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PRESS RELEASE
For Immediate Release
October 28, 2010

Interview on radio or TV:
Bobby Peterson (608)444-7197 (cell)

Conference Explains Health Reform:

Medical Service Providers, Attorneys, & Advocates Gather in Madison for “The Changing Landscape of Health Insurance in Wisconsin After Health Care Reform”

Madison, WI –“Health care reform is being implemented in Wisconsin as we speak. Medical service providers, administrators, attorneys, advocates, and consumers need to be informed on how this new law will impact their lives, jobs, or children,” said Public Interest Attorney Bobby Peterson, Executive Director of ABC for Health, Inc. Today, ABC for Health, a Madison-based, non-profit law firm, and HealthWatch Wisconsin will host a comprehensive conference and training on health care reform in Wisconsin to continue the process of educating the public health workforce on health reform issues. Session throughout the day will be led by elected officials, regulators, policy makers, and advocates in Wisconsin. “While the process of reform may take years, many key questions and issues need attention today,” continued Peterson, “such as ‘bird-dogging’ health care reform implementation.” Peterson explains, “Oversight and enforcement must play a part in making sure that health care reform realizes its promise and does not morph into the real threat of limited or eliminated health care coverage or services that violate the law.”

At today’s event, ABC for Health will debut its newest HealthWatch Wisconsin publication: “*My Health Reform Guidebook*.” Peterson describes the guidebook as one that, “Examines the changing landscape of health care reform, identifies time tables and rules, busts a few myths, and also helps people understand the process that health care reform is expected to take over the next several years.”

Peterson concludes, “In the end, this is about people and an emerging and long overdue fundamental right to secure the health care coverage they need and deserve.” The training on health reform will take place Thursday, October 28, 2010 from 9am-4:30pm at Madison’s Inn on the Park. For more information, visit www.healthwatchwisconsin.org.

ABC for Health is a Wisconsin-based, nonprofit, public interest law firm dedicated to linking children and families, particularly those with special health care needs, to health care benefits and services. ABC for Health’s mission is to provide information, advocacy tools, legal services and expert support needed to obtain, maintain, and finance health care coverage and services.

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