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## **Hip Hop and Health Care Collide at World Congress Leadership Summit on Medicaid**

*Quincy Jones III (QD3) Debuts new Multi-Media Campaign designed to Educate Youth On Positive Health Care through his QD3 and PhyllRich Entertainment Groups*

**Washington, D.C. - June 30, 2011** – Hip Hop and Health Care collide on July 14, 2011 at The World Congress Leadership Summit on Medicaid in Washington, D.C. The Leadership Summit on Medicaid, the first conference on this topic produced by global health care conference leader [World Congress](#), will address the Medicaid expansion, the impending loss of federal funding and the challenge to offer new solutions. In addition to state Medicaid directors, the summit will convene senior leaders from some of the nation's leading health insurers, including Wellpoint. Health plans and health systems will need to identify and meet the needs of the new demographic of eligible Medicaid recipients. Multi-Platinum Producer and Grammy Award winner Quincy Jones III a/k/a QD3, best known for his collaborations with hip-hop titans Tupac, Will Smith, LL Cool J and Ice Cube, debuts his new innovative company a multi-media company named "PhyllRich powered by QD3" to encourage strong health care habits.

QD3 and his partner Shawn Ullman, President of PhyllRich Entertainment Group, want Medicaid eligible young adults to take advantage of services that promote healthy eating habits, better fitness and overall improved health. Following the successful QD3 Entertainment format, content will be distributed with a trans-media strategy where different content will be created specifically for each outlet with each piece making their own unique contribution to the overall message. QD3 has a successful track record for creating compelling content that inspires, educates, and entertains a global audience. His team will apply the same format to this next venture. "Our goal is to make the content accessible. Some campaigns in the past have been ineffective in changing people's daily lives because they are not relatable. We are excited to be here and grateful for World Congress allowing us this platform to get our message out. Our goal is to find ways to work with health care providers to ensure our content is reaching the people who need it the most" says Ullman.

PhyllRich powered by QD3 will host a special session at the [World Congress Leadership Summit on Medicaid](#) Thursday, July 14 at 5:30 p.m.: "The Hip Hop Movement & Healthcare Collide – A New Voice to Influence Healthy Living in the Medicaid Population." Quincy Jones III and Shawn Ullman will discuss their initiative to produce health and fitness content aimed at youth and the effort to connect with the tough to reach Medicaid population. A Q & A session will follow along with a content teaser.

### **About World Congress Leadership Summits**

The World Congress Leadership Summit Series addresses the most cutting-edge issues for health care executives across a wide range of industry sectors. Designed to expand on topics discussed at invitation-only summits during the World Health Care Congress, this series offers new perspectives on established methodologies and details solutions to foster innovation and change. For more information, please visit [www.worldcongress.com/leadership](http://www.worldcongress.com/leadership).

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