

Management Team



Health Advocate, Inc., the nation's leading healthcare advocacy and assistance company, provides a spectrum of time- and money-saving solutions to millions of Americans through its extensive client relationships with employers and other plan sponsors. Our core advocacy program is centered around a team of Personal Health Advocates (PHAs), typically registered nurses supported by medical directors and insurance experts. PHAs help members navigate the healthcare system and resolve clinical, insurance and administrative issues. Our complementary solutions, offered for an additional charge, include Wellness Advocate; Enrollment Advocate; FMLA Support and Independent Appeals Administration.

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.

Founded in 2001, the company is headquartered in suburban Philadelphia with sales offices in major cities.



Michael J. Cardillo
President,
CEO and Cofounder

Michael J. Cardillo is an experienced executive with a results-oriented record of operating large and complex organizations. He has been at the forefront of the healthcare industry, helping to build cost-effective and quality solutions.

Before cofounding Health Advocate, Mr. Cardillo served as the President of Aetna's health and employee-related benefits company following the merger of Aetna and

U.S. Healthcare in April 1996 until his retirement from the company in May 2000. Before the merger with Aetna, he served for ten years with U.S. Healthcare in several top executive positions including Co-president and, earlier, Executive Vice President and Chief Marketing Officer. Previously, Mr. Cardillo worked at the Xerox Corporation for 17 years where he held a range of senior-level national and regional sales, marketing and operations positions.

Mr. Cardillo 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.



Kelly P. Johnston
Senior Vice President,
Direct-to-Consumer Marketing

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.

When Aetna merged with U.S. Healthcare, Ms. Johnston managed the integration of claims and medical management operations. In 1997, Ms. Johnston became Corporate Head of Operations for Medical Management. Prior to the merger, she managed self-insured operations for U.S. Healthcare from 1992 to 1996. Earlier, Ms. Johnston held various management positions in claims organizations with both U.S. Healthcare and Prudential.



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Highly Experienced



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, Ms. Kelly was Director of Operations for CIGNA International Expatriate Benefits and also served as Director of Customer Service for SmithKline Beecham Clinical Laboratories. Ms. Kelly 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. Ms. Kelly earned her master's degree from Temple University and her bachelor's degree from Millersville University.



Arthur "Abbie" N. Leibowitz,
M.D., F.A.A.P.
Executive Vice President,
Chief Medical Officer and Cofounder

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, Dr. Leibowitz was Executive Vice President for Digital Health Strategy and Business Development for Medscape, Inc. and a member of the company's board of directors. For four years prior to October 2000, Dr. Leibowitz served as Chief Medical Officer for Aetna U.S. Healthcare. He joined U.S. Healthcare in 1987 and served in a number of senior-level positions with the company. Before joining U.S. Healthcare, Dr. Leibowitz spent 12 years in private pediatric practice in suburban Philadelphia. He built and managed a seven-physician pediatric group serving a diverse urban/suburban population of more than 25,000 patients.

Dr. Leibowitz received his medical degree from Temple University Medical School and his bachelor's degree from the same institution. He completed his postgraduate training at Children's Hospital of Pittsburgh, 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.



Thomas A. Masci, Jr., CPA
Executive Vice President,
Chief Financial Officer and Cofounder

Thomas A. Masci is a highly successful financial and administrative executive with a strong background in the healthcare industry. Before cofounding Health Advocate and following the merger of Aetna and U.S. Healthcare in 1996, Mr. Masci served in the Office of the President of Aetna U.S. Healthcare. His responsibilities included financial advisory services to the co-presidents, financial presentations for client seminars, representation of the company in negotiations for the sale of a subsidiary and oversight of various special projects.

