

Contact:

Ross Goldberg
818-597-8453, x-1
ross@kevinross.net

Strategic Health Group’s Hank Osowski Joins Faculty of Two Upcoming National Conferences on the Future of Medicare and Medicaid

(LOS ANGELES – May 25, 2018) — Hank Osowski, managing partner of Strategic Health Group, will be a key presenter at two upcoming national healthcare conferences focused on the Medicaid and Medicare marketplaces.

June 4-5 Osowski will play a dual role at the 3rd Annual Medicaid Managed Care Leadership Summit in Chicago. Sponsored by Health Education Associates and RISE Health, Osowski will address conference attendees on “Marketing Your Plan to Promote Growth and Retention.” His presentation will discuss how to position and sell a Medicaid plan in the marketplace, how to enlist support from advocacy groups and community-based programs, and how to assure fulfillment of the brand’s promise.

Also at the conference, Osowski will facilitate an open forum on “Strategies for Solving Some of Your Thorniest Challenges.” The forum is designed to “tap into the collective wisdom and experiences of plan leaders” who will share their ideas on how to tackle some of the major challenges facing Medicaid plans today.

Further information on the conference may be obtained at <http://events.healthcare-conferences.com/events/3rd-annual-medicaid-managed-care-leadership-summit-h470-/event-summary-b352781b6fa343ca86b84a7fb59e32ba.aspx>.

The following month Osowski will deliver the keynote presentation on day two of the Medicare Market Innovations conference, July 9-11, in San Diego. There Osowski will address “The Impact of the Political Landscape on the Future of Medicare Products” and how to turn the challenges into opportunities for growth and innovation. Looking at both Medicare Advantage and Medicare Supplement plans, Osowski’s presentation will explore the current political environment and its likely impact on Medicare as well as the opportunities, barriers and hidden challenges of the current proposals from the Centers for Medicare & Medicaid Services (CMS).

Sponsored by Strategic Solutions Network, the event brings together Medicare marketing and product professionals from Medicare health plans nationwide and explores what leading Medicare plans are doing to attract, retain and engage the new Medicare consumer through case studies and interactive panel discussions. Further information on the conference may be obtained at <http://www.medicaremarketinnovations.com>.

A frequent speaker and author on critical issues facing Medicare and Medicaid, Osowski has provided leadership to commercial, Medicare and Medicaid health plans for more than three decades. He is a former senior vice president of corporate development for SCAN Health Plan and also served as a member of the senior management team at Blue Cross of California. At Strategic Health Group Osowski has led several recent engagements for clients focused on the Medicare and/or Medicaid programs in California, Wisconsin, Michigan, Illinois, Florida, West Virginia, Arizona and Hawaii.

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