

BIRMINGHAM BUSINESS JOURNAL

JANUARY 6, 2012
VOL. 29 NO. 2 \$2.00



PRESIDENTIAL PUSH
How does Rick Santorum's business platform stack up? **Page 6**



HEALTH CARE REFORM
Leslie Allen shares concerns about what's to come. **Page 10**

SLICES AT THE SUMMIT
A new pizza franchise is on the plate for Birmingham. **Page 4**



BREAKING NEWS DAILY:

Subscribe for free daily e-mail updates @ www.bbj.com



ON THE MOVE
Rick Bozzelli is now on American Behavioral's board. **Page 18**

INSIDE

- BBJ.com 8
- Business Calendar 18
- Business Leads 19
- Classifieds 20
- The Lists 14-17
- On the Move. 18
- Strategies 9
- Viewpoint 23

THE FOX 6 BIRMINGHAM BUSINESS JOURNAL REPORT
EVERY WEEKNIGHT AT 9:45 P.M.
AND FRIDAYS AT 7:20 A.M.



Please recycle your BBJ



Training tomorrow's workforce



Gardendale High School students Justin Teague, 17, left, Joseph Thrasher, 16, center, and Anthony Rosignolo, 16, right, work on a car as part of an automotive technology program that prepares students for the workforce. For the story, SEE Page 11.

BBA may form PAC targeting political clout

BY EVAN BELANGER | STAFF

The Birmingham Business Alliance may soon consider expanding its presence in the political arena in a bid to increase political influence wielded by the local business community and gain easier access to policymakers.

As part of the organization's five-year strategic plan, Blueprint Birmingham – now in its second year – the BBA was to consider by Jan. 1 whether to form a political action committee that would endorse and make political contributions to business-friendly candidates.

SEE BBA, PAGE 21



'IT IS A WAY TO SAY TO
an elected official that we're monitoring whether you appreciate our issues and how much you appreciate our issues.'

Barry Copeland
Birmingham Business Alliance

Regions third in nation for distressed asset sales

BY ANTRENISE COLE | STAFF

While the pace of problem asset sales continues to slow nationwide among bank holding companies, Birmingham's Regions Financial Corp. was one of the largest sellers of distressed assets in the third quarter.

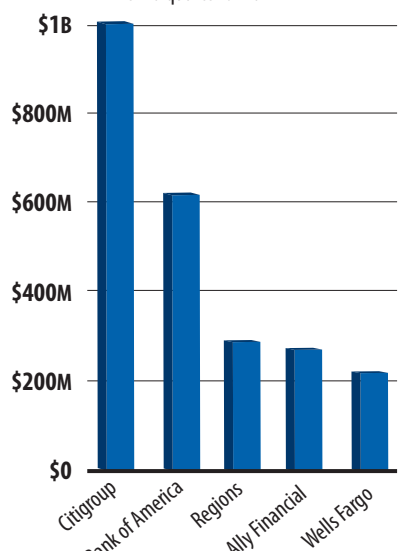
The Magic City banking giant sold \$299.5 million in non-accrual assets, or loans that are technically no longer generating interest, in the third quarter to clean up its balance sheet.

According to a recent SNL Financial report, Regions sold more non-accrual assets in the third quarter than any other financial institution with bank branches in Birmingham and also ranked as the third largest seller among top-tier consolidated bank holding companies nationwide, coming in behind No. 1 Citigroup Inc. and No. 2 Bank of America Corp.

Other parent companies of banks with

TOP SELLERS

Banks that sold the most non-accrual assets in the third quarter of 2011



SOURCE: SNL Financial

SEE REGIONS, PAGE 21

URGENT-CARE CENTER GROWING

American Family Care to open 30 new clinics

BY EVAN BELANGER | STAFF

Since its founding three decades ago, Hoover-based American Family Care has achieved an enviable growth rate, opening an average of one new clinic each year, including its 30th location that opened weeks ago in Mobile.

With six additional clinics and one relocation already in the works, the local health care provider is poised to double in size within two years as demand for cost-effective and convenient urgent-care clinics reaches historic highs.

President Randy Johansen said this week American Family Care is planning a total of 12 new clinics this year that will expand its foot-

print to include locations in the Atlanta area and add additional sites in Alabama and the Nashville, Tenn., area.

And company officials hope to top that growth rate next year, laying down plans for an additional 18 clinics they hope will either be open or under construction by the end of 2013.

With each of the proposed free-standing clinics expected to cost between \$1.5 million and \$2 million, the growth plan represents a total capital investment potential of \$45 million to \$60 million over two years.

And, with each clinic employing about a dozen, it could create roughly 360 new

SEE AMERICAN FAMILY, PAGE 22

Experts share what to expect for health care reform in 2012

Between the ongoing legal dispute about health care reform and new provisions of the law scheduled to take effect, 2012 will be a critical year for many businesses when it comes to their health insurance plans.