Prior to the merger with Aetna, he served for eight years with U.S. Healthcare. Since 1989, he was Senior Vice President and Chief Accounting Officer of the company and also served as Chief Financial Officer of the company's HMOs, insurance companies and other subsidiaries. Before joining U.S. Healthcare in 1988, he was a financial consultant, Vice President of Finance for Nu Car Carriers, Inc., Chief Financial Officer of Rennoc Corporation and held various positions with Ernst and Young, including serving as Principal. Mr. Masci received his bachelor's degree from Drexel University.



Daniel S. Messina
Executive Vice President,
Business Strategy

Daniel S. Messina, a widely respected senior executive, joined Health Advocate in 2006 with more than 25 years of financial and business experience. Prior to joining Health Advocate, Mr. Messina was the President and Chief Operating Officer of the Rendina Companies, a real estate development company headquartered in Florida. Other notable positions include President and CEO of Magellan Health, the nation's largest managed mental health company serving 70 million Americans and, additionally, as Chief Financial Officer and Head of Business Strategy for Aetna U.S. Healthcare. Earlier in his career, Mr. Messina worked at CIGNA as Vice President for Financial Reporting and also held finance positions at Springborn Group, Inc. and Deloitte & Touche. Mr. Messina received his bachelor's degree in accounting from the University of Notre Dame.



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, Mr. Rocchino held senior-level positions with U.S. Healthcare and then with Aetna U.S. Healthcare. From 1989 to 1998, Mr. Rocchino was General Manager for the suburban Philadelphia market. In 1999, he became the head of Sales and Marketing for Aetna U.S. Healthcare nationally. Mr. Rocchino began his career with U.S. Healthcare as a sales representative in 1984 and held a range of sales management positions with the company, eventually becoming Senior Vice President for the Philadelphia

market. Prior to U.S. Healthcare, Mr. Rocchino held sales positions with both Pitney Bowes and the RJR Corporation. Mr. Rocchino earned his master's degree in liberal studies from Villanova University and his bachelor's degree in finance from Pennsylvania State University.



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 strategy, communications and sales management. Before cofounding Health Advocate, Mr. Rosen served as Head of Communications for Aetna U.S. Healthcare where he was responsible for directing all communications and overseeing the company's brand. He joined Aetna U.S. Healthcare in 1998 after Aetna acquired NYLCare Health Plans, the health and benefits subsidiary of the New York Life Insurance Company. At Aetna U.S. Healthcare, Mr. Rosen managed all internal and external communications including advertising, media relations and promotional programs.

He previously served as Senior Vice President and Chief Marketing Officer for NYLCare Health Plans, where he developed and launched the health plan's brand. Earlier, as Senior Vice President for Marketing and Sales at Sanus Corporation Health Systems, Mr. Rosen played a critical role in the success of this start-up company. He also helped launch Express Scripts, Inc., a subsidiary of Sanus, was responsible for naming the company and served as its marketing advisor.

Mr. Rosen received both his bachelor's and master's degrees from Hunter College of The City University of New York.

Health Advocate Management Team



Thomas A. Wolk, M.D.
**Senior Vice President,
Clinical Operations**

Thomas A. Wolk joined Health Advocate in 2004 with more than 25 years of clinical and administrative experience.

Before joining Health Advocate, Dr. Wolk served as Chief Medical Officer of Phoenixville Hospital when that hospital was affiliated with the University of Pennsylvania Health System. While at Phoenixville Hospital, he held a number of administrative appointments including serving as Chairman of the Pediatric Department, Medical Staff President, and a member of the Board of Directors. Previously, Dr. Wolk was the Medical Director for Aetna U.S. Healthcare's 10-county Southeastern Pennsylvania Region. Earlier in his career he was an attending physician at Phoenixville Medical Associates and Clinical Care Associates/UPHS, a large general pediatric group practice in Chester County.

Dr. Wolk 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 March 2008 as Vice President of Information Technology. Before joining Health Advocate, Mr. Weaver served as Vice President and Chief Technology Officer for TargetRx from 2000-2008. Mr. Weaver 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. Mr. Weaver 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

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