

## **Warner Pacific and Norvax To Host A Free Health Insurance 2.0 Summit For Producers, General Agents and Carriers**

***\* October 9<sup>th</sup> symposium focuses on how agents and brokers can succeed in an online health insurance marketplace***

*\* Participants will also have the opportunity to network and sharpen their sales skills.*

SOUTHFIELD, MI – August 30, 2008 – Warner Pacific, a top-producing general agency for many of the nation's leading carriers, will team with Norvax, the #1 provider of technology and Internet tools for insurance sales, to host the "Health Insurance 2.0 Summit" on Thursday, October 9, 2008, at the Courtyard by Marriott in Farmington Hills, MI.

"Technology and the Internet are creating new challenges for producers, but also new opportunities," said Steve Selinsky, Vice President of Warner Pacific. "This highly informative summit is for any broker or agent who understands how dynamic the health insurance industry is — and wants to have the knowledge and tools to succeed in it."

Representatives from Aetna, Assurant, Humana One, IAC and LifeSecure, Warner Pacific's five key carrier partners, will kick off the symposium with brief presentations on their program and technology updates designed to increase broker production.

Following them will be the keynote speaker, Jeremiah Desmarais, Vice President of Marketing for Norvax, who will explore the changing landscape of the health insurance industry — and how producers can succeed in a market that's increasingly online. Desmarais will provide case studies and effective tips that producers can immediately use to capture their share of the expanding online market.

Brokers and agents can then sharpen their phone-selling skills and learn how to increase their close ratios with Internet leads during a one-hour workshop with Rob Liano, a national insurance sales trainer with Norvax University. In addition to building up a successful home-based agency, Liano is a professional sales trainer who travels throughout the country to train agents and call centers in successful insurance sales.

Producers, carrier representatives and general agents will then have an opportunity to network with each other, as well as with the symposium speakers and presenters.

This free symposium is open to all health insurance agents, brokers, general agencies and carrier representatives. To RSVP, please call Colleen Johnston at 800-801-2300 or visit [www.warnerpacific.com](http://www.warnerpacific.com) and click on "Events"

Registration and check-in begins at 8:00 AM. The program will begin at 8:30 AM and conclude at 12:30 PM. The Courtyard by Marriott Farmington Hills is located at 31525 W. Twelve Mile Road, Farmington Hills, MI 48334.

ABOUT WARNER PACIFIC

Warner Pacific is a top producing general agency for many of the nation's largest health insurance carriers. Founded in 1982, Warner Pacific has been an innovator in providing sales and service support and has the distinction of being the leading resource center for industry information and education serving over 7,000 brokers and independent agents.

#### ABOUT NORVAX

Norvax Inc. is a leading developer of Web-based sales and customer communication tools that connect and help consumers, insurance brokers, agents and carriers transact health insurance business more efficiently. From tools for building lead-generating Websites to health insurance quote engines and email autoresponders that automatically include updated health insurance quotes, Norvax's health insurance technology lets agents increase sales, cut administrative time and reduce expenses by initiating customer contact faster and automatically maintaining around-the-clock communications with prospects. Founded in 2001, Norvax was named among the Top 10 fastest-growing software companies in the U.S. in 2007 by Inc Magazine. Norvax is privately held and headquartered in Chicago. For more information, visit [www.Norvax.com](http://www.Norvax.com).

#### Contacts:

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