

## **FOR IMMEDIATE RELEASE**

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### **REGIONAL HEALTH & WELLNESS CONFERENCE TO COALESCE INTERNATIONAL BUSINESS LEADERS HIGHLIGHTING U.S AND EUROPEAN PERSPECTIVES *EACC Hosting New York Times Best-Selling Author Dr. Michael Roizen as Keynote Speaker***

CINCINNATI, OH - April 25, 2011 – The European-American Chamber of Commerce (EACC) will host a conference on Health & Wellness in Cincinnati to explore the challenges and opportunities organizations face as health care policies undergo dramatic changes locally, nationally and abroad. On May 25, international experts, policy makers and corporate thought leaders in health and wellness will convene at The Westin Hotel in Downtown Cincinnati to discuss key issues such as cost, responsibility and the impact of wellness programs on the international business community.

Dr. Michael Roizen, of the Wellness Institute at the Cleveland Clinic and the coauthor of five *New York Times* best sellers with Dr. Mehmet Oz, will deliver the keynote address. Roizen is a recognized advocate of wellness, and has frequently appeared on the *Oprah Winfrey Show*, the *Today Show* and *20/20*, among many others providing his insights on wellness.

“Employers, communities and citizens have the opportunity and the responsibility to lead the transformation to become a healthier society away from the political debate,” said Anne Cappel, Executive Director of the EACC. “This Conference will give business leaders the tools to assess where they stand and then take action. By bringing business leaders from both sides of the Atlantic, we can also share resources, best practices and provide solutions to enable more educated and effective business decisions.” The Health & Wellness Conference will feature five panels focusing on topics such as comparative overviews of European and U.S. healthcare systems, the corporate

response to healthcare policy changes, wellness programs, corporate perspectives and challenges specific to the Greater Cincinnati region. Two hundred decision makers representing domestic and international business concerns, as well as local, state and federal government, are expected to attend. Speakers include:

- Dr. Bernard Merkel, Health Minister Counselor, European Union Delegation to the United States
- Craig Brammer, Officer of the National Coordinator for Health Information Technology, Health & Human Services
- Bill Fitzgerald, Vice President & General Manager, GENx
- Pam Shannon, Vice President, Corporate Health, TriHealth
- Michael Barber, Vice President, Healthy Imagination, GE
- Stacey Wegley, Director, Health Promotion & Education, Hamilton County
- Dr. Amy Mechley, The Family Medical Group, The Christ Hospital

For a full agenda of events and to register online please visit [www.europe-cincinnati.com](http://www.europe-cincinnati.com). The EACC is offering an early-bird discount for registration on or before April 22, 2011.

#### **ABOUT THE EUROPEAN-AMERICAN CHAMBER OF COMMERCE (EACC)**

The European-American Chamber of Commerce (EACC) stimulates business relations and economic development between Europe and the Greater Cincinnati area through initiatives and programs that encourage development, collaboration, networking and education. Founded in 2007 in Cincinnati, the EACC was the first chapter of its kind in the United States and is part of a growing network of chapters throughout the United States and Europe. In Cincinnati, the EACC leverages its transatlantic resources to provide assistance for businesses interested in exporting goods or services to Europe and actively recruits foreign investment by heightening awareness of Cincinnati abroad as an attractive place to live and work. EACC member companies represent a wide variety of businesses including companies headquartered in the U.S. and those with both U.S. and European headquarters. In 2010, the EACC was recognized by the Governor of Ohio for increasing awareness of exporting as a vital part of Ohio's economy. For more information, visit [www.europe-cincinnati.com](http://www.europe-cincinnati.com).

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