

Certified Healthcare Reform Specialist®



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Certified Healthcare Reform Specialist®

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“ I absolutely loved the fact that I could earn a certification in an area that was desperately needed - Healthcare Reform. I know that this was absolutely a “no brainer” since it is everything that my clients are asking for and no one can really answer professionally. This is not the case any longer. I believe this certification will set me above my counterparts working for the same business. ”

- **ERIK NAGENGAST, CEO,
SOLUTIONS N SYNC**

“ My experience with the certification has been fantastic. Very informative. I think this is going to really help and be a valued asset for myself with my clients up in the New York area. There has been a lot of changes. This has really given me a clean comprehensive learning experience with all the changes with “Obamacare” and how it’s going to affect the industry and my clients moving forward.”

- **GREGG REUTER, FINANCIAL ADVISOR,
COMPREHENSIVE FINANCIAL**

For more information, please contact us at
Info@HealthcareReformMagazine.com or call 561.790.1176





Certified Healthcare Reform Specialist®

Program Cost

The Certified Healthcare Reform Specialist®

\$995

*price is subject to change without notice

The Exam

- 100 multiple choice questions

Recertification Policy

- Certified Healthcare Reform Specialist® Certification expires 2 years after date of issue
- Recertification Fee of \$500 after 2 years
- 11 Module of continuing education required per (2 year) recertification period
- Annual fee of \$100 per year to maintain certification and gain access to online continuing education resources



Brought to you by the Health Care Reform Center and Policy Institute and the Healthcare Reform Magazine, the Certified Healthcare Reform Specialist professional designation provides human resource and insurance professionals an educational and competitive edge in staying on top of the rules, regulations and interpretation of PPACA.

The Certified Healthcare Reform Specialist® is a certification of expertise that requires 11 modules of training/ online classes and can be completed either live or in-person at our annual National Healthcare Reform Conference.

In order to maintain certification after the required training, Certified Healthcare Reform Specialists® must complete 5 hours of continuing education credits per year to stay up to date with the best practices and standards in the industry. The Certified Healthcare Reform Specialist® was created for:

- HR Professionals
- Insurance Professionals
- Insurance Agents
- Healthcare Professionals
- Brokers & Consultants
- Other Industry Professionals

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Certified Healthcare Reform Specialist®

Registration



Benefits of Becoming a Certified Healthcare Reform Specialist®

Becoming a Certified Healthcare Reform Specialist® provides you with a competitive edge in the industry. The Certified Healthcare Reform Specialist® establishes a higher level of understanding and knowledge of healthcare reform by demonstrating to employers and colleagues that you:

- Possess the training and knowledge to successfully implement and manage healthcare reform
- Understand the timeline of implementing the different policies, laws and regulations in healthcare reform
- Understand mandated benefits and compliance deadlines
- Demonstrate that you are up to date with current best practices, rules, regulations and interpretations as they are implemented. (Due to the many new mandates, it is imperative that healthcare and benefits professionals continue to educate themselves through our required continuing education credits for recertification)
- Possess the qualifications and abilities for job promotion and career enhancement

1. Register

2. Review

All sessions of the program. Required 8 hours of education

3. Take

the 11 modules of online education and exam within 65 days of beginning the course.

- **Participant must pass exam with a grade of 75% or higher. User will be given two opportunities to pass the exam before paying a re-examination fee of \$200**

Benefits for Employers/Corporations:

By requiring or covering the expense of certification for your staff, you are ensuring that your staff understands the most updated policies, rules and regulations. The certification also insures that current best practices are implemented in regards to healthcare reform and compliance. Certified Healthcare Reform Specialist® staff can help your organization maintain a competitive edge through full comprehension of the effect healthcare reform has on your organization and the ways to comply with it.

The Certified Healthcare Reform Specialist® program is provided to professionals who:

- Satisfy educational requirements
- Pass an online 100 question exam
- Update their healthcare reform credentials through continuing education courses in order to maintain the Certified Healthcare Reform Specialist® designation

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Group Certification Package

Group Certification Packages

Special customized packages are available for groups interested in participating in our Group Certification programs. Our group packages provide special discounts and extra benefits for groups of 12 or more.

