

**MEDIA ADVISORY FOR IMMEDIATE RELEASE**  
**September 14, 2012**

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**A New Vision for Wellness: Book Signing and Conversation  
with Author and Tai Sophia Co-Founder, Bob Duggan**

**LAUREL, MD — Tai Sophia Institute** is hosting a book signing and conversation with author and Tai Sophia Institute Co-Founder Robert Duggan on **Tuesday, September 18<sup>th</sup>** for his new book *Breaking the Iron Triangle: Reducing Healthcare Costs in Corporate America*. Duggan offers a bold new vision of wellness for:

- Patients discouraged by the current healthcare system
- Consumers looking to take control of their own health and lifestyle
- Corporate leaders searching to balance rising health-care costs and employee wellness
- Policymakers working to solve our nation's health-care crisis

In this book, Duggan asserts that we cannot change the cost structures of American health care until we reexamine fundamental assumptions about what it means to be healthy. Only by shifting the focus of health-care dollars from disease-management to empowering individual wellness, can we effectively reduce costs and expand ways of living well and enjoying life.

- WHO:** Robert Duggan, Co-Founder and President Emeritus of Tai Sophia Institute
- WHAT:** Robert Duggan will sign copies of his new book, *Breaking the Iron Triangle: Reducing Healthcare Costs in Corporate America* and lead a conversation with event attendees on shifting America's healthcare paradigm.
- WHEN:** Tuesday, September 18<sup>th</sup> 2012  
6:30 pm – 8:30 pm
- WHERE:** Tai Sophia Institute  
7750 Montpelier Rd.  
Laurel, MD 20723

Questions? Interested in interviewing Robert Duggan? Contact: Ashley Harvard,  
[aharvard@tai.edu](mailto:aharvard@tai.edu).

**ABOUT TAI SOPHIA INSTITUTE**

Founded in 1974, Tai Sophia Institute is an accredited private, non-profit, graduate-level academic institution focused on integrative health and wellness. The Institute offers a variety of graduate degrees and certificates in fields including acupuncture, integrative nutrition, herbal medicine, health education, and health and wellness coaching.

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