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### **The EDSA Group's CEO Speaks at Conference in Dallas**

BATON ROUGE, L.A. / OCT. 21, 2011 – The recent PFEEF conference in collaboration with Employee Benefit News' 24<sup>th</sup> Benefits Forum and Expo in Dallas, hopes to be a success for promoting financial wellness. With the mission to encourage and facilitate financial education in the workplace, The EDSA Group's CEO Susan Windham led the panel titled "Healthy People, Healthy Bottom Line."

Windham moderated the panel of experts including Gilbert Manzano of ACI Specialty Benefits, Carol Klusek of Aetna, and Jeff Rubleski of Blue Cross Blue Shield of Michigan. The speakers explained the apparent connection between financial stress and personal health. According to the 2009 American Psychological Association's report, money, work and the economy were the top three sources of stress. Seventy percent of those who responded had ranked money as their number one source of stress.

Stress accounts for 75-90% of all visits to primary-care physicians and causes or complicates 90% of diseases. Some symptoms of financial distractions and stress can include workplace absenteeism, tardiness, wage garnishments, requests for payroll advances, and theft.

Personal and financial wellness can be improved by the addition of a comprehensive financial education program. Companies around the country are utilizing this tool and seeing results. Local Baton Rouge business, The EDSA Group, provides financial education through workshops and online. To find out more about their services, visit their Web site at [www.theedsagroup.com](http://www.theedsagroup.com) or call (888) 760-3372.