



About Kaya Bromley



As an attorney of 12 years and a recognized business strategist, Kaya Bromley, J.D., M.S.W., is the author of “The Obamacare Handbook” and “The Employer’s Guide To Obamacare” and the Founder and CEO of Your Obamacare Advisors. Ms. Bromley is currently a trustee of California’s largest restaurant workers compensation self-insured group, a Tropical Smoothie Café franchise owner and has previously served as General Counsel for the Marco’s Pizza Franchise and as the Executive Director of the National Jack-in-the-Box Franchisee Association. As an authority on the Affordable Care Act, more commonly referred to as Obamacare, she has advised numerous businesses and assisted hundreds of organizations in designing and implementing individualized strategic plans necessary to comply with the Obamacare mandates.

For her entire career, Ms. Bromley has been a passionate and motivated change agent. She founded Your Obamacare Advisors to meet the needs of business owners and their teams, as they work to understand and implement the requirements of the Affordable Care Act, and has advised businesses including insurance companies, brokers, farm labor contractors, and payroll companies, as well as franchisees of Jack-in-the-Box, McDonald’s, Burger King, El Pollo Loco, Five Guys and Carl’s Jr.

Additionally, Ms. Bromley serves as editor of Rethinking Obamacare, an independent advocacy website created to help business owners get a better handle on Obamacare, and contributes to the Obamacare Reporter.

Ms. Bromley is a second-generation entrepreneur and Detroit-area native. Her father, originally from India, has owned a business in Michigan for nearly three decades, had a career as an engineer in the automotive industry and taught economics at Wayne State University. She continues to hold equity positions in two Tropical Smoothie Cafés and serves on the board of directors for a for-profit dental equipment and supply business in Detroit, where she earned her undergraduate and master’s degrees from the same school where her father taught.

After graduation, Ms. Bromley worked as a Congressional Liaison for a United States Congressman, during which she focused on education, immigration and medical issues. Most notably, she was instrumental in getting an FDA Regulation changed that allowed ambulatory MS patients access to a particular prescription drug that slowed the progression of the disease. Prior to this, she worked as a lobbyist and legislative analyst for an education and juvenile delinquency prevention organization. It was



this government related work that inspired Ms. Bromley to attend law school, where she graduated with honors from Michigan State University Law School.

In addition to speaking to business associations, franchisee groups, chambers of commerce and other business-focused organizations, Ms. Bromley is the author of the book *The Obamacare Roadmap – The Four Things Profitable Businesses Know About Implementing Obamacare*. Originally published in May 2013 to critical acclaim, the book was updated and completely revised for its January 2014 publication due to constant and ongoing changes in Obamacare.

Ms. Bromley is currently working on a second book, entitled *The Employer's Guide to Obamacare*, which looks at the unintended consequences of health care reform and the many opportunities available to savvy entrepreneurs and business owners.

Ms. Bromley's legal experience has included corporate and real estate law with one of the largest firms in Michigan and serves as outside counsel to Wal-Mart and Home Depot. She has also served as in-house counsel for a variety of real estate developers and start-up ventures across the country. For the past six years, Ms. Bromley has focused primarily on corporate, health care and franchise law.

"Today's business environment is changing almost daily because of health care reform," Ms. Bromley explains. "My role is to help employers stay a step ahead of those changes. It is the employers who stay on top of this and have the knowledge and ability to respond quickly who are going to succeed and steal the market share from the ones that don't."

Ms. Bromley currently lives in the Lake Tahoe/Reno area of Nevada, and she maintains strong business ties to the San Francisco Bay area. In her spare time, which she rarely has as a lecturer, author, business executive, wife and mother, Ms. Bromley is an inventor who holds a patent in a hands-free teeth-whitening product.

For more information, please visit www.yourobamacareadvisors.com.