Instructional Training Methods

- 11 modules, approximately 45-60 minutes in length in one of the following formats:
 - *Online classroom through our digital educational platform*
 - *Live webcast (additional fee required, please contact for more information)*
 - *Face to Face proctoring (additional fee required, please contact for more information)*
- Upon completion of all educational training, participants are eligible to take the online certification exam.
- Upon successful completion of the certification exam, participants will receive the designation as a Certified Healthcare Reform Specialist® as well as the certification seal to use on all their business and social media related materials.
- All Certified Healthcare Reform Specialists® will be featured on the Healthcare Reform Magazine website (www.HealthcareReformMagazine.com) and will be searchable through our unique search functionality by country, state and city with their name, title and company along with a message feature allowing the person to be contacted.
- Support Staff for online access and inquires
- Automatic renewal of certification
- Press Releases/Blogs on Company certification and success

Additional Added Value for Group Certifications

- 12 - 24 Participants ~ 15% off individual certification value
- 25 - 36 Participants ~20% off individual certification value
- 37 + Participants ~ 30% off individual certification value
- Customized Q&A follow up based on compilation of questions submitted by each participant
- 50% off the purchase of any other certification with enrollment in the group certification program
- 2-Year Renewal for each associate certification included in group package
- (\$200 value per each individual certification)
- Quarterly Webinars for up-to-date information on reform, available exclusively to those certified within group certification
- Custom E-Blast schedule to inform participants on certification information, Online access, step-by-step instructions, additional Healthcare Reform updates, reminders for quarterly webinars and access to Healthcare Reform webinars
- Custom analysis reports of associates progress and pass rates
- Group certifications are designed for unique and specific accommodations. We will personalize a program to meet the needs of your organization.

**All certification programs are active for two years, with 5 HRs of CE requirements per year to maintain valid certificate.*

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Course Curriculum 2012 -2013

Module 1

An Examination of the Landmark Supreme Court Decision on PPACA

On June 28, 2012, the Supreme Court upheld the constitutionality of the individual mandate, which many view as the heart of the Affordable Care Act. Few predicted this outcome, and even less predicted which justices would side with the majority. In this module, you will learn:

- The issues facing the court
- The expected outcome versus the actual outcome
- The impact of the ruling, including the limitation of the Medicaid expansion, on employers, insurers, and providers.

Donald Jones, Professor of Law, University of Miami

Module 2

The NAIC's Perspective on Healthcare Reform

Deputy Commissioner Michelle Robleto brings her perspective on national and international regulatory matters. Besides being an expert in workers' compensation issues with the Department of Labor and Employment Security, her experience has made her point man to implement strategies and improve private marketplace. She testified before the U.S. House of Representatives committee on Financial Services Subcommittee on Insurance, Housing and Community Opportunity regarding the "U.S. Insurance Sector: International Competitiveness and Jobs."

About the Florida Office of Insurance Regulation: The Florida Office of Insurance Regulation has primary responsibility for regulation, compliance and enforcement of statutes related to the business of insurance and the monitoring of industry markets.

Michelle Robleto, Deputy Commissioner, Life and Health, Florida Office of Insurance Regulation

Module 3

State, Federal and Private Health Exchanges: The Future Marketplace for Health Insurance?

The Affordable Care Act creates a new marketplace for individuals and small employers to purchase health insurance, known as "exchanges." The exchanges will be operated by states or, if the states are unwilling or unable to set up an exchange, the Federal government. Not to be outdone, many private organizations have begun establishing private exchanges that will serve a broader audience and compete with the state and Federal exchanges. In this module, you will learn:

- What is an exchange and who is eligible for coverage under the exchanges
- What types of benefits will be offered through the exchanges
- Whether the exchanges will prove to be an effective means of delivering insurance
- Whether the private exchanges might prove to be a viable alternative to the state/federal exchanges or to coverage outside of the exchanges.

