

EPIC Creates Healthcare Engagement Video Series

SAN FRANCISCO, Calif., May 21, 2013 (SEND2PRESS NEWSWIRE) – EPIC (Edgewood Partners Insurance Center), a retail property, casualty and employee benefits insurance brokerage and consultancy, announced today their release of the first in a series of Healthcare Engagement Videos. EPIC is providing the videos with production support from GuideSpark, a digital employee communications provider, and health insurance carrier UnitedHealthcare.

The series of three videos demonstrates how employers can engage their employees in important conversations about the role they play in the changing landscape of employee benefits and leading issues including healthcare reform (the Affordable Care Act).

Dana Liedel, EPIC Principal and Senior Benefits Consultant who developed the project said, “There is currently a tremendous amount of confusion and apprehension about healthcare reform and the impact it is having on companies of all shapes and sizes, as well as on their employees. As employee benefits advisors, we felt a responsibility to meaningfully educate our clients and potential clients about the changes ahead. Creating this video series is part of how we can create a deeper understanding of many aspects of the healthcare environment.”

The first EPIC video, being released today, covers the topic of benefits consumerism. It explains how employees can and should play an active role in their use of the healthcare system as well as their employer-provided benefits.

In simple terms the video covers:

- * Why become a smart consumer of healthcare?
- * How does health insurance work?
- * Why is healthcare a shared responsibility?
- * What goes into healthcare costs and how are they shared?
- * Why should I care about the price of healthcare?
- * What attitudes and behaviors about healthcare and insurance do I need to change?
- * How will I benefit from making these changes?

To access and view the EPIC “Benefits Consumerism” video, please go to http://www.edgewoodins.com/product/Employee_Benefits .

Two additional videos – “Understanding Healthcare Reform” and “Wellness Behaviors” – are in production and will be released over the next several weeks.

Connect with the EPIC team:

<https://www.facebook.com/EPICInsuranceBrokersAndConsultants> .

About EPIC:

EPIC is a unique and innovative retail property and casualty and employee benefits insurance brokerage and consulting firm. EPIC has created a values-based, client-focused culture that attracts and retains top talent, fosters employee satisfaction and loyalty and sustains a high level of customer service excellence. EPIC team members have consistently recognized their company as a “Best Place to Work” in multiple regions across California and as a “Best Place to Work in the Insurance Industry” nationally.

The 7th largest broker based in the U.S. West, EPIC has more than 300 team members operating from nine offices across California (Los Angeles, Irvine, Ontario, Fresno, Folsom, San Francisco, San Mateo, Petaluma and San Ramon) and in Denver, Colorado.

With more than \$80 million in revenues, EPIC ranks among the top 40 retail insurance brokers in the United States. The company’s strategic plan calls for more than doubling revenue over the next five years (\$250 million by 2018) and further expansion across the country. For additional information, please visit <http://www.edgewoodins.com/> .

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