

POTTER-HOLDEN & COMPANY

named HomeTown Health, LLC's Business Partner of the Year 2008

November 13, 2008- Potter Holden & Company, recognized in Georgia and in the Southeast as one of the leading insurance brokers specializing in Professional Liability for the Healthcare industry, was named "Business Partner of the Year" for 2008 by HomeTown Health, LLC after a survey was taken from HomeTown Health member hospitals.

HomeTown Health, a network comprised of over 50 rural Georgia hospitals and 53 Business partners named Potter Holden & Company the "Business Partner of the Year" for their "support and dedication to HomeTown Health hospitals, for stepping out to meet the needs of our members and for your tireless efforts in helping rural hospitals survive."

The mission of Potter Holden & Company is to provide value for organizations. This is accomplished by being an advocate when negotiating with insurance carriers. Potter-Holden [agents] design, implement, and monitor insurance programs, while delivering superior customer service.



Potter-Holden Agents (Left to right): Paul Tuggle, Kelli Dean, and Charley Malmquist

"Potter Holden has been chosen by our membership for its extraordinary commitment to rural hospital viability through many insurance instruments that can protect these hospitals." stated Jimmy Lewis, HomeTown Health, CEO.

"Untiring commitment to working onsite and individually with hospitals has introduced new viability in an otherwise difficult economic market." adds Lewis.

Potter- Holden & Company was presented their award at HomeTown Health's 9th Annual Fall Conference held in Callaway Gardens, November 9th – 11th. The conference was attended by nearly 200 rural Georgia hospital leaders and business partners.

In response to the award, Potter-Holden president Charley Malmquist expressed to members his "sincere and deep appreciation for being selected.... Our services were tested early in the relationship as a key member hospital was delivered a 300%+ increase in their professional liability renewal premiums from their current broker. The member hospital was faced with potential staff layoffs and restriction in medical services in order to pay their renewal premiums. Potter-Holden was asked to help, and was successful in saving the hospital in excess of \$1,000,000 in their renewal premiums. This has been a recurring theme over the last seven years, at varying levels of savings, for each of the HTH members where Potter-Holden has been given the privilege to assist them with their insurance needs. "

HomeTown Health, LLC is an organization of rural and small hospitals, located throughout the state of Georgia, who collectively pursue ways to help member hospitals survive in this environment of tremendous budget cuts from the state and federal level. What began as a handful of community hospitals ten years ago has now grown into an organization of over 50 hospital members and 53 business partners. Its purpose is to create a provider organization that will be able to provide rural health care of high quality, easy access, and competitive costs while operating under a heavily regulated rate environment.

**POTTER
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& COMPANY**

Serving the Insurance Needs of the Healthcare Industry Since 1918

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