



News Release



FOR IMMEDIATE RELEASE

CONTACT:

Carol Fischer
610-397-6972 (direct)
cfischer@HealthAdvocate.net

**Health Advocate Names Mea S. Molin Vice President of Sales
for the Greater New York Region**

Blue Bell, PA. November 17, 2003: Health Advocate, Inc., the nation's leading health advocacy and assistance company, announced today that Mea Molin has joined the company as the Vice President of Sales for the Greater New York Region. Mea will be responsible for sales activities in New York, Connecticut and Northern New Jersey. Mea's office will be located in New York.

Health Advocate, Inc. provides personalized solutions to the clinical and administrative complexities of our nation's healthcare system. The company's service enables plan sponsors (i.e., employers, unions, third-party administrators, insurers and other organizations) of all sizes and their employees, clients or members throughout the nation to more easily navigate healthcare issues, save time and money and proactively facilitate their healthcare experience.

Mea's sales and marketing experience, impressive track record and her enthusiasm for business challenges and team-based success, will serve Health Advocate well," said David Rocchino, Executive Vice President and Chief Sales Officer.

"Mea knows the greater New York market well and enjoys the respect of business leaders and benefit professionals throughout the area." continued Rocchino.

Mea joins Health Advocate with more than 13 years of experience in the healthcare industry. Prior to joining Health Advocate, Mea was vice president of client services for Right Management Consultants, responsible for new business development and client relationships. She was employed by Multiplan Inc. as assistant vice president of national accounts and Empire Blue Cross and Blue Shield as national accounts sales manager, where she developed new business and managed and grew revenue for key accounts. Mea began her sales and marketing career with U.S. Healthcare as a marketing representative. Promoted to increasing levels of responsibility, she left Aetna U.S. Healthcare as vice president of national accounts.

An especially innovative component of the Health Advocate program is that the service provides coverage for the parents and parents-in-law of the covered employee. This is especially valuable to employees who have relatives who are seniors and need help. Additionally, Health Advocate assists employers and others with meeting the HIPAA privacy responsibilities as required under the new federal privacy guidelines.

About Health Advocate, Inc.

Health Advocate was founded to help Americans deal with many of the problems they routinely encounter when accessing healthcare services and health insurance coverage. The company, which is privately held and headquartered in suburban Philadelphia, offers a broad spectrum of cost-effective advocacy and assistance solutions. Health Advocate enables employers, unions and other organizations of all sizes, their employees, members and consumers throughout the country to more easily navigate the complexities of the healthcare world.

Health Advocate members enjoy unlimited access to a trained staff of Personal Health Advocates, typically 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 solving claims, billing, insurance and related administrative issues; identifying and helping to arrange appointments with specialist physicians and best-in-class medical institutions; assistance coordinating complex clinical issues; accessing community resources; and finding senior care services that fall outside traditional health insurance coverage.

More information about Health Advocate can be found at: www.HealthAdvocate.net

Corporate Office

Health Advocate, Inc.
450 Sentry Parkway, Suite 102
Blue Bell, PA 19422 2319
Office: 610-825-1222
Fax: 610-825-7776

Greater New York Office

Mea S. Molin
Vice President, Sales
New York, New York
Direct: 212-875-9034
mmolin@healthadvocate.net