

# LAAHU-2007-2008



The Los Angeles Association of Health Underwriters proudly presents to you the many accomplishments of this outstanding award winning chapter.

## Chapter Accomplishments

3/28/2007 - 3/31/2008

### AWARDS

- ❖ LAAHU was awarded NAHU's Silver Seal Certification in both 2007 and 2008 for excellence in chapter management
- ❖ NAHU presented its prestigious Pacesetter Award to LAAHU for outstanding achievements and excellence in serving LAAHU's members and the industry at the 2007 NAHU National Convention
- ❖ LAAHU presented Lloyd Baum with the prestigious LAAHU Paladin and Nelda Tittle with the LAAHU Legislative Excellence Awards
- ❖ LAAHU member Alan Katz was awarded CAHU's prestigious CAHU Member of the Year Award
- ❖ LAAHU member Bruce Benton was awarded NAHU's prestigious Distinguished Service Award

### COMMUNICATIONS

- ❖ LAAHU launched a terrific new website, with tremendously enhanced content, functionality & visual appeal
- ❖ LAAHU launched a new online newsletter E-NewsFLASH; and has sent 26 E-NewsFLASH newsletters in an easy-to-use format since August 28, 2007
- ❖ LAAHU switched the printed magazine ActionLine to a Bi-Monthly/Quarterly schedule

### LEGISLATION and MEDIA RELATIONS

- ❖ 16 elected officials and special invited guests attended or sent representatives to the 2007 LAAHU Sales Conference, out of the 27 invited
- ❖ 11 media representatives attended the 2007 LAAHU Sales Conference
- ❖ The 2007 LAAHU Sales Conference was reported in media outlets around the world, thanks to the Press Release posted on the PR NewsWire. At least 12 major news outlets posted the LAAHU Press Release
- ❖ LAAHU, through our State Chapter CAHU, was at the table with the Governor and Speaker of the Assembly crafting comprehensive healthcare reform. Our lobbyist was called to speak at the State Senate Health Committee hearing; the hearing where this measure eventually died
- ❖ In what was an extremely busy legislative year, more LAAHU members met with legislators in their District offices than in any prior year

- ❖ More LAAHU members actively participated in Operation Shout Louder, a letter and email writing campaign, and Operation Drumbeat, a systematic and effective email campaign to legislators on healthcare reform issues, than at any time in the past. More emails were sent through the CAHU/NAHU Operation Shout system than ever before
- ❖ At Capital Conference, February 2008, 13 LAAHU members attended and participated - a LAAHU record!
- ❖ At Day at the Capitol in Sacramento, May 2007, 30 LAAHU members attended and participated - a LAAHU record! LAAHU members met with legislators or aides in all of LAAHU's assigned legislative offices
- ❖ LAAHU President Sam Smith was called by DMHC Director Cindy Ehnes to testify before the State Senate Health Committee on consumer protection under the DMHC, timely access regulations, discount plans, rescissions, language access regulations and mental health parity.

### PAC

- ❖ LAAHU members continue to provide strong, crucial PAC support
- ❖ 23 LAAHU members donated to HUPAC
- ❖ John Nelson was one of the top individual HUPAC contributors in the nation
- ❖ 105 LAAHU members donated to CAHU PAC - donating \$66,393 in calendar year 2007
- ❖ Dickerson Employee Benefits was the top CAHU PAC donor from LAAHU

### EDUCATION

- ❖ More than 600 people attended the LAAHU 2007 Conference to hear a discussion with Dr. Brian Day, the President-Elect of the Canadian Medical Association; Dr. William Plested, the President of the American Medical Association; and Dr. Anmol Mahal, the President of the California Medical Association.
- ❖ LAAHU hosted a new national certification course - the Consumer Directed Health Care certification, one of the first chapters in the nation to sponsor this course locally. NAHU's Executive Director, Janet Trautwein presented the class. Janet Trautwein is a tremendous speaker and nationally-known expert in employee benefits. She is called frequently to speak on healthcare issues before Congress. We are fortunate to have her address our membership in any capacity
- ❖ LAAHU launched a new meeting and education series called Broker2BrokerLive!, that co-brands meetings with LAAHU member organizations, broadens the geographical locations of meetings and enables meeting promotion and outreach to more non-LAAHU members than ever before. The meeting format shift has a goal of expanded networking and enables member organizations to truly host LAAHU members instead of merely sponsoring a LAAHU meeting
- ❖ LAAHU hosted/co-hosted 16 meetings, in 9 different locations
- ❖ LAAHU programs offered 36 CE credits, including a CE Day with 6 CE credits, a CDHC Certification Course with 4 CE Credits and 5 CE credits at the 2007 LAAHU Sales Conference
- ❖ LAAHU held an innovative holiday evening meeting - "Creating Change Together" - on November 28, 2007, with Presidents and other top level

executives from the insurance carriers, and elected officials, invited and attending, which offered one CE hour and an opportunity to enjoy and build relationships.

### COMMUNITY SERVICE and OUTREACH

- ❖ LAAHU donated \$11,000 to charity this year. A LAAHU record!
- ❖ LAAHU adopted Young and Healthy as its primary charity for 2007/2008, and donated funds raised at the 2007 Charity Golf Tournament and 2007 Sales Conference to Young & Healthy
- ❖ LAAHU also supported the Westside Food Bank at the "Creating Change Together" holiday membership meeting
- ❖ LAAHU members attended the Young & Healthy's "It's Possible" Event on October 4, 2007 in an effort to build knowledge of and commitment to Young & Healthy's mission. Young & Healthy coordinates free, donated medical services to uninsured and underinsured children, and while under their coordination of care assists in enrollment of these children in Healthy Families, MediCal and private insurance plans.
- ❖ LAAHU held a Health Insurance Awareness Week, culminating in participation at the Young & Healthy dental health and resource fair, staffing a booth, distributing flyers, giving short seminars on the California Uninsured Help Line, and distributing copies of the Matrix
- ❖ LAAHU received a California State Assembly Certificate of Recognition from Assemblymember Anthony Portantino for LAAHU's Health Insurance Awareness Week
- ❖ MD Sam Smith, in his capacity as President of LAAHU, was a featured speaker at a Health Forum organized by the U.S. Department of Labor, Employee Benefits Security Administration. The forum had the following name "Small Business Owners Protect Yourself, What You Don't Know Can Hurt You!"

Please note that other very valuable and noteworthy outreach events and accomplishments may not be listed here. Our apologies for any omissions.

## The Benefit of LAAHU Membership

**LAAHU is hard at work for our members, our industry and California's Consumers!**

Respectfully submitted,

Dierdre "Dede" Kennedy-Simington  
LAAHU Awards Chair

LAAHU - Los Angeles Association of Health Underwriters

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