Julian Lago, State Insurance Exchange Coordinator, NAHU
Lisa Han, Partner, Squire Sanders (US) LLP

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Course Curriculum 2012 -2013

Module 4

Impact of PPACA Insurance Mandates on Employer Sponsored Group Health Plans ~ Part 1

The Affordable Care Act enacted a number of insurance market reforms intended to expand insurance coverage. Many of these provisions are already effective for employer-sponsored health plans, and many more could become effective on the date these plans lose grandfathered status. In this session, you will learn:

- Which insurance mandates already apply to all plans (including the adult child coverage requirement and the
- prohibition on preexisting condition exclusions for children)
- Which insurance mandates apply to plans that have lost grandfathered status (including the revised claims and
- appeals procedures and the no-cost-sharing-for-preventive-services requirement), and
- What steps employers should take to make sure they are in compliance.

Anne Wilde, JD, Director of HR & Compliance, Elks Rehab System
Benjamin Conley, Attorney, Employee Benefits & Executive Compensation, Seyfarth Shaw, LLP

Module 5

Impact of PPACA Insurance Mandates on Employer Sponsored Group Health Plans ~ Part 2

While employer plan-sponsors may feel as though they finally have a handle on the Affordable Care Act, the work is not over yet. A number of insurance market reforms kick in over the next two years. Employers should be prepared to comply with these new requirements and should consider implementing strategies to control costs. In this module, you will learn:

- Which insurance mandates become effective in the next two years for all plans (including Medical Loss Ratio rebates and advanced notice of plan changes),
- Which insurance mandates become effective in the next two years for plans that have lost (or will lose) grandfathered status (including the new non-discrimination requirements and cost-sharing limitations),
- What steps employers should take to make sure they are in compliance
- Value-based insurance designs that will help control costs within this new regulatory scheme.

Anne Wilde, JD, Director of HR & Compliance, Elks Rehab System
Dr. James Couch, Healthcare Market Sector Team Leader, Informed Opinion Leadership Action Group, LLC

Module 6

The Affordable Care Act: Taxes, Taxes and (21) More Taxes

Benjamin Franklin once said, "the only thing that is certain in life is death and taxes." The Affordable Care Act made sure of the latter, adding 21 new revenue-raisers. In this module, you will learn:

- Which of the new taxes impact employer-sponsored group health plans
- What coordination is required with payroll departments to implement new withholding and reporting requirements
- What impact the law might have on highly-compensated executives
- What is the Cadillac tax and how can employers avoid it

Alden Bianchi, Member, Mintz Levin
Greta E. Cowart, Partner, Haynes and Boone, LLP

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Course Curriculum 2012 -2013

Module 7

Essential Health Benefits ~ What Are They?

The Affordable Care Act creates a new concept known as “essential health benefits,” which has huge significance under the law. Unfortunately, few understand exactly what this term means. In this module, you will learn:

- Why essential health benefits are important on the exchanges
- Why essential health benefits are important to employers outside of the exchanges
- How to select a “benchmark” for determining what essential health benefits means to your plan
- What changes are expected in the future

Robert Davis, Director, Talent, Performance and Rewards, Deloitte Consulting LLP
Alden Bianchi, Member, Mintz Levin

Module 8

With President Obama’s re-election, What’s Next for Health Care?

Prior to President Obama’s reelection Dr. Carmel discusses the current status of health system reform implementation, including items the Affordable Care Act has already accomplished, as well as outstanding challenges for physicians, patients and other stakeholders. He also examines the implications of the presidential election.

Dr. Peter Carmel, Immediate Past President, American Medical Association (AMA)

Module 9

IRS Guidance and Determining Full-Time Employment Status

This session provides an overview of the IRS’s guidance on determining full-time employee status for purposes of the Affordable Care Act’s Employer Shared Responsibility rules, and explains the significance of this determination for employers. The session also outlines the initial steps employers should take to incorporate the IRS’s guidance into their health reform-related strategy and implementation processes. Participants who complete the session should be able to:

- Explain the significance of full-time employee status under the Affordable Care Act’s Employer Shared Responsibility Rules
- Describe the safe harbors that employers will be permitted to use to determine full-time status for ongoing employees,
- new variable hour and seasonal employees, and new employees who are reasonably expected to work full time
- Explain the decisions employers will need to make before 2014 to implement the new safe harbors

