



**FOR IMMEDIATE RELEASE**

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**Health Advocate Names Carol Fischer Director of Communications**

**Blue Bell, PA., June 11, 2003** –Health Advocate announced today that Carol Fischer has joined Health Advocate as director of communications. Carol will focus her attention working with the news media and designing member communication material.

Carol comes to Health Advocate with 18 years of communication experience in the healthcare industry. Prior to joining Health Advocate she was employed by Aetna U.S. Healthcare for 13 years in marketing and corporate communication. In addition to her experience at Aetna U.S. Healthcare, Carol launched a successful consulting business providing project management, marketing and freelance writing.

"We're very pleased to have Carol Fischer join Health Advocate," said Chief Marketing Officer, Marty Rosen, "her communications and marketing experience in the healthcare industry will support our efforts to spread the word about Health Advocate's comprehensive health advocacy services."

Carol attended the Scottish University International Summer School (SUISS) at the University of Edinburgh, Oxford University and received her master's degree in English from Arcadia University. She earned her bachelor's degree from Gwynedd-Mercy College.

**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 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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