

FOR IMMEDIATE RELEASE

U.S. Representatives Look to Rosen Hotels & Resorts' Innovative Healthcare System for Solution to Nation's Healthcare Crisis

Rosen Hotels Saves Millions on Healthcare Costs — Provides Superior Care — With In-House Facility and Focus on Wellness

For more information, contact:
Mary Deatrick, DPR, 407-332-5212, mary@deatrickpr.com

ORLANDO (Oct. 15, 2009) – Members of the United States House of Representatives, Congressman Alan Grayson (FL-8) and Congressman Frank Pallone (NJ-6 and House Subcommittee Chair on Health) think that hotelier Harris Rosen, President & COO of Orlando's Rosen Hotels & Resorts, may have an answer to America's healthcare crisis.

The two Congressmen recently toured Rosen's onsite medical center, which offers low-cost healthcare and wellness programs to associates working for the chain of seven Orlando hotels — and their dependent families — approximately 4,500 people in all. The medical center also services two local colleges for their primary care as well as handles all workers comp for Rosen associates, giving the medical center a total patient base of approximately 6,800.

Since 1991, associates of Rosen Hotels & Resorts and their families have enjoyed a unique health care insurance program that provides them with personalized care with a focus on prevention, low premiums, minimal co-payments for office visits and prescriptions, and readily available appointments.

This revolutionary program was the vision of Harris Rosen, a forward-thinking businessman who saw that self-insuring his employees would not only cut his company's healthcare costs, but would also provide his then 1,500 employees with superior service and care. Rosen estimates that it would cost approximately \$8-10 million more annually with a conventional health insurance plan. The company saves \$8 for every \$1 it puts into the medical center, and, its workers' compensation costs are half the industry average.

Now, 18 years later, many are looking to follow in Rosen's well-laid footsteps. "This is the kind of innovation in health care that can be spread nationwide and save the nation as much as a trillion dollars. Yes, that's a trillion with a 'T'!" said Grayson. "We have a health care leader right here in Central Florida."

-more-

As many Florida companies continue to drop health insurance for employees due to rising costs, Rosen's model provides a financially sound and equitable option. For many years, Rosen has promoted and readily shared his model for employee healthcare with other business and community leaders. "What I want to do is to encourage every employer to provide their employees with health care! Our plan can serve as an example of what is possible."

Now, Rosen is not only sharing his ideas, but making it even easier for other companies to adopt his healthcare model. He recently launched a new venture — Rosen Healthcare Solutions — designed to actually create employee-based primary care medical centers for other businesses. The service will be promoted via ProvInsure, Rosen Hotels' insurance agency and risk management consulting company, and will both assist companies in either setting up their own primary care medical centers, or setting up and operating the facility. He plans to market this service to Central Florida businesses first, and then branch out to other areas of Florida and the Southeast U.S. In fact, it was Rosen's experience in self-insuring his company that led to the development of ProvInsure, an independent insurance agency that assists other companies and individuals with reducing their total cost of risk. Last year, Rosen Hotels & Resorts was lauded for its innovative and forward-thinking in-house medical care and insurance program with one of only nine prestigious 2008 Apex Awards from *hub* magazine, the official publication of UnitedHealth Group. The successful businessman also recently launched the Perfect Foods Company aimed at providing healthy meal alternatives for schools.

Rosen's innovative healthcare program focuses on preventative care including annual physicals, well-baby care, dietician services, weight management and smoking cessation, and also provides dental, mental health and pharmacy benefits, with prescription co-payments from no co-payment to \$23. The state-of-the-art medical facility also boasts an onsite lab and x-ray facilities. An agreement with Florida Hospital Healthcare System provides affordable access to specialists, outpatient facilities, hospitals and other providers. Employees and their dependents pay only \$5 each time they visit the on-site medical center and there are no co-pays for repeat treatments such as physical therapy. Hourly employees pay a \$14.75 each week, while family coverage costs \$48.25 per week. Better yet, employees don't have to clock out to visit the medical center, and transportation is provided free from Rosen hotels to the medical center, which is located at the Quality Inn International

on International Drive. The medical center employs two full-time doctors, two nurse practitioners, as well as an administrator and support staff. The 28 member staff speaks English, Spanish and Creole to better serve the Rosen Hotels & Resorts diverse employee base, 40 percent of whom are from Haiti, Central or South America.

The savings to Rosen Hotels & Resorts have been significant. In the first year, Rosen cut his per-employee health costs from \$2,300 to approximately \$875 per year. Since then, the rest of the nation's premiums have been increasing at an astronomical rate, far exceeding the CPI, while Rosen's costs "per covered life" have remained relatively steady averaging approximately \$2,200/per covered life for the past five years, versus a \$4,700 average for other Florida companies and approximately \$7,500/per covered life nationally. Rosen's workers' compensation costs are about half the hospitality industry average and employee turnover is in the teens, compared to hospitality industry average of 100-150 percent. Although Rosen has never measured the soft cost savings such as increased productivity, no doubt the savings are significant. These cost savings are truly astounding considering the diversity of Rosen employees and the large number of hourly associates who have emigrated from other countries, many who have never received regular healthcare, and some who have never seen a doctor. Among foreign workers, health problems like high blood pressure, tuberculosis, heart disease and diabetes are especially prevalent.

A 40-year resident of Orlando, Rosen is known for his philanthropic efforts and community involvement. He created the Tangelo Park Pilot Program in 1994, and has since provided full college tuition and free preschool for more than 350 Tangelo Park students. Rosen has also made sizable charitable donations to organizations like the YMCA, the University of Central Florida and the Jewish Federation. He has also been highly lauded in the Central Florida community for his business and community practices. Last year, he was named a member of the "Culinary Class of 2008" by the *Orlando Sentinel* for his contributions to the college's culinary school as well as his commitment to providing quality cuisine in his hotel restaurants. In 2007, he was honored by readers of *Orlando Magazine* for making the "Best Contribution to Orlando" and tied for the area's "Most Influential Executive." He was also named "Best Corporate Citizen" by the magazine in 2006 and again in 2007.

Readers of the magazine also ranked Rosen number six on the 2007 list of “Orlando’s 50 Most Powerful People,” rating him higher than Orlando Mayor Buddy Dyer, Orange County Mayor Rich Crotty and Senator Mel Martinez. In April 2007, the *Orlando Business Journal* named Rosen Hotels & Resorts one of the top 20 Best Places to Work in Central Florida, and just this year Sustainable Florida presented Rosen with the Legacy Award for operating his business for the betterment of the economy, the environment and society.

Over the past 35 years, Rosen Hotels & Resorts has grown from 256 to approximately 6,300 rooms, approximately six percent of the total guest rooms in Central Florida. Today, the Rosen family of hotels, which includes the new Rosen Shingle Creek, the award-winning Rosen Centre and Rosen Plaza, and four leisure properties in the Orlando tourist corridor, including the Quality Inn International, Quality Inn Plaza and Rodeway Inn International and Comfort Inn Lake Buena Vista, remain committed to providing outstanding value for all guests.

For more information, visit www.rosenhoteles.com or call 866-33-ROSEN.

###