Michelle Hicks, Director, Buck Consultants
Debby Ball, Director, Human Resources, MWI Veterinary

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Course Curriculum 2012 -2013

Module 10

Strategically Communicating With Employees About Healthcare Reform

The Affordable Care Act creates a whole host of new employee reporting and disclosure requirements. It also provides employers with a good opportunity to demonstrate to employees the value of the benefits they are receiving. In this module, you will learn:

- What new notices are required (including the SBC, the annual limit waiver and the grandfathered notice),
- What the timing requirements are for these new notices,
- When electronic communication makes sense, and
- Strategic opportunities presented by the Affordable Care Act notice requirements.

Michelle Hicks, Director, Buck Consultants

Debby Ball, Director, Human Resources, MWI Veterinary

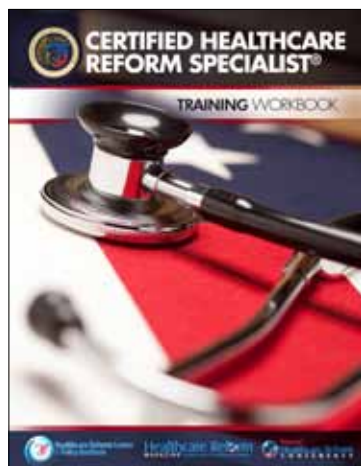
Module 11

2014: A Sea of Change in Employee Benefits

By the time 2014 arrives, many employers will be ready to rest on their laurels after three years of compliance ramp up. But the biggest changes are yet to come. The heart of the Affordable Care Act rolls out in 2014. Employers who do not start planning now could get left behind (and with a massive tax liability). In this session, you will learn:

- An overview of the 2014 overhaul of the US health care system
- What are the exchanges and who is eligible
- What is the employer mandate and which employers are subject to the mandate
- An explanation of the terminology associate with the mandate (free-rider penalty, shared responsibility penalty, full-time employee, full-time equivalent, seasonal employee, etc.)
- Strategies for minimizing/avoiding liability under the employer mandate

Tracy Watts, Partner, Mercer



Certified Healthcare Reform Specialist® Workbook

The Certification includes a 62 page printable workbook for the course which is a study aid. The workbook outlines the course modules and assists with studying and preparing for the exam.

For more information, please contact us at

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How to Promote Yourself

How to Promote Yourself as a Certified Healthcare Reform Specialist®

We built a unique search functionality on our Healthcare Reform Magazine website (www.HealthcareReformMagazine.com). that features Certified Healthcare Reform Specialists® by country, state and city. Additionally, each person will have a brief bio; their name, designation and organization. While education remains of core importance to this program, we believe strongly in “brand-ability”, and making sure all of our Certified Healthcare Reform Specialists® are recognized for their achievements and are distinguished from the rest.

Here are some additional ways to promote yourself as a Certified Healthcare Reform Specialist®

ACME Inc

434 Acme Inc Avenue
Niceville, FL 33841

John Doe
President & CEO

P: 674.345.4432 \ F: 345.643.2213
E: JohnDoe@AcmeInc.com



Certified Healthcare Reform
Specialist®

1. Brand Yourself

Give yourself maximum exposure and set yourself apart from the rest by using our certification seal on all your business and social related materials including business cards, and email signatures

2. Display

Show your clients and business associates you are a true expert in your field. Frame your certification.



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How to Promote Yourself



3. LinkedIn

Use this powerful business network to show off your credentials to the professional community. Update your resume and qualifications on LinkedIn to reflect your status as a Certified Healthcare Reform Specialist®



4. Become Searchable

We have created a unique search functionality to allow the world to acknowledge your achievements. Find yourself searchable on our Healthcare Reform page (www.HealthcareReformMagazine.Com). Link the certification seal on your business materials to our search functionality and specialist page and make your achievements recognized.

Respond to all incoming messages from anyone inquiring about your services through our private message function for all Certified Healthcare Reform Specialists®. People will have the ability to inquire directly to you via email.

