



FOR IMMEDIATE RELEASE
Date: 08/28/26

Contact: info@cahip-norcal.org

CAHIP NorCal Business & Medicare Expo Highlights Healthcare Affordability, Innovation and the Growing Role of AI

Citrus Heights, CA — August 28, 2026, Healthcare professionals from across California gathered Wednesday, August 26, for the California Agents and Health Insurance Professionals Northern California (CAHIP NorCal) Business Expo, *Stronger Together*, for a day of education, conversation and collaboration focused on some of the most pressing issues facing the healthcare and employee benefits industry.

A central theme throughout the event was one that continues to affect employers, brokers and consumers alike: the rising cost of healthcare and what the industry can do to make care more affordable.

Speakers and industry leaders explored healthcare affordability from multiple perspectives, including alternative funding strategies, wellness and prevention, healthcare pricing and transparency, and opportunities to use data more effectively to help employers and consumers make informed decisions.

"Healthcare affordability is an issue that affects every part of our industry, but there is also a tremendous amount of innovation happening right now," said Lauren Bayha, CAHIP NorCal president. "Bringing people together to share ideas and learn from one another is an important part of finding solutions that ultimately create better outcomes for employers and the people they serve."

###

For over 37 years, CAHIP-NorCal has worked to improve our members' ability to meet the health, financial and retirement security needs of all Californians and Americans through education, advocacy, and professional development. For more information, please visit: CAHIP-NorCal.org.



From left to right: Lauren Bayha, CAHIP NorCal President, Dr. Khuram Arif, President & CEO Western Health Advantage, and Dr. Tina Johnson, Sacramento Market President Dignity Health discuss investments health insurance carriers are making to help reduce costs to consumers. Photo credit: Corinne Huey