



## FOR IMMEDIATE RELEASE

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### **Brokerage Concepts, Inc. Gives Clients Access to Independent Advocacy Services**

**King of Prussia, PA. October 22, 2003.** Brokerage Concepts, Inc. is pleased to announce that it has contracted with Health Advocate, Inc., an independent national healthcare advocacy and assistance company, to provide BCI clients with its innovative, value-added service.

Health Advocate is designed to provide consumers with easy and reliable solutions as they navigate the complexities of today's healthcare system. The service fills a critical void in the healthcare system by making sure that individuals will no longer be lost or on their own.

"This is another innovative way BCI is trying to improve our members' experience with the entire healthcare system," said Arnie Katz, President and Chief Executive Officer of Brokerage Concepts, Inc. "Our company has always strived to be consumer friendly and we believe the services offered by Health Advocate will greatly benefit our clients and their employees and members."

"Health Advocate knows the "ins and outs" of the healthcare system and provides solutions to difficult issues," continued Katz. "As a resource for our members, they serve as a single point of contact and go-to-advisor for people facing health system issues."

Eligible BCI members will enjoy unlimited access to Health Advocate's trained staff of Personal Health Advocates - registered nurses, supported by a team of medical directors and administrative experts, on a 24-hour basis, seven days a week. 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; and solving administrative issues.

"We are excited to work with Brokerage Concepts, Inc. in making Health Advocate available. BCI enjoys a reputation for excellence and innovation and it means a lot to us to be able to provide our services to their clients and members," said Michael Cardillo, President and Chief Executive Officer of Health Advocate, Inc.

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“Our company has had a great deal of success working with health plans, doctors and hospitals and others who serve individuals using healthcare services. We are able to quickly and efficiently facilitate issues that result in considerable time and money savings,” continued Cardillo.

**About Brokerage Concepts, Inc.**

Founded in 1977, Brokerage Concepts, Inc. is the largest privately held third party administrator in the world. The firm markets for 65 of America's top insurance companies and provides administrative services for 27 insurance companies. BCI represents over 115 Preferred Provider Organizations and administers benefits for more than 1,000,000 employee and dependent lives nationwide. Its employees are active members of AHIA, SPBA, SIIA, NAIFA, NAHU and other insurance organizations. More background can be found at [www.bcitpa.com](http://www.bcitpa.com).

**About Health Advocate, Inc.**

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 advocacy and assistance solutions, enabling employers of all sizes, their employees and consumers throughout the country to more easily navigate the complexities of the healthcare world. More background can be found at [www.healthadvocate.net](http://www.healthadvocate.net).

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