

November 14, 2007

EDITORS: The following information is for immediate release. If you have any questions, please contact Tim Connor of the Chester County Economic Development Council, at 610 458-5700, extension 223.

**Consumer Driven Healthcare
is the subject of a breakfast briefing
at Economic Development Council**
Event takes place on Friday, November 30, 2007

EXTON _ The Chester County Economic Development Council is hosting a breakfast briefing on Consumer Driven Healthcare on Friday, November 30, 2007.

The briefing is being given by Kevin Connors of Kistler Tiffany Benefits, Jeff Darlington of the Rigg Darlington Group and Chris Marren of the Elite Group.

The speakers will discuss recent trends in employer sponsored healthcare including the entrance of Consumer Driven Healthcare to the marketplace and what exactly this term means. The double digit increases in healthcare costs have impacted all employers and this presentation will be an opportunity for business executives to learn about the new approaches insurers and employers are using to change that trend in future years.

Breakfast and registration begins at 7:45 a.m. with the program concluding at 9:30 a.m. The event takes place at the Economic Development Council at 737 Constitution Drive, Exton. The cost is \$15 for CCEDC members and \$25 for non-members. To register, please contact Kathleen Nader at 610-458-5700 ext. 210 or knader@cceconomicdevelopment.com.

The Chester County Economic Development Council is a private, non-profit economic development organization that has been nurturing economic growth in Chester County and the surrounding region for more than 40 years. The Council's portfolio of business growth services includes: low-interest financing, small business lending, workforce training, retention and expansion, customized international business assistance, land and building site selection, brownfields consultation and remediation, urban redevelopment, and agricultural economic development. The Council also offers state-of-the art conference and training facilities at its brand new facility in Eagleview. For more information, see www.cceconomicdevelopment.com.