In 2004, Edward Moskowitz was hospitalized near his home outside Miami with internal bleeding, but after a week he was worse, his daughter Sandy Tepper says. That's when he became a human pinball. Over the next seven weeks, he was sent to rehab, grew worse, was transferred by a new doctor to a different hospital, then was bounced for insurance reasons to a second rehab facility (at 2 a.m.), despite his daughter's attempts to intervene. Ordered to physical therapy a few days later, he struggled from his wheelchair and fell to the floor, dead of apparent heart failure. He was 84.

What if someone had been there to ask the right questions and ease the family's trauma? Enter the patient advocate, part of a growing field. Advocates, who are often former nurses or other health professionals, link patients and the health-care system. They can help get an elusive doctor's appointment, research treatments, file medical paperwork, or persuade an insurance company to cover a procedure. They might also stand in for faraway relatives by accompanying an ailing person to appointments or sitting at a hospital bedside. Some advocates work privately, on a case-by-case or hourly basis. Others work at no charge or are supplied by employers as part of benefits packages.

Unfortunately, finding good advocates can be dicey. There's no licensing or credentialing process specific to health advocates, and no regulatory body oversees them, says Laura Weil, interim director of the master's program in health advocacy at Sarah Lawrence College in Bronxville, NY, the nation's only graduate program in health advocacy. But it makes sense to follow these guidelines:

For someone who's employed:
See whether his or her benefits include patient advocacy. Many large employers contract with companies such as Health Advocate (1-866-385-8033; www.healthadvocate.com), the nation's biggest employee-based advocacy firm, staffed by registered nurses and benefits experts.

For someone in a hospital or nursing home:
Ask whether there's an in-house patient advocate who mediates between families and staff members. (But be aware that such advocates are on the institution's payroll.)

If a chronically ill person can't get care:
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Health Advocate, Inc., the nation’s leading independent healthcare advocacy and assistance company, provides a spectrum of time- and money-saving solutions to millions of Americans through our extensive employer and plan sponsor relationships.

**Our Company**
Health Advocate is a privately held company founded in 2001 by five senior executives who previously ran one of the nation’s largest healthcare companies. The company, headquartered in suburban Philadelphia, began operations and accepting customers in January 2002.

Michael J. Cardillo
Arthur N. Lebowitz, M.D.
Thomas A. Masci, Jr.
Daniel S. Messina
David S. Rocchino
Martin B. Rosen

*Founding Partners

**Our Business**
Our company offers a broad spectrum of cost-effective solutions to help clients and members navigate the confusing healthcare environment, enabling access to a variety of often critical healthcare services.

Our Core Health Advocacy service, centered around our team of Personal Health Advocates, provides clinical and administrative support to help members resolve healthcare issues and improve their healthcare experience. Coverage extends to the employee, spouse, dependent children, parents and parents-in-law.

As a complement to our Core Health Advocacy service, we offer add-on solutions for both employers and employees that include Benefits Gateway and Health Information Dashboard, Wellness, EAP+Work/Life, Cost-Saving products and HR solutions.

**Our Value**
Health Advocate was founded to help employers and plan sponsors, and their respective employees and members throughout the country, deal with issues they encounter while accessing the healthcare and insurance systems.

Health Advocate complements basic coverage by facilitating members’ interactions with insurers and healthcare providers saving clients, plan sponsors, employees and members both time and money, and increasing the value of their healthcare dollar.
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**Clients**
8,000+

Health Advocate serves a range of clients: employers, unions, governmental bodies, affinity groups, nonprofit and charitable organizations, schools and universities, third-party administrators and insurers, including some of the nation’s largest companies, as well as a wide range of local and regional organizations.

**Members**
22M+ Americans

**Top Awards**

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**Core Health Advocacy**

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**Complementary Solutions**

- **Wellness + Work/Life Support**
  - Wellness Advocate™
  - EAP+Work/Life™
  - NurseLine™
  - Tobacco Cessation™

- **Improve Health Outcomes**
  - Benefits Gateway™
  - Health Information Dashboard™
  - Personalized Health Messaging™

- **Cost-Saving Solutions**
  - Medical Bill Saver™
  - MedChoice Support™

- **HR Solutions**
  - Enrollment Advocate™
  - FMLA Support™
  - Independent Appeals Administration™
  - External Appeals Administration™
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Our story

Health Advocate, Inc., the nation’s leading healthcare advocacy and assistance company, continues to respond to ever-changing trends in healthcare. Centered around our Core Health Advocacy service, our expanding spectrum of complementary, innovative solutions helps control costs for employers, plan sponsors, employees and members. Our versatile, one-source support ensures that the many, and often complex, clinical, administrative and insurance-related issues are addressed with expertise, efficiency and compassion. By using the right tools and removing barriers to healthcare, we help increase productivity, maximize benefits and improve health outcomes. Health Advocate is an invaluable, strategic resource to help reduce healthcare costs.