

Adjust and Prosper



IT'S TIME TO consider financial survival concepts for health insurance and benefits. Signposts for trouble include combinations of dated business models, loss of clients or customers,

expensive overhead, lack of diversification, debt and lack of credit. "Thankfully, it is July 2009, and a majority of Scottsdale businesses are still operating and strategizing for future success," says Gerry Geracie, regional business development director of the Arizona Small Business Association.

Rebuilding businesses—for the majority of the Airpark—requires returning to the sales and service basics. "We need to communicate what makes us different and how it will help our clients," Geracie says. "Changes are needed to harness advantages from the Internet and other evolving technologies. It also means cutting unnecessary expenses and increasing productivity in every way possible."

In the health insurance and benefits arena, you should confirm your current strategy is best. If not, make incremental or even drastic changes. High-deductible health plans with health savings accounts have been adopted very slowly, but now may be the time to implement this low-cost and efficient alternative.

Starting in 2010, taxpayers with modified adjusted gross income above \$100,000 will be allowed to convert a traditional IRA to a Roth IRA. This change applies for one year only, and the income taxes due on conversions can be spread over two years, according to Mark Brown of Investment Services Group.

So, meet with your insurance agents and financial advisors to evaluate everything on the table. ■

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