



FOR IMMEDIATE RELEASE

Contact: Sarah Bovine
SHPS
(502) 420-5533
sarah.bovine@shps.com

SHPS' Rosenblum to present at ECFC Administrator's Symposium

Louisville, Ky. (August XX, 2007) – SHPS, a leading provider of health advocacy and health benefits solutions, announced today that its executive vice president of channel solutions, Jeff Rosenblum, is presenting at the 20th Annual Employer's Council on Flexible Compensation (ECFC) Administrator's Symposium in Reno, Nev.

Rosenblum's presentation will discuss how third party administrators can use integrated services to attract clients and enhance profitability in today's health and benefits marketplace – a market where benefit administrative services are increasingly viewed as a commodity rather than a strategic component to an employer's overall healthcare strategy.

The presentation – scheduled for Thursday, August 16 at 1:30 PST – will include data from SHPS' recently published [2007 SHPS Health Practices Study](#), a comprehensive report that reveals why some employers are able to consistently manage their healthcare costs to the rate of inflation, while others experience year-over-year healthcare cost increases three to five times the inflation rate. For example, one finding notes that excellence in benefits administration and communications correlates to 12.7 percent lower healthcare cost per benefit-eligible employee when integrated with the delivery of health programs.

Co-presenting with Rosenblum will be Jody Dietel, CEO and chief operating officer of Creative Benefits, Inc., a national provider of administrative solutions for employer-sponsored benefit programs.

ECFC is a non-profit organization dedicated to the maintenance and expansion of private employee benefit programs on a tax-advantaged basis. Its mission includes promoting flexible

compensation programs through effective lobbying and providing information on flexible compensation programs to members, national opinion leaders and the general public.

About SHPS

SHPS provides a broad range of innovative health management tools, resources and services that empower consumers to make wise healthcare decisions. With comprehensive services that transform consumer health behaviors, SHPS' integrated delivery system maximizes the value of consumers' and employers' healthcare dollars. Among its many clients, SHPS serves large and mid-sized employers, health insurance carriers, third party administrators, Medicare Part D providers and government agencies. The company employs registered nurses and health professionals, employee benefit specialists and IT experts in facilities across the United States. Visit www.shps.com.

###