

FOR IMMEDIATE RELEASE:

Obamacare Experts to Provide Free ACA training for Ohio Insurance Agents:

How the ACA is Helping Employers to Create New Profit Centers

Los Angeles – July 11, 2014–To share with large employers the secrets and strategies for successfully implementing Obamacare, Kaya Bromley, a leading business strategist and expert on the Affordable Care Act (ACA), attorney, speaker and author is teaming up with FreedomCare Benefits, a state-of-the-art, ACA-compliant program. Together, they will present The Obamacare Strategy Seminar to insurance agents in and around Ohio. The three free ACA conferences are taking place throughout Ohio on July 21 in Cleveland from 12 to 3 p.m., and on July 22 in Columbus from 8 to 11 a.m., and in Cincinnati from 2:30 to 5:30 p.m.

During the seminars, Bromley, who previously served as general counsel for the Toledo, Ohio-based Marco's Pizza franchise, will explain the four most important things employers need to understand in order to implement the ACA, the three biggest mistakes most employers are making, and she will explain the latest changes in the law. She will also draw from her experience in advising hundreds of large employers on the ACA to give real-life examples of the most innovative solutions and strategies she is seeing in the field.

According to Bromley, there are numerous ACA strategies hitting the market, and all agents who represent large employers, those with 50 or more full-time and full-time equivalent employees, need to pay attention and learn them.

"The agents who understand the basics of the law and can help their clients navigate the changes are the ones who will make money in the coming years," says Bromley. "However, the agents who will make the most money are the ones who understand the law and have an open mind to consider different strategies. The good news is that the difficulty the ACA is causing for employers is also causing some of them to find innovative solutions."

ACA strategies for large employers run the gamut from paying the penalties, to purchasing fully-insured plans, to offering skinny plans, to self-insurance. "Agents who are convinced that they know the 'right' solution are going to miss seeing what they don't even know they don't know," says Bromley. "The biggest mistake any of us can make is to assume we understand everything there is to know about this law or to think there is a one-size-fits-all solution."

As founder and CEO of Your Obamacare Advisors, a trustee of California's largest restaurant workers comp self-insured group and co-owner of two Tropical Smoothie Cafés, Bromley has firsthand knowledge of the challenges that employers are facing. Bromley has advised businesses from numerous industries including restaurants, insurance companies, farm labor contractors, automotive suppliers, accountants, law firms, payroll companies, and staffing companies, and she has been recognized for her role in developing FreedomCare Benefits.

“Kaya has a gift of simplifying complex concepts so that anyone can understand them,” says Marc LaPointe, president of FreedomCare Benefits. “We are honored to be able to provide this resource to insurance agents and employers. Anyone who has the chance to hear Kaya speak should not pass it up.”

Those who attend the seminars will receive a free copy of Bromley’s new book, “The Employer’s Guide to Obamacare: What Profitable Business Owners Know About The Affordable Care Act”, a follow-up to her critically acclaimed book, “The Obamacare Roadmap”.

Registration is limited. To learn more or to register, visit <http://www.freedomcarebenefits.com/FreedomCare/register.html>.

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