



# News Release



## **FOR IMMEDIATE RELEASE**

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### **Patricia G. Imken Joins Health Advocate as Vice President of Sales for the Southeast**

**Blue Bell, PA. December 2, 2003:** Health Advocate, Inc., the nation's foremost health advocacy and assistance company, announced today that Patti Imken has joined the company as the Vice President of Sales for the Southeast. Patti's office will be located in Alpharetta, Georgia.

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.

We're delighted to have Patti join us. She is a highly-motivated and experienced marketing executive who enjoys the respect of her colleagues and clients. Having worked with her in the past, I know first hand the assets she brings to Health Advocate," said David Rocchino, Executive Vice President and Chief Sales Officer.

Patti joins Health Advocate with more than 15 years of experience in the healthcare industry. As Vice President of Sales, Patti is responsible for sales activities in the southeastern United States. Prior to joining Health Advocate, she was vice president of sales for Multiplan, Inc., responsible for national account opportunities. Patti began her sales and marketing career with U.S. Healthcare as a key account executive. Promoted to increasing levels of responsibility, she left Aetna U.S. Healthcare as regional vice president of national accounts for the Southeast.

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](http://www.HealthAdvocate.net)

### **Corporate Office**

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