



**FOR IMMEDIATE RELEASE**

**Health Care Administrators Association (HCAA) Announces New Format for 2016 TPA Summit**

*Mike Ferguson, President and CEO of the Self-Insurance Institute of America (SIIA) headlines event with opening keynote session on “Positioning the Self-Insurance Industry as a More Effective Advocacy Force”*

**MINNEAPOLIS, Minn. – April 25, 2016** – The [Health Care Administrators Association \(HCAA\)](#), a leader in advocacy, education and networking for the self-funding industry, announces its new conference format and the debut of its [2016 TPA Summit](#). The two-and-a-half-day event will be held July 13-15, 2016 in Dallas, Texas, headlined by opening keynote Mike Ferguson, president and CEO of the Self-Insurance Institute of America (SIIA) and general keynote Connie Podesta of Connie Podesta Presents, LLC.

In addition to the keynotes and all-inclusive general sessions, HCAA has introduced an industry-shaping change: TPA Summit will now offer three unique and dedicated paths for success: Operations, Leadership and Marketing/Sales. Unlike many conferences with “tracks” that require an attendee to commit to just one track, HCAA’s TPA Summit is offering several paths to follow and the ability for the attendee to choose the parts of each path offered that best suit their unique needs and interests.

The Operations Path provides a robust examination into the factors and best practices needed to achieve operational excellence – essential to succeeding in today’s competitive marketplace. In the Leadership Path, participants will better understand methods to develop and enrich human capital, will discuss how to inspire millennials, and will hear industry visionaries both share their formulas for success, as well as their predictions for the future. And finally, the Marketing/Sales Path is dedicated to exploring inventive new tools and products, understanding how to use existing tools and products more effectively, and examining ways to reshape corporate branding to set their organizations apart from the competition.

“HCAA has always provided an advanced look and shared guidance into what TPAs need to accomplish in order to remain successful – now, and well into the future,” said Steve Rasnick, vice president of HCAA. “This year’s new TPA Summit brings an invigorating excitement to the table and will be unlike any of our past operational conferences. TPA Summit examines the core competencies of operations, leadership and marketing/sales in fresh ways and provides truly actionable guidance to help TPAs become more flexible, opportunistic through seamlessly integrated and diverse offerings.”

Mike Ferguson will present the opening keynote session on Wednesday, July 13 from 1:45-3:15 p.m. on “Positioning the Self-Insurance Industry as a More Effective Advocacy Force.” This session will highlight current initiatives in the areas of media outreach, shaping the political landscape, lobbying, litigation and grassroots mobilization designed to position the self-insurance industry as a more effective advocacy force at both the federal and state levels. Updates will also be provided on timely legislative, regulatory and litigation developments affecting TPAs and other companies involved in the self-insurance marketplace.



## Health Care Administrators Association

*The Value of Connection*

Connie Podesta will present on Thursday, July 14 from 8:45-10:15 a.m. a keynote session titled, “Lead Like You Mean It!” She says that successful people are great influencers. They know how to get consensus, ownership and buy-in from the people who count—without manipulation, intimidation, sacrificing relationships, or stepping on toes. She discusses that getting the job done the right way hinges on your ability to “sell” yourself, your products, your services, and your ideas in such a trusting and positive way that people will choose to: follow your lead, cooperate with you, learn from you, buy from you, partner with you, and support you – so you can get the job done right!

For more information on the 2016 TPA Summit and the full schedule of sessions, please visit the [HCAA website](#). Discount registration is available through May 19, 2016.

### **About HCAA**

The Health Care Administrators Association is the nation’s most prominent nonprofit trade association that supports the education, networking, resource and advocacy needs of third-party administrators (TPAs), insurance carriers, managing general underwriters, audit firms, medical managers, technology organizations, pharmacy benefit managers, brokers/agents, human resource managers and health care consultants. For nearly 35 years, HCAA has taken a leadership role in legislative advocacy, working to increase its influence with policymakers and other stakeholders in order to transform the self-funding industry and expand its role within healthcare.

For more information, visit [www.hcaa.org](http://www.hcaa.org), or connect with us at [@HCAAinfo](#), [HCAA LinkedIn](#) or [HCAA YouTube](#).

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