.

**Your challenge:** how to control your healthcare costs in a tight labor market while still providing a competitive benefit for your current and prospective employees.

**During this 45 minute presentation,** Washington Post, Forbes and Inc. Magazine columnist Gene Marks will help you meet this challenge by providing you with insights and actions on the following topics:

- the current state of the Affordable Care Act and potential changes coming;
- a review of healthcare costs across industries and regions to help you benchmark where you stand;
- a discussion of the benefits and drawbacks of various "Obamacare" health plan options;
- whether self-insurance, group insurance or a hybrid approach is right for your business;
- other strategies businesses are implementing this year to control their costs;

**Gene Marks** is not only a columnist and the author of six-best selling business management books, he is also the owner of a 10 person consulting business and a Certified Public Accountant. Gene writes and speaks frequently on issues — like healthcare reform — that affect business owners like himself and the more than half a million owners, entrepreneurs, managers and executives that read his columns every week. His presentations bring humor, real-life examples and specific, actionable take-aways that audience members can use to save money, increase profits and grow their companies.

Gene's presentations help business owners & managers look ahead, making sure they are educated on critical issues affecting their industries.

Book Gene for your keynote or breakout session



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Caryn directly.](#)

See Gene in Action [www.GeneMarks.com](http://www.GeneMarks.com)



# GENE MARKS

Gene Marks is a columnist, author, and small business owner.

The Washington Post Entrepreneur.com  
msnbc Forbes FOX BUSINESS Inc.

Gene writes every day on business, politics and public policy for the Washington Post and weekly for Forbes, Inc. Magazine, and Entrepreneur.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is The Manufacturer's Book of Lists.

Nationally, Gene frequently appears on Fox News, MSNBC and CNBC discussing matters affecting the business community.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies so they can make profitable decisions.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.



Gene was a huge hit. I commented "what a way to close the conference."

—Lynn Smith, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA's Annual Meeting.

—Susan A. Denston, QAS, Executive Director, Process Equipment Manufacturers' Association

Our group thoroughly enjoyed Gene's presentation. He was the perfect combination of wit, humor and breadth of topic—and he executed it with great balance.

—Andrea Schnelten, MSW Director, Meetings & Membership, Farm Equipment Manufacturers Assoc.

If you would like additional testimonials, please email [caryn@marksgroup.net](mailto:caryn@marksgroup.net)