

**FOR IMMEDIATE RELEASE**

**CONTACT:**

**Martin Rosen**  
Health Advocate Inc.  
215-262-1847 (Cell) 610-567-3064 (Office)  
[mrosen@healthadvocate.ws](mailto:mrosen@healthadvocate.ws)

**Michele DiIanni**  
BenefitPort Northeast  
914-934-2600 x. 262  
[mdiianni@benefitport.com](mailto:mdiianni@benefitport.com)

## **Health Advocate To Be Distributed By BenefitPort**

**Innovative Services Offered to Help Employers and Employees  
Navigate Healthcare and Health Insurance**

**Broad broker network leverages powerful distribution and further complements  
full-service capabilities**

**West Conshohocken, PA – May 13, 2002** – Health Advocate Inc., a health advocacy and assistance company, announced today a strategic partnership with BenefitPort, an industry leader in the sales and distribution of group insurance and employee benefits products. BenefitPort will distribute Health Advocate's programs on an exclusive basis to insurance brokers and agents located throughout New York, Connecticut and northern New Jersey.

Health Advocate provides a range of quality services to assist employers and their employees deal with the complexities of the healthcare and insurance systems. Each member is assigned their own Personal Health Advocate, a registered nurse backed up by a team of medical directors and administrative coordinators. The company serves as a liaison for clients with healthcare providers, insurance plans and other health related community resources. It offers a broad menu of cost-effective services, including providing assistance finding primary care, specialist physicians and medical institutions, and solving claims, billing and related administrative problems. Serving consumers across the country, Health Advocate also helps members access community resources, including senior care services that fall outside traditional health insurance coverage.

"We selected BenefitPort to be our distribution partner because of their proven record as a leading provider of employee benefit solutions, and the respect that they enjoy among insurance brokers and agents," said Michael Cardillo, a founder, President and CEO of Health Advocate, Inc. Cardillo, formerly the President of Aetna U.S. Healthcare, one of the nation's largest health insurance companies, also commented, "BenefitPort's vast network of brokers will allow us to make employers of all sizes aware of how our innovative programs can save them both time and money by solving problems that often drain a company's resources. In an era of escalating healthcare costs, our cost-saving programs appeal to employers and their employees."

"We are pleased to join with Health Advocate in making their much needed services available to help employers and their employees get expert assistance when accessing healthcare and insurance services," said Andy Sawyer, Director and Founder of BenefitPort Northeast. "Health Advocate fills a critical void in the healthcare system by making sure that employees will no longer be lost or on their own when they need medical care."

- more -

“Employers are spending excessive amounts of time and money trying to contend with healthcare and insurance problems. Our Personal Health Advocates know the “ins and outs” of the healthcare system and provide cost-effective solutions to difficult issues,” commented Abbie Leibowitz, M.D, Executive Vice President and Chief Medical Officer of Health Advocate. “As consumer advocates, we serve as a single point of contact and go-to-advisor for people facing healthcare issues.”

Health Advocate offers a flexible selection of plans and pricing options to meet a range of business and personal needs. Pricing is available on a per-employee, per-month (PEPM), hourly or annual subscription basis.

At a recent broker seminar in New York to introduce Health Advocate’s programs, BenefitPort generated significant interest for these innovative services. “Sometimes the healthcare system can be a complex maze. By delivering an advocacy system as part of my services, I’m bringing additional value to my clients, as well as creating a sense of empowerment to solve real, everyday issues”, commented Warren Cooperstein, a New York broker.

#### **About Health Advocate**

Health Advocate was founded to help Americans deal with many of the problems they routinely confront when accessing healthcare services and health insurance coverage. The company, headquartered in suburban Philadelphia, offers a broad spectrum of cost-effective solutions, enabling employers of all sizes and their employees throughout the country to more easily navigate the complexities of the healthcare world.

#### **About BenefitPort**

BenefitPort, a privately held company, is one of the largest technology-based networks in the U.S. for the distribution and administration of health insurance and employee benefits. Providing full-service solutions, including online and traditional products and services, BenefitPort's national network supports brokers and clients throughout twelve states. Today, BenefitPort represents more than 105 national and regional insurance carriers, is affiliated with more than 14,000 brokers, and serves more than 62,500 employer groups comprising 430,000 member lives and over \$1.5 billion in annual in-force premium.

###