LIFE UNIVERSITY

PRESS RELEASE

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Life University to Host 2012 Octagon Conference on Health Reform

Fourth annual conference to take place April 12-14, 2012

Marietta, Georgia, March 26, 2012 – The Octagon, a think-tank and policy oriented center at Life University, Marietta, Georgia will host its fourth annual conference entitled *"Reimagining Health Care: Making Health the Goal"* April 12-14, 2012. This year's conference will focus on health care reform and the Patient Protection and Affordable Care Act (PPACA) according to the Director of the Octagon, Gerard W. Clum, D.C.

The three-day meeting will bring nationally known and respected leaders from the worlds of politics, business, law, health policy and health care. The keynote speakers will include Dee Edington, Ph.D., professor of Movement Science, University of Michigan—the godfather of worksite related health and wellness efforts, Mr. Andy Webber, president of the National Business Coalition on Health (NBCH) with membership reflecting an employee base of over 25 million, Clem Bezold, Ph.D., Chairman and Senior Futurist from the Institute for Alternative Futures (IAF), Ms. Deborah Senn, former Insurance Commissioner, State of Washington considered by many consumer groups to have been the "best insurance commissioner in the country" and Mr. Greg Etzel of King & Spalding Law, Houston, Texas a noted national lecturer on the changing landscape of federal funding for healthcare.

Another dozen speakers, including Life University president, Dr. Guy Riekeman, will round out the program addressing everything from the recent Supreme Court arguments related to the PPACA legislation to the development of the basic benefits package to the refinement of the delivery systems such as Accountable Care Organizations (ACOs) and Patient Centered Medical Homes (PCMHs). On Saturday, April 14 the program attendees and the presenters will come together in a series of policy review and development sessions seeking to distill recommendations toward further policy change and program enhancement.

"In general people think they know more about health care reform and the PPACA legislation than they really do as most consumers and healthcare providers have been informed about the legislation by various interest groups." Noted the Octagon's Gerard W. Clum, D.C. "This conference offers anyone from a consumer interested in the future of health care to those providing care to business leaders helping to fund care a more complete and thorough understanding of the elements of reform" added Clum.

The conference has garnered the support of many organizations and groups ranging from educational institutions such as the University of Bridgeport, Bridgeport, CT, Cleveland Chiropractic College, Overland, KS, Life Chiropractic College West, Hayward, CA and Bastyr

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University, Kenmore, WA to policy oriented agencies such as the Integrated Healthcare Policy Institute (IHPC). The program is also being supported by the Congress of Chiropractic State Associations (COCSA), the International Chiropractors Association (ICA), the American Chiropractic Association (ACA), the National Chiropractic Mutual Insurance Company (NCMIC) and Activator Methods, Inc.

Information about the Octagon, its 2012 conference and registration is available online at www.lifeoctagon.org. The program will offer 11 hours of continuing education credit in Georgia and several other states.

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For more information about Life University, please contact Craig Dekshenieks in the Marketing & Communications Department at (770) 426-2833.

About Life University
Founded in Marietta, Georgia in 1974, Life University is a health sciences institution most known for its chiropractic program, the largest in the world. Life University is regionally accredited by the Southern Association of Colleges and Schools (SACS) to award four-year undergraduate and graduate degrees in a variety of health care, science, business and general studies fields, and also has programmatic accreditation through the Council on Chiropractic Education (CCE) and the Accreditation Council for Education in Nutrition and Dietetics (ACEND). The mission of Life University is to empower students with the education, skills and values necessary for career success and life fulfillment, based on a vitalistic philosophy.

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