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## SERVICES

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**THOMSON REUTERS**

As trusted financial advisors to millions of Americans and businesses, accounting firms are uniquely positioned to provide their clients with information and services regarding the Affordable Care Act. Thomson Reuters is offering a new solution to help firms market their expertise to clients and has released a tax act overview and monthly client marketing newsletter focused on the Affordable Care Act, which affects many areas of business practices, payroll taxes and employee benefits.

Tax, accounting, and employee benefit firms can use these personalized content marketing solutions to engage with and inform their clients, prospects, and other contacts. They are available through the BizActions|PDI Global product lines within the Tax & Accounting business of Thomson Reuters.

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employers, health care marketplaces for small employers, results of ACA-related surveys, and relevant IRS and other government-issued guidance. The newsletter is available in print/PDF, HTML, and content-only (Word) formats to distribute, post on firms' websites, or share through social media.

"Significant tax-related provisions of the Affordable Care Act go into effect in 2014 and 2015," said Keith Haurie, Vice President for emerging products in the Tax & Accounting business of Thomson Reuters. "Many employers rely on their accounting firms or employee benefits providers to assist them in complying with the ACA. Our new Affordable Care Act Tax Overview and monthly newsletter provide firms with a cost-effective way to increase their brand awareness, demonstrate thought leadership, stay in touch with clients and prospects, and ensure their customers have the most up-to-date information."

To subscribe, or for samples and more information about these content marketing tools, firms can call 1-866-240-8477, visit [bizactions-pdiglobal.com](http://bizactions-pdiglobal.com), or email [bizactions.pdiglobal@thomsonreuters.com](mailto:bizactions.pdiglobal@thomsonreuters.com).

BizActions and PDI Global content marketing solutions include digital and print marketing newsletters, client tax and estate planning guides, and content for websites, social media, and other communications. With these product lines, Thomson Reuters is one of the largest providers of newsletter and web marketing solutions for accounting and other professional services firms in North America.

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