

ALLIANCE HEALTHCARD INC  
Form 8-K  
February 12, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): February 12, 2009**

**Alliance HealthCard, Inc.**

(Exact name of registrant as specified in its charter)

**GEORGIA**

(State or other Jurisdiction of  
Incorporation)

**000-30099**

(Commission File Number)

**58-2445301**

(IRS Employer Identification No.)

**900 36th Avenue NW, Suite 105, Norman, OK**

(Address of Principal Executive Offices)

**73072**

(Zip Code)

Registrant's telephone number, including area code: **(405) 579-8525**

**3500 Parkway Lane, Suite 720, Norcross, GA 30092**

(Former name or former address if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 2.02. Results of Operations and Financial Condition**

- (a) On February 12, 2009, Alliance HealthCard, Inc. issued a press release announcing its operating results and certain other related information for the quarter ended December 31, 2008 and its financial condition as of December 31, 2008. A copy of the press release is attached hereto as Exhibit 99.1 and incorporated herein by reference.

The information contained in this Item 2.02 and the exhibit hereto are being furnished and shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section. The information contained in this Item 2.02 and the exhibit hereto shall not be deemed to be incorporated by reference in any filing with the Securities and Exchange Commission under the Securities Act of 1933, as amended, or the Securities Exchange Act of 1934.

**Item 9.01. Financial Statements and Exhibits.**

**(b) Exhibits.**

Exhibit 99.1 Press release of Alliance HealthCard, Inc. dated February 12 2009

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Alliance HealthCard, Inc.

Date: February 12, 2009

/s/ Rita W. McKeown

Rita W. McKeown  
Chief Financial Officer  
(Principal Financial Officer)

**EXHIBIT INDEX**

| <b>Exhibit<br/>Number</b> | <b>Description</b>  |
|---------------------------|---|
| 99.1                      | Press release of Alliance HealthCard, Inc. dated February 12 2009 |