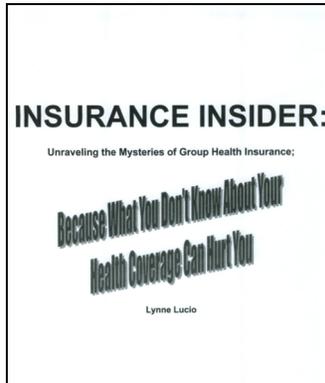


Health Insurance Industry Pro Needs Catchy Title/Subtitle for “Insider’s” Guide

Before:



Insurance Insider:

*Unraveling the Mysteries of Group Health Insurance
(Because What You Don't Know About Your Health
Coverage Can Hurt You)*

Health insurance billing pro and industry expert Lynne Lucio had written the definitive guide on understanding your group health insurance (GHI). The book was designed to help GHI policyholders maximize their benefits, while minimizing out-of-pocket expenses.

Her working title could mean any number of things. It needed to more readily reveal – to the uninitiated – the book's objective: to cut through the confusing language and red tape behind most GHI policies, in order to get the most from one's policy.

The working subtitle, while implying potential perils inherent in GHI, didn't offer any additional information to the reader as to the content of the book. It needed to state specific bottom-line benefits that would accrue to the reader. Here's what we came up with...

