



**Hickok & Boardman**  
GROUP BENEFITS



**FOR IMMEDIATE RELEASE**

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## Hickok & Boardman Group Benefits Hosts Consumer Directed Health Care Seminar

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(BURLINGTON, VT) – June, 2008 – Hickok & Boardman Group Benefits (HBGB) recently hosted a seminar entitled *CDHP's, Are They Worth It?* Employee benefit professionals from throughout Vermont came to the Inn at Essex to hear experts from HBGB and CIGNA Healthcare talk about consumer directed health plans.

Bob Crews, a principal and account executive with HBGB, reviewed the components of consumer directed health plans (CDHPs) as well as the challenges associated with this emerging health insurance trend. Bill Reindl, Vice President, Consumer Segment at CIGNA, followed Crews and presented findings from CIGNA's 2007 Choice Fund Study, one of the most comprehensive studies of CDHPs to date.

Reindl detailed the results of the two year study that showed CDHPs are initially trending at nearly half of what traditional plans are. Reindl also debunked many of the myths associated with CDHPs. Reindl showed that proper plan design does not mean a cost-shift to employees, and that the study showed that members are not avoiding needed care or medications. He also explained that, if done properly, educating employees about CDHPs is a not difficult proposition.

A question and answer forum was held after the presentations immediately followed by a reception for attendees. Future seminars on relevant employee benefit topics are

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planned by HBGB. For more information on *CDHPs Are They Worth It?* or other planned seminars, please contact Michael Kilfoyle.

Hickok & Boardman Group Benefits is an employee benefit brokerage and consulting firm located in Burlington, VT that serves Vermont employers of all sizes. HBGB produces the annual Vermont Employee Benefits Survey and offers its clients solutions for employee benefits, human resource technology and health management and wellness programs.

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