



For Immediate Release

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DOUG LAYMAN PRESENTING AT HEALTH ACTION COUNCIL

Doug Layman Presenting “The Tower of Benefit Misery” at the Annual Health Action Council Conference February 22nd

Covington, LA, February 2018 –

When it comes to driving home the value of employee benefits, we have strayed from the path. A high percentage of employees view all of the information given to them at open enrollment as “The Tower of Benefit Misery.” Really? Do you know why the benefits you offer are so under-valued and how you as an employer can change your employees’ perspective? Doug Layman, President of Gilsbar Health & Life, will answer these questions and more during his presentation at the Health Action Council Annual Conference on February 22nd in Cleveland, Ohio.

Doug will give attendees insight into shifting the benefits message and employee mindset from “these are the benefits the company offers” to “this is my benefits program” and how having an employee take ownership of their benefit package can change the entitlement mentality and significantly increase engagement. Doug’s message will help you create an environment where employees begin to truly value their employer and take ownership of not only their benefits but their overall well-being.

Health Action Council is a non-profit organization serving as a resource and advocate for employers who offer health benefits and wellness services to their employees, dependents and retirees. They are a leader in finding ways to improve the quality, safety, efficiency and affordability of healthcare. Like Gilsbar, Health Action Council recognizes a company’s employees are its greatest asset – and that healthy employees are better able to contribute to a company’s success.

If you are a manager, administrator of employee benefits, an HR professional, business leader, executive, or community leader and you haven’t registered for this conference,

visit the link [here](#) to register now! Conference topics balance best practices and day-to-day solutions with insights into the trends, technologies and innovations that are changing the face of healthcare and employee benefits.

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About Gilsbar, LLC

Established in 1959, Gilsbar, LLC® is one of the largest privately-held insurance services organizations in the country. Recognized as a catalyst for creating healthy businesses, Gilsbar, LLC® offers self-funded and fully-insured benefit plan management services, along with Wellness, Advocacy, and overall Population Health Management. Gilsbar, LLC's integrated delivery model improves the health and well-being of its members, resulting in significant health plan savings for its clients.

Gilsbar, LLC® has been honored by Inc. magazine for its sustained growth, Modern Healthcare and Business Insurance magazines as a Best Place to Work, and WELCOA and the American Heart Association for its proven wellness methodology. For more information, visit www.Gilsbar.com.

About Health Action Council

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Health Action Council is spearheading initiatives that strengthen the many connections between businesses and their employees' health. By redirecting the conversation toward health – and not just healthcare – they are creating new opportunities for partnership between management, employees, and service providers, and are supporting those efforts with technology, data and programming.