

**Update on Individual Health Insurance
Kaiser Family Foundation and eHealthInsurance
August 2, 2004**

9:30 a.m. – 11 a.m.

AGENDA

9:00 a.m. Registration

9:30 a.m. Welcome and Presentation, *Update on Individual Health Insurance, August 2004*

Gary Claxton (moderator), Vice President and Director, Health Care
Marketplace Project, Kaiser Family Foundation

Gary Lauer, Chief Executive Officer, eHealthInsurance

Mitch Ross, Vice President, Producer Sales, Individual and Family and Medicare
Supplement Plans, Blue Shield of California

10:15 a.m. Discussion and Q&A