

# MEDIA ADVISORY

For Immediate Release

**WHAT: UnitedHealth Group – Black Enterprise Entrepreneurs Conference**

**WHEN:** May 18, 2009

**WHERE:** See specific event locations below

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## UnitedHealthcare Offers Affordable Health Solutions to African American-Owned Businesses and Entrepreneurs at Black Enterprise Entrepreneurs Conference

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**Detroit** – For the fourth consecutive year, UnitedHealthcare's Generations of Wellness initiative will participate in the **2009 Black Enterprise Entrepreneurs Conference + Expo** in Detroit on May 17 -20, 2009. Generations of Wellness is designed to meet the needs of African Americans by providing culturally-relevant health offerings to its members. The 3-day event will feature business, motivational, and leadership seminars designed to empower and profit emerging and established minority businesses.

UnitedHealthcare will host and participate in several events designed to provide African American-owned businesses and entrepreneurs with helpful information about finding affordable health care options and wellness programs for themselves and their employees in this tough economic market, including:

- Networking Jazz Reception on **Monday, May 18** from **6:30 PM** to **7:30 PM** in the **Renaissance Ballroom Foyer of the Detroit Marriott at the Renaissance Center**.
- Broker Breakfast and Roundtable Discussion about serving the needs of African American-owned businesses on **Wednesday, May 20, 2009**.
- Generations of Wellness informational exhibit featured at the Expo on **May 17-19, 2009**.

*\* These events are not open to the public and attendees must be registered with the Black Enterprise Entrepreneurs Conference.*

African Americans, like other ethnic groups in America, face the obstacle of significant health disparities when compared with Caucasians. Disparities include a premature death rate that is 1.5 times higher and a cancer mortality rate that is 25 percent higher than that of Caucasians. The difference in obesity is equally striking. Some 24.2 percent of Caucasians are obese, compared with 36.8 percent of African Americans, the highest among any racial group.

According to the U. S. Census Bureau's latest Survey of Business Owners, black business growth significantly outpaced the national average. While the number of U.S. businesses increased by 10 percent between 1997 and 2002, from roughly 20.8 million to 23 million, the number of black-owned businesses grew 45 percent, from 824,000 to 1.2 million. Among the states with the largest African American populations, Michigan had a 78 percent growth in black-owned businesses.

### About UnitedHealth Group

UnitedHealth Group is a diversified health and well-being company dedicated to making health care work better. Headquartered in Minneapolis, Minn., UnitedHealth Group offers a broad spectrum of products and services through seven operating businesses: UnitedHealthcare, Ovations, AmeriChoice, Uniprise, OptumHealth, Ingenix, and Prescription Solutions. Through its family of businesses, UnitedHealth Group serves approximately 70 million individuals nationwide.

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