Become featured with us! We have a domestic and International reach of over 100,000+ people

- Through the Healthcare Reform Conference (www.HealthcareReformConference.Com)
- Through the Healthcare Reform Magazine (www.HealthcareReformMagazine.Com)
- Through the largest LinkedIn groups on Healthcare Reform and Insurance & HR



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Certified Healthcare Reform Specialist® FAQ's

1: Why should I become certified?

Becoming a Certified Healthcare Reform Specialist® by the Health care Reform Center & Policy Institute and the National Healthcare Reform Magazine (HRM), is one of the best ways to advance your career by setting yourself apart and gaining that competitive edge and knowledge of the law. The Certified Healthcare Reform Specialist® certification is designed to bring you the most up to date information about healthcare reform, including new rules and regulations, PPACA, and the implications of healthcare reform for employer groups and how they can best prepare and implement the best strategies to deal with the change.

2: Why is this Certification Unique?

The National Healthcare Reform Magazine (HRM) has spent the last 3 years developing the Certified Healthcare Reform Specialist® certification alongside the Healthcare Reform Center & Policy Institute. We partnered with senior leaders from some of the most successful industry leading companies to incorporate industry best practices. In collaboration with one another, we've put together very topical and industry specific information for this program. The Healthcare Reform Magazine was created as the main source of information for employers, consultants, health insurance agents, insurance companies, healthcare providers, governmental entities and other industry stakeholders. It's designed to provide a central point of education and information for the implications of the law. Our Certified Healthcare Reform Specialist® course is the most comprehensive program available and will give you an actual designation that will not only be helpful to build your knowledge base but to become a more marketable individual as well. Recipients of the certification must pass a comprehensive exam showing a thorough understanding of healthcare reform current trends, rules and regulations. Certification is not granted to those who simply "sit in" on the certification programs. Exam questions are developed through the Healthcare Reform Certification and Education Committee which is made up of professionals who are experts in healthcare reform. Our program is the only one that offers continuing education credits to ensure that participants stay up to date on industry best practices and case studies.

3: Who are the certification course instructors?

Our program is unique because our instructors are specialists in the field of Healthcare Reform who understand the timeline of implementation of different healthcare reform laws, the mandated benefits and compliance deadlines, and understand the effects and implications of healthcare reform and how to implement the best strategy for it. The program does not cover theoretical or hypothetical. The instructors are not vendors, service providers, or consultants who are selling the services. Participants are learning best practices from actual industry professionals that are experts in understanding current trends, rules and regulations.

4: Are there any course materials/books required for certification?

Yes, there is a course workbook available through our online learning management system.

5: Can I receive my certification either in person or online?

Yes, either way. There are several key advantages to receiving your credit hours onsite at the 4th Annual National Healthcare Reform Conference, which is taking place November 3rd-5th, 2013 at Caesars Palace in Las Vegas, Nevada. Studies have shown that people retain more information and learn faster through interactive, in person learning. The main advantage is being able to sit face to face with your colleagues discussing what you've learned, collaborating with other HR professionals and discussing the applicability to your specific organization. You will have hands on experience during the sessions and also have the opportunity to participate in the live Q&A. In addition, you will have the opportunity to share best practices and experiences with other individuals within your industry.

For more information, please contact us at

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Certified Healthcare Reform Specialist® FAQ's

6: If I cannot attend the conference, how can I take the course online?

Participants can register now for the online course which is available immediately. To sign up for online registration please go to: <https://Certify.Digitalchalk.com>

7: How do I sign up for the event so that I can receive the credits in person?

To register to attend educational session's onsite now, visit www.HealthcareReformConference.com/Registration.html Sign up today!

8: What is the purpose of taking an exam?

The exam is designed by HR professionals to make sure that you understand and have retained the information outlined in the educational sessions and online courses. It's also a key factor that differentiates our certification from others in that it gives the program much more value as it allows you to test your own skills for learning and proves that you've personally gained the knowledge for certification. Most importantly it shows prospective employers that you've done your due diligence in learning what is most important in healthcare reform and its effect on your benefits and healthcare programs.

