



FOR IMMEDIATE RELEASE

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**Health Advocate Names Karen Lange as Vice President
of Sales for Mid-Atlantic Region**

Blue Bell, PA, July 23, 2003: Health Advocate is pleased to announce today that Karen Lange has joined the company as the Vice President of Sales for the Mid-Atlