

Leadership

Health Advocate's five founders, with unequalled experience in the healthcare industry, envisioned a way to help simplify the experience that many individuals and companies face when confronting healthcare and insurance-related issues. Under their leadership and building upon this mission, the company has grown to be the largest independent healthcare advocacy and assistance company in the country, and continues to keep pace with the changes in the healthcare system. Centered around its Core Health Advocacy service, the company has expanded to include a full range of innovative solutions to help individuals and companies reduce healthcare costs, save time and improve the healthcare experience.



HealthAdvocate™
Always at your side

Health Advocate **Executive Management Team**

Founded in 2001, the company provides a spectrum of time- and money-saving employer and employee solutions to more than 25 million Americans through our more than 8,200 client and plan sponsor relationships.



Michael J. Cardillo

President, CEO
and Cofounder

Michael J. Cardillo is an experienced executive who has been at the forefront of the healthcare industry, helping to build cost-effective and quality solutions. Before cofounding Health Advocate, Mike served as the President of Aetna's health and employee-related benefits. Previously, he served as the co-president of U.S. Healthcare and before that held a number of senior level positions with the Xerox Corporation. Mike received a master's degree in business administration from Rider University and a bachelor's degree in economics from Rutgers University, where he was a Henry Rutgers Scholar.



Arthur "Abbie" N. Leibowitz, M.D., F.A.A.P.

Executive Vice President, Chief
Medical Officer and Cofounder

Dr. Abbie Leibowitz is a nationally recognized leader in the healthcare industry and an authority on managed care, clinical management, quality assurance, and medical data and information systems. Before cofounding Health Advocate, Abbie was EVP for Medscape, Inc., served as Chief Medical Officer for Aetna U.S. Healthcare and U.S. Healthcare, and spent 12 years in private pediatric practice. He received his medical degree from Temple University Medical School. Abbie is board certified by the American Board of Pediatrics, is a fellow of the American Academy of Pediatrics and a member of the Philadelphia Pediatric Society.



Martin B. Rosen

Executive Vice President,
Chief Marketing Officer
and Cofounder

Martin B. Rosen is an accomplished marketing executive with broad-based experience in healthcare branding, marketing, communications and sales management. Before cofounding Health Advocate, Marty served as Head of Communications for Aetna U.S. Healthcare. He previously served as Chief Marketing Officer for NYLCare Health Plans, and Senior Vice President for Marketing and Sales at Sanus Corp. He helped launch Express Scripts and was responsible for naming the company. Marty received both his bachelor's and master's degrees from Hunter College of The City University of New York.



Kelly P. Johnston

Senior Vice President,
Product Development

Kelly P. Johnston joined Health Advocate in 2001 with extensive experience as an operations executive in the healthcare industry. Since 1984, she has managed various operations within the managed care industry. Prior to joining Health Advocate, Kelly held a number of important positions, including managing the integration of claims and medical management operations, and Corporate Head of Operations for Medical Management. Earlier in her career, she managed self-insured operations for U.S. Healthcare. Prior to that, Kelly held various management positions in claims organizations with both U.S. Healthcare and Prudential.

Recognitions: *Inc. 500's* fastest growing private companies in America
• Deloitte's 2010 Technology Fast 500™ • *Philadelphia Magazine's* Top 20 Best Places to Work • 2011 Enterprise Life Sciences Company of the Year



David S. Rocchino

Executive Vice President,
Chief Sales Officer
and Cofounder

David S. Rocchino is a seasoned sales and marketing executive who combines an established record of sales management, marketing, distribution and contracting experience. Prior to cofounding Health Advocate, David held senior-level positions with U.S. Healthcare and then with Aetna U.S. Healthcare. Earlier in his career, he held sales positions with both Pitney Bowes and the RJR Corporation. David earned his master's degree in liberal studies from Villanova University and his bachelor's degree in finance from Pennsylvania State University.



Thomas A. Masci, Jr., CPA

Executive Vice President,
Chief Financial Officer
and Cofounder

Thomas A. Masci is a seasoned financial executive. Before cofounding Health Advocate he worked on special projects for the Office of the President at Aetna U.S. Healthcare, and previously served as Senior Vice President and Chief Accounting Officer at U.S. Healthcare. Earlier in his career he was a financial consultant, and Vice President of Finance for Nu Car Carriers, Inc., Chief Financial Officer of Rennoc Corporation and held various positions with Ernst and Young. Tom received his bachelor's degree from Drexel University.



Daniel S. Messina

Executive Vice President,
Business Strategy

Daniel S. Messina, a respected senior executive with more than 25 years of financial and business experience, joined Health Advocate in 2006. Previously, Dan held a number of executive positions including: President and CEO of Magellan Health, and CFO and Head of Business Strategy for Aetna U.S. Healthcare. Earlier in his career, he was Vice President for Financial Reporting at CIGNA, and also held finance positions at Springborn Group, Inc. and Deloitte & Touche. Dan received his bachelor's degree in accounting from the University of Notre Dame.



Tara C. Kelly

Senior Vice President,
Operations

Tara C. Kelly joined Health Advocate in April 2006 with more than 22 years of healthcare experience. Before joining Health Advocate, Tara was Director of Operations for CIGNA International Expatriate Benefits and also served as Director of Customer Service for SmithKline Beecham Clinical Laboratories. She began her career with Aetna U.S. Healthcare as a member relations representative and advanced through increasing levels of responsibility to become an Assistant Vice President of Operations. Tara earned her master's degree from Temple University and her bachelor's degree from Millersville University.

Health Advocate **Executive Management Team**



Thomas A. Wolk, M.D.

Senior Vice President, Clinical Operations

Dr. Thomas A. Wolk joined Health Advocate in 2004 with more than 25 years of clinical and administrative experience. Before joining Health Advocate, Tom served as Chief Medical Officer of Phoenixville Hospital, and was a Medical Director for Aetna U.S. Healthcare. Earlier in his career he was an attending physician at Phoenixville Medical Associates and Clinical Care Associates/UPHS. Tom trained at the Children's Hospital of Philadelphia where he became Assistant Chief Resident. He earned his medical degree from the University of Vermont College of Medicine and is certified by the American Board of Pediatrics.



Eric Weaver

Vice President, Information Technology

Eric Weaver, a technology executive with 20 years of experience, joined Health Advocate in 2008 as Vice President of Information Technology. Before joining Health Advocate, Eric served as Vice President and Chief Technology Officer for TargetRx. He served as Chief Technology Officer for IntelliHealth, a subsidiary of Aetna U.S. Healthcare, and held a variety of technology development and management positions at Competitive Media Reporting and Ziff Davis. Eric received his master's degree in computer science, magna cum laude, from West Chester University and a bachelor's degree in computer science from Millersville University.



Norbert "Bert" J. Alicea

Vice President, EAP+Work/Life Services

Norbert Alicea is a Licensed Psychologist with over 25 years of experience in the EAP field. Bert specializes in assisting with difficult workplace situations and is a premier trainer in the Employee Assistance field. Bert received a master's degree in Industrial/Organizational Psychology from West Chester University and a bachelor's degree in Psychology from St. Joseph's University. Bert is a national member of the Employee Assistance Professional Association (EAPA) and a Certified Employee Assistance Professional (CEAP). In 2007, Bert was awarded the "EAP of the Year Award" for his outstanding commitment and leadership in the promotion of excellent employee assistance.



Antonio Legorreta, M.D., MPH

President, **engage2Health**

Dr. Antonio Legorreta is a renowned clinical researcher and health informatics authority. His work has contributed significantly to the development of real-world outcomes research, quality of care metrics and other cost-effective analysis. Dr. Legorreta has developed and implemented health services research applications to measure medical care and resource consumption disparities, and has implemented quality improvement projects for major health plans and employers throughout the U.S. He has also led numerous pharmaco-economic and adherence studies for leading organizations in both the U.S. and European Union. In 2011, Dr. Legorreta was awarded a patent by the U.S. Patent and Trademark Office for *Apparatus and Methods for Self-Reporting Medical Information*.

About Health Advocate and engage2Health


Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves more than 8,000 clients including the nation's leading companies—providing more than 22 million Americans with expert, personalized help to resolve healthcare and insurance-related issues. The company offers a spectrum of add-on time- and money-saving solutions designed for both employers and employees.

engage2Health is a new Health Advocate company dedicated to providing health informatics solutions to support employers and their employees in achieving improved health outcomes and lower healthcare costs. The company employs state-of-the-art technology and software systems facilitating Health Advocate's proprietary dashboard, wellness and engagement programs.

Independent. Confidential. Convenient.

Health Advocate is not affiliated with any insurance or third party provider. Health Advocate does not replace health insurance coverage, provide medical care or recommend treatment.

TOLL-FREE 866.385.8033 | info@HealthAdvocate.com | HealthAdvocate.com

©2012 Health Advocate, Inc.
 HA-B-1111045