9: When does my certification become active?

Your certification will become active as soon as you pass the exam.

10: When can I take my certification exam?

Participants can take their exam through our online digital learning platform.

11: Once certified, how can I use this certification? Where can I display my designation?

You can include this designation on your resume, business card and your professional social media sites. You will be provided a certificate of completion as well as the logo to display on your professional social media sites, resume and signature line in your email.

12: Where will I be able to receive the credits necessary to fulfill the 11 modules required for the certification?

You can receive your 11 modules of certification by attending the 4th Annual National Healthcare Reform Conference, November 3rd-5th, 2013 at Caesars Palace in Las Vegas, Nevada. Registration for online courses is available now.

13: What is the process for completing the certification?

1. Register for the training program/classes/exam: Register for the online course or choose to learn live at our annual Healthcare Reform Conference. This year's conference will be November 3rd-5th, 2013 at Caesars Palace in Las Vegas, Nevada.
2. Take the online exam within 65 days of registering for the online platform. Participants must receive a passing grade of 75% in order to receive their certification.

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Certified Healthcare Reform Specialist® FAQ's

14: Will I be able to apply the certification credit hours I receive towards any other industry certifications? Are they approved to count towards the PHR designation?

All of our courses are also SPHR approved. In addition, most of our courses are also applicable to certain states CE programs.

15: Are there continuing education requirements for certification?

Yes. You are required to do 5 hours of continuing education annually at a cost of \$100 per year.

16: Do you have a list of the types of work/courses that would qualify as continuing education requirements needed to maintain the certification designations?

Each year the National Healthcare Reform Conference will hold an annual event at which Certified Healthcare Reform Specialist® participants will be able to receive their continuing education credits. We are in the process of working with other associations, professional organizations and event coordinators to get their educational content approved for the continuing education. We will update registered participants via email as these opportunities become available. If you are interested in having your continuing educational content approved for the Certified Healthcare Reform Specialist® course, please contact us at Info@HealthcareReformMagazine.com.

17: Why are continuing education credits required after completion of the certification course?

The Certified Healthcare Reform Specialist® course is the only one that offers continuing education credits to ensure that participants are up to date on best practices and case studies. The healthcare reform industry is evolving and participants must stay up to date on industry best practices, compliances, engagement, and legal issues. In order to stay up to date on the most important topics related to healthcare reform such as compliance and industry best practices, it is imperative to take continuing education courses. The continuing education credits will set you apart from other professionals in the industry who have not pursued specialized education in healthcare reform.

18: Is it possible to receive group discounts if multiple people from our organization are obtaining certification?

Yes, we have group packages available tailored to fit each organization. Please email Info@HealthcareReformMagazine.com or call 561-790-1176 for more information on group discounts.

19: Who do I contact for more information on the certifications?

For more information email us at Info@HealthcareReformMagazine.com or call 561-790-1176.

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Certified Healthcare Reform Specialist® FAQ's

20: Can I be reimbursed by my employer for my certification?

Yes, in most cases. Many employers reimburse their employees for specialized continuing education. Please check with your organization to see if they will reimburse you for the certification. If you need assistance in obtaining approval to be reimbursed, please feel free to utilize our "Employer Reimbursement" sample letter regarding the importance and benefits to obtaining a certification.

21: How do I begin? Where and when can I sign up/register for the certification courses?

There are two options. You can choose to sign up today and attend the sessions in person by opting to sit in educational sessions with the leading industry professionals at the 4rd Annual National Healthcare Reform Conference, www.HealthcareReformConference.com, or you can opt to take the classes online. You can register to attend the certification courses by registering for the 3rd Annual National Healthcare Reform Congress today. To register for the event please www.healthcarereformconference.com/registration.html. You can also sign up to take the course online. To register and take the certification course online please go to <https://Certify.DigitalChalk.com>.

22: If I fail the exam can I take it again?

Yes, you can take the exam up to two times without having to pay a fee. If you are not able to pass the exam after the second time, you will be required to pay a re-examination fee of \$200.

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