



Health Insurance Expert Alt Taps Eisen Management Group for PR

Alt Benefits Consultants Slates National PR, Education and Brand Campaign with EMG

Fort Worth, TX, April 25, 2007 --(PR.com)-- With the political season gearing up and continued confusion over health insurance, tax compliance and employer responsibility at the core of many polarizing discussions, Alt Benefits Consultants and its president, national radio talk show host and healthcare advocate Sharon Alt brought in a little help in the form of a national PR agency. Cincinnati based Eisen Management Group will direct a national advocacy and education program on the intricacies of health insurance, and the options available to employers that can lower costs, make healthcare compliance simpler and more affordable.

“The management of healthcare and health insurance is dominated by a confusing alphabet soup of acronyms and letters, and unless you devote your small to midsized business to stop doing what you actually do and instead manage health insurance tax codes and employee benefits full time, it's virtually impossible to manage properly,” Alt, host of nationally syndicated radio show *The Benefits Buzz*, explains. “SMBs are being regulated and 'compliance'd' into oblivion and these entrepreneurs and hard working people need to understand that there are options, there are better ways to go about these things, and there is someone behind you who hears you and is ready to help.”

But while she hosts a weekly radio show and is an active member of the National Association of Healthcare Underwriters, Alt agreed that now was the time to confront the issues head on and proactively and objectively educate employers and employees on the most efficient and effective benefits packages available. “There are tax savings to be had and employers can gain significantly more control and I need help in spreading that message. It is a challenging task to cut through the noise and offer honesty, integrity and objectivity amidst this confusion, but I believe that with EMG, it is possible.”

EMG president Rodger Roeser, APR, says that working with Sharon Alt and her organization has been a “powerful experience,” as he admits that her passion for her industry and her drive to succeed is indeed a force to be reckoned with.

“I wouldn't want to be her competitor,” Roeser smiled. “Sharon is a never ending fountain of knowledge and tenacity, and it's our job to help harness this energy and channel it to begin to affect change. She has this innate charisma about her and is a genuine star in her industry who passionately believes in helping her clientele - it's time to take that to the next level and help her in successfully carrying the ball.”

Roeser indicated that the program will entail an upfront rebranding and refresh of Alt Benefits Advisors through the EMG 'BOA' program. The brand development will be followed by development of a new website and literature, national public relations and publicity campaign, and an overall viral and drip marketing education program targeted to small to midsized businesses, and mainstream and business media professionals. Roeser said he expects the launch to occur in early June, 2007.

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About Alt Benefits Consultants

Alt Benefits Consulting is a privately owned employee benefits compliance firm that works with small to mid-sized businesses to create competitive and innovative healthcare benefit packages for employers and employees alike. The company specializes in lowering employer and employee healthcare costs through better education and tax incentives that increase employer control while also increasing employee benefit choices. ABC is headquartered in Fort Worth, Texas and offers expertise in such programs as health reimbursement arrangements (HRA), flexible spending accounts (FSA), health savings accounts (HSAs), and COBRA and HIPAA administration. More information can be accessed at www.altbenefits.com or by calling 817.731.6258.

About Eisen Management Group

EMG is a branded communications firm that works with small to medium sized businesses to develop and foster smarter, proactive marketing communications, both internally and externally, enabling an organization to streamline operations, gain market share and increase revenue. Founded in 2001, the eight person boutique firm has offices in Cincinnati and Cleveland. More information can be accessed at www.eisenmanagementgroup.com or by calling 859.586.4302. EMG - Everything is Possible.

Editors Note:

Alt Available for Interview/Ongoing Interview & Resource

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