

# JOIN US FOR LUNCH!



**Guest Speaker:**

**Peter F. Straley**

**President & CEO  
Health New England**

## **Bending the Cost Curve: Putting more emphasis on “health” and less on “care”**

Innovative solutions to improve health care quality while reducing health care costs.

- DATE:** Thursday, January 26, 2012
- TIME:** 11:30<sup>a.m.</sup> Registration  
Noon - 1:00<sup>p.m.</sup> Lunch & Program
- VENUE:** Storowton Tavern  
1305 Memorial Ave.  
West Springfield, MA
- COST:** \$15 includes lunch
- RSVP BY:** Wednesday, January 18th  
(required) **Melissa Hallock**  
(413) 781-8600 ext. 100  
*marketing@businesswest.com*



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