



## *Media Advisory*

### **Holt Anderson to Discuss Healthcare Issues with NC Senior Citizens Association**

#### *Keynote Speaker to Address Privacy Concerns, Electronic Medical Records*

- What:** Keynote address to the Annual Meeting of the NC Senior Citizens Association
- When:** June 23, 2008 at 11:30 am
- Where:** NC State University Club - 4200 Hillsborough Street, Raleigh, NC
- Who:** More than 200 seniors, state agency representatives, legislative leaders, congressional representatives and candidates running for political office.

**Background:** The North Carolina Senior Citizens Association (NCSCA) meets annually to discuss the interests of mature citizens throughout our state. This year, the group has asked Mr. Holt Anderson, Executive Director of the North Carolina Healthcare Information and Communications Alliance, Inc. (NCHICA), to address health and healthcare issues regarding privacy, the portability of patient records and consumer input to healthcare policies.

NCSCA is a nonprofit and nonpartisan organization designed to benefit the senior citizens of North Carolina. It was chartered by the State of North Carolina on June 28, 1977. NCSCA has members in every county and is designed to encourage greater opportunities for the senior citizens. It has helped nearly 100,000 senior citizens understand the complicated subjects of Medicare, Medicare supplements and long-term care protection. For more information, visit [www.ncseniorcitizens.org](http://www.ncseniorcitizens.org)

NCHICA is a nationally recognized nonprofit consortium that serves as an open, effective and neutral forum for health information technology (HIT) initiatives that improve health and care in North Carolina. Members include leading organizations in healthcare, research and information technology. Working closely with its members, NCHICA has the unique ability to convene and form partnerships to advance HIT adoption. NCHICA's leadership in conducting demonstration projects, hosting educational sessions and fostering collective efforts within North Carolina helps position the state at the vanguard of national HIT acceleration efforts. NCHICA is located in Research Triangle Park, NC. For more information, visit [www.nchica.org](http://www.nchica.org).

**Contact:** Alicia Smith, Zarb Consulting  
[alicia@zarbconsulting.com](mailto:alicia@zarbconsulting.com)  
(919) 791-0012 - office, (919) 522-7010 - direct