Many employers will have to make the difficult decision of whether to offer health insurance to their workers and will also be dealing with increased regulations and paperwork as a result of the controversial law.

With all of those concerns on the horizon, we asked several local experts to weigh in on health care reform, their concerns about the changes and what to expect in 2012.

Here's what they said:

"My concern is whether mandated health insurance will ultimately result in more and better health care. These two things are not one and the same.

There are many people who would spend more on their mandated medical insurance premiums than they would have on their actual medical expenses in a year.

And, if they are forced to spend these dollars on premiums, there may not be any of their budget left for the co-payments and deductible amounts when they actually need care.

I am also concerned that we are walking a slippery slope if we allow our government to mandate that we purchase anything."

Julie Dollar

Director of account management
The Kennion Group



Dollar

"Fundamentally, health care reform must 'bend the cost curve' to work. For all of the political and policy debates surrounding the mechanics of increasing access, health care reform will ultimately succeed or fail based on its ability to control costs while helping patients.

If it can control costs, then reform will put our health care system on a course of recovery. If it cannot control costs, then 'reform' will accelerate the system's collapse."

Michel Marcoux

Attorney
Balch & Bingham LLP



Marcoux

"The singular most important concern for health care reform moving forward is ensuring patient access to physicians and their services. There is significant outcry from the public in general and seniors specifically when Medicare 'rationing' is discussed, but unfortunately with the so-called 'sustainable growth formula,' it is already happening. It will get far worse for seniors if the current Medicare Payment Advisory Committee recommendations are ratified. Our solution should be to care for our seniors at current rates, adjusted for inflation, and then, at a planned interval in the future, radically change how Medicare is implemented."

Dr. Geoffrey Connor

Orthopaedic surgeon/founder and medical director
D1 Sports Medicine



Connor

"With the U.S. Supreme Court hearing arguments on the constitutionality of federal health care reform next spring, the most critical issue is whether the individual mandate requiring most Americans to buy insurance by 2014 exceeds the authority of Congress to regulate interstate commerce.

With a ruling likely to come before the parties' national conventions in an election year, the Obama administration defending the law must find an answer likely to be adopted by a conservative-leaning court."

Leslie Allen

Attorney
Christian & Small



Allen

"Cost to expand coverage. Insurance is regulated by the states, so benefits in health policies sold and policy costs differ from state to state, as do Medicaid benefits. Some states mandate significant benefits not required by others.

Therefore it is difficult to ascertain cost to deliver expanded health coverage, whether through private insurance or by public option.

Establishing national standard benefits and allowing insurance companies to compete across state lines to provide them might prove helpful."

G. Thomas Sullivan

Partner
Cabaniss Johnston Gardner Dumas & O'Neal LLP



Sullivan

"One concern that doesn't get much attention is the reform law's emphasis on data collection and publication.

From provider quality ratings to insurance products, the law assumes that putting lots of new information on the web will automatically let employers, patients and families make better decisions about care and coverage.

Putting all this new information together will take both time and money, but it's not clear that consumers will really be able to understand or use it."

Bill Horton

Partner
Johnston Barton Proctor & Rose LLP



Horton

"The most pressing concern regarding health care reform is whether the legislation will deliver on the promise of reducing health care costs.

The U.S. spent 5 percent of GDP on health care in 1960, health care now consumes 17 percent of the nation's economy and will reach over 20 percent by 2020 if the trend continues.

In addition to the direct burden of rising taxes and insurance premiums, the law pushes much of the compliance burden back to the employer and their advisers."

Ross Mendheim

Shareholder
Barfield Murphy Shank & Smith PC



Mendheim

The University of Alabama at Birmingham
presents

LEADER *to* LEADER Breakfast Series

January 12, 2012 | 7:00-8:15 am

Daryl G. Bird, IBERIABANK

Reynolds-Kirschbaum Hall of the Alys Stephens Center

Tickets are \$25 per event or \$100 for entire series

Breakfast buffet is served. Seating is limited.

To purchase tickets, contact the Alys Stephens Center Box Office
at (205) 975-ARTS or visit www.alysstephens.uab.edu.



Daryl G. Byrd, IBERIABANK

Daryl Byrd is President and Chief Executive Officer of IBERIABANK Corporation and IBERIABANK. He serves on the boards of directors for both entities and is an officer and/or director for multiple subsidiaries. Mr. Daryl G. Byrd has been Chief Executive Officer of IBERIABANK Corp., since July 2000 and its President since July 1999.

Find out how your organization can be part of this premier leadership series.

For more information contact:

Erik Kabill at (205) 533-0184 | kabill@uab.edu or
Andrew Boyd at (205) 443-5624 | aboyd@bizjournals.com

UAB SCHOOL OF
BUSINESS

The Leader to Leader Breakfast Series brings top-level corporate, government, and industry leaders together to discuss current business issues and trends. Our speakers represent a variety of experiences and industries, but all share the UAB School of Business' commitment to leadership and service.