

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 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.

Health Advocate **Executive Management Team**



Health Advocate **Executive Management Team**

Health Advocate has been recognized as one of America's fastest growing private companies by *Inc. 500*. *Philadelphia* magazine has rated Health Advocate as one of the "Top 20 Best Places to Work."



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 company. 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.

Founded in 2001, the company currently serves more than 16 million eligible Americans and has relationships with more than 5,300 clients.



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 of the Rendina Companies, 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 **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 InteliHealth, 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.

For Additional Information

Please contact Health Advocate at:

Administration & Sales

866.385.8033, prompt #2 (toll-free)
info@HealthAdvocate.com

Members Only

866.695.8622 (toll-free)
answers@HealthAdvocate.com

Website

www.HealthAdvocate.com

About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, provides a spectrum of time- and money-saving solutions to more than 16 million Americans through its extensive employer and plan sponsor relationships. The company also offers a direct-to-consumer advocacy service, called Health Proponent®, to individuals who are not part of groups. Founded in 2001, the company is headquartered in suburban Philadelphia with sales offices nationwide.

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.

©2010 Health Advocate, Inc.
HA-M-1003059



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