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**DataPath Kicks Off 25<sup>th</sup> Anniversary with Annual Conference**

*Blue Ocean Strategist Zunaira Munir to serve as keynote speaker  
at conference held Feb. 18-20 at Utah's Sundance Resort*

**LITTLE ROCK, ARK.** (Feb. 18, 2009) – Blue Ocean Strategist [Zunaira Munir](#) will serve as a featured speaker at the [annual user conference](#) for Little Rock-based [DataPath](#), a software solutions provider for the employee-benefit industry. More than 50 plan service providers from across the country will attend the Feb. 18-20 conference to discuss the latest market developments and the future of consumer-driven healthcare.

The conference, held at Robert Redford's [Sundance Resort](#) in Timphaven Valley, Utah, allows PSPs across the country to gather and share best practices. Attendees will learn about market developments, such as the IAS pharmacy issue and shifts in group healthcare strategies brought about by the new Obama administration. Other topics include wellness in the workplace, payroll, discrimination testing and more.

“This is an opportunity for our clients to focus on the new year and get up to speed on the latest developments affecting our industry,” said John Robbins Sr., president and chief executive officer of [DataPath](#). “With a new administration in place and a renewed focus on consumer-driven healthcare, plan-service providers and third-party administrators must be ready.”

Munir, an affiliate member of the [Blue Ocean Strategy Network](#) and founder of San Diego-based Strategize Blue, will present several sessions during the DataPath Summit. She will teach participants the foundation of the Blue Ocean Strategy, helping them to think outside of the traditional competition-based strategic approaches and, instead, systematically minimize risks and maximize opportunities to make competition irrelevant. Munir has worked with numerous big and small companies across the world in their pursuit to create “Blue Oceans” of uncontested profitable growth.

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[John Hickman](#), head of Alston & Bird’s Health Benefits Practice, will speak to the group about health benefits compliance in 2009 and beyond. Hickman and his team specialize in HIPAA privacy, flexible benefits, and other health and welfare benefit issues. He has been a pioneer in the consumer-directed health care arena and has worked closely with health plans, financial institutions and employers, as well as the IRS, Department of Treasury, and DOL in developing guidance for tax-favored health reimbursement arrangements (HRAs) and health savings accounts (HSAs). He is co-author of “Consumer-Driven Health Care” (published by the [Employee Benefits Institute of America](#)) and has testified before the IRS and DOL on issues affecting health and welfare benefit plans including HIPAA, cafeteria plan regulations, DOL claims procedures and the HIPAA health care privacy regulations.

Jeff Hancock, director of product management for the eHealth Solutions team at [RelayHealth](#), will also address Summit participants. Hancock, along with DataPath senior executives, will discuss a [new partnership](#) between the two companies to offer a delivery platform that will streamline the payment cycle and data exchange for all consumer-driven healthcare participants. RelayHealth is a division of McKesson Corp. (NYSE: MCK), the nation’s 18th largest public company and largest healthcare product and solutions provider.

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### **About DataPath**

DataPath, founded in 1984, is a management-owned, privately held company based in Little Rock, Ark., that produces software solutions for administering employee benefit plans. Clients include employers, TPA outsourcing benefit consultants, and plan service providers, including banks, CPAs, insurance companies and insurance agencies. DataPath specializes in systems for employee benefit plans operating under federal regulations, such as cafeteria plans, flexible spending accounts, dependent care plans, health reimbursement accounts, health savings accounts, COBRA, healthcare debit cards and more. For more information, visit <http://www.dpath.com>.