



News Release



FOR IMMEDIATE RELEASE

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Ada Brainsky, M.D., M.S. Joins Health Advocate as Medical Director

Blue Bell, PA. October 20, 2003 –Health Advocate, Inc., the nation's leading health advocacy and assistance company, announced today that Ada Brainsky, M.D., M.S., has joined its staff as Medical Director. Dr. Brainsky will report to Abbie Leibowitz, M.D., Executive Vice President and Chief Medical Officer.

Dr. Brainsky most recently served as an emergency room physician at St. Christopher's Hospital for Children in Philadelphia. She has a background of broad academic training and practical clinical experience. A native of Colombia, Dr. Brainsky spent several years as a practicing pediatrician in the Philadelphia area and has served as a case review consultant for AllMed Health Management Systems. She has also lectured in clinical epidemiology at the Universidad Javeriana in Bogotá, and been a community health educator in that city's "Luis Alberto Vega" poverty district.

"We are very pleased to have been able to attract a physician of Dr. Brainsky's skills to our team," said Dr. Leibowitz. "Her broad clinical experience and compassionate interpersonal skills will perfectly support Health Advocate as we continue serve the needs of our growing membership."

"Dr. Brainsky will work closely with our staff of Personal Health Advocates, providing support on the medical and clinical issues that our PHAs are routinely called upon to help with," continued Dr. Leibowitz. "Dr. Brainsky's fluency in Spanish is an added plus, further strengthening our ability to better serve our diverse membership."

Dr. Brainsky has trained in both Colombia and in the United States and is board certified in pediatrics. She earned her M.D. degree from Universidad Javeriana, School of Medicine in Bogotá, where she received the Cartamedas Foundation Award for best student. She trained in both epidemiology and radiology in Colombia before becoming a Rockefeller Foundation INCLEN Fellow in Health Economics and Clinical Epidemiology at the University of Pennsylvania. She completed a General Internal Medicine Research Fellowship in Health Economics at the University of Pennsylvania School of Medicine and then went on to receive her pediatric training at St. Christopher's Hospital for Children.

"Like all physicians, I routinely encounter people who find themselves in need of help when facing a medical issue," said Dr. Brainsky. "I am delighted to have the opportunity to work with an organization whose sole purpose is to help its members sort out and solve their clinical and administrative healthcare issues."

About Health Advocate, Inc.

Health Advocate, Inc. helps consumers deal with many of the problems they routinely confront when accessing healthcare services and health insurance coverage. The company is privately held and is headquartered in Blue Bell, PA, a suburb of Philadelphia.

Through its relationships with nearly 300 employers, unions, third-party administrators, insurers, and other organizations both large and small nation-wide, Health Advocate offers almost half a million Americans a broad spectrum of time and money saving advocacy and assistance solutions to help them more easily navigate the complexities of the healthcare system.

Health Advocate members enjoy unlimited access to Health Advocate's trained staff of Personal Health Advocates – primarily registered nurses, supported by a team of administrative experts and medical directors. Health Advocate does not replace health insurance; rather it offers a broad array of cost-effective services providing assistance in helping to arrange appointments with specialist physicians and best-in-class medical institutions; assistance coordinating complex clinical issues; accessing community resources; finding senior care services that fall outside traditional health insurance coverage; as well as solving administrative issues that may arise.

More information can be found at www.healthadvocate.com.

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