



Contact:  
Adriana Falco, Director of Marketing  
afalco@hdminc.com | 610.491.9800 ext. 278

## *News for Immediate Release*

### ***David McSweeney and Eileen Kennedy to Jointly Speak at the 18th Annual National Health Benefits Conference and Expo***

**KING OF PRUSSIA , PA** (January 5, 2009) — David McSweeney, Chief Operating Officer for Healthcare Data Management (HDM), and Eileen M. Kennedy, Manager of Benefits Reporting and Compliance of the People Strategy and Human Resources division at Pepco Holdings, Inc. (PHI), will together present “Pepco Holdings, Inc.: The Third-Party Health Plan Audit 2.0” at the Health Benefits Continuing Education’s 18th Annual National Health Benefits Conference and Expo (HBCE), February 3 to 4, 2009 at the Tampa Waterfront Convention Center in FL.

The 18th Annual National Health Benefits Conference and Expo is an event not to be missed. This year’s Conference will address: “The Biggest Challenge Remains: Addressing the Most Intractable Cost Problem Facing American Employers.” The principal challenge for American employers continues to be finding sustainable strategies to provide health benefits for their employees. This intractable American challenge has been around for a long time and becomes more exacerbated as economic globalization inexorably goes forward. To address this challenge, the Conference will provide cutting-edge employer case studies, advanced health cost control strategies, interaction with the best of industry peers and national thought leaders with foresight.

McSweeney and Kennedy will speak on February 4 regarding the need to look at clinical data from a financial perspective and explaining how technology makes it possible to analyze 100 percent of real-time claims data from Third-Party Administrators (TPAs) and Pharmacy Benefit Managers (PBMs) on a quarterly basis in order to provide employers who self insure with absolute control over their employee health plan. Also presented by McSweeney and Kennedy is the need for objective, third-party audits of employee health benefit plans (medical, dental and prescription drug) against the backdrop of an American economy in crisis. This session will address the value and limitations of the third-party retrospective audit in meeting the requirements of Sarbanes-Oxley and in identifying fraud, coding and other issues.

Sponsored by the HBCE, the Annual Conference is designed to meet the specific needs of private and public employers, payers, purchasers, managed care executives, consultants, health care providers and any stakeholder in purchasing, delivering, managing and administering health care services and benefits. For additional information on the conference, visit [www.hbce.com](http://www.hbce.com).

#### **About Pepco Holdings, Inc.**

Pepco Holdings, Inc. (PHI) is one of the largest energy delivery companies in the Mid-Atlantic region, serving about 1.9 million customers in Delaware, the District of Columbia, Maryland and New Jersey . PHI subsidiaries Pepco, Delmarva Power and Atlantic City Electric provide regulated electricity service; Delmarva Power also provides natural gas service. PHI provides competitive wholesale generation services through Conectiv Energy and retail energy products and services through Pepco Energy Services. For additional information about the PHI, visit [www.pepcoholdings.com](http://www.pepcoholdings.com).

#### **About HDM**

Founded in 1992, Healthcare Data Management, Inc. (HDM) is a proven market leader in providing fully-integrated benefits analysis and financial reporting solutions specifically designed to reduce cost, manage risk and comply with Sarbanes-Oxley requirements to many of America’s leading employer groups with self-insured health plans, including Fortune 500 companies, government agencies, and labor groups. HDM offers employers a partnership in healthcare expense management and provides pioneering solutions customized by the employer’s data, procedures, and contracts. Solutions offered include BenefitsAudit, an electronic analysis that determines whether administrators are accurately adhering to their contractual obligations, benefit plan designs and financial agreements with providers, and BenefitsWatch, a robust analytical tool that generates vital information to successfully manage costs and risks in all areas of employee health benefits, including medical, dental, and prescription drugs. For more company information, call 800-859-51190 or visit [www.hdminc.com](http://www.hdminc.com).