

## **MedImpact Healthcare Systems Annual Conference--Newt Gingrich to Speak**

**Health Care Leaders and Decision Makers Come Together in San Diego to Architect the Future of Health Care**

February 28, 2007

SAN DIEGO--(BUSINESS WIRE)--MedImpact Healthcare Systems, Inc., the nation's largest pharmacy benefit management company (PBM) that does not sell drugs, today announced its annual conference will kick off on Wednesday, March 7, 2007, with a keynote by Newt Gingrich, former Speaker of the U.S. House of Representatives and founder of the Center for Health Transformation. The invitation-only conference, titled "Architecting the Future of Health Care," will bring together a distinctive convergence that includes more than 375 of the health care industry's key decision makers. The conference will include current and prospective MedImpact clients, managed care CEOs and CFOs, medical and pharmacy directors, Medicaid, Medicare Part D, and hospital representatives, as well as human resources executives, employee benefits consultants and other prominent leaders from the health care arena. This year's conference will be held March 7-9, 2007, at the newly restored US Grant Hotel in San Diego, California.

The conference will focus on the elements necessary to shape the future of health care—from vision and design, to blueprint, foundation and framework—addressing topics health care industry professionals face every day. Conference attendees will also have the opportunity to learn from over thirty health care speakers including Walter Bortz, II, M.D., one of America's most distinguished scientific experts on aging, and to participate in a variety of breakout sessions led by some of the country's most renowned health care professionals.

"The MedImpact 2007 Conference offers attendees an exceptional forum for interacting with key opinion leaders and decision makers in transforming health care," said Dale Brown, senior vice president for MedImpact.

Speaker Gingrich will kick off the opening general session with his presentation, "Architecting the Future of Health Transformation," which will address the importance of transforming health care by building what the Center for Health Transformation has termed a "21st Century Intelligent Health System." Speaker Gingrich believes such a system will save lives and save money for every American, and is vital to ensuring the country's long-term prosperity. MedImpact is a Founding Charter Member of the Center for Health Transformation.

"Speaker Gingrich's Center for Health Transformation continues to be a driving force in achieving system-wide change for our nation's health care delivery system. And we are especially pleased that this year's conference coincides with the Center's Member Meeting. The synergy of the Center's goals and MedImpact business objectives will create a dynamic environment for crafting a shared vision for the future," said Brown.

Dr. Bortz will speak on "Health as an Asset: Architecting Individual Responsibility." As a Clinical Associate Professor of Medicine at Stanford University, Dr. Bortz is chairman of the board of Fifty-Plus Lifelong Fitness, and founding chair of the Diabetes Research and Wellness Foundation's Medical Advisory Board. A prolific researcher, speaker and author of more than 150 scientific articles and numerous books including *We Live Too Short and Die Too Long* and *Dare To Be 100*, Dr. Bortz has also been a consultant on CNN and many daytime interview programs, past president of the American Geriatric Society and former co-chair of the American Medical Association Task Force on Aging.

---

**About MedImpact Healthcare Systems, Inc.:** MedImpact Healthcare Systems, Inc., based in San Diego, California, was founded in 1989. The company currently services 27 million members nationwide with clients that include Fortune 500 employer corporations, unions, managed care organizations, insurance carriers, third-party administrators, as well as local, state and federal employee programs. MedImpact bases its success on delivering products and services that provide choice and that are designed to lower overall client cost while increasing member satisfaction and quality of care.

### **Contacts**

MedImpact Healthcare Systems, Inc.

Gayle Griffith - [gayle@iacunato-mclane.com](mailto:gayle@iacunato-mclane.com)

Debby Iacunato - [debby@iacunato-mclane.com](mailto:debby@iacunato-mclane.com)

888-356-6406



###

*Media: To contact Dr. Walter Bortz:  
1-650-854-2273  
[drwbortz@aol.com](mailto:drwbortz@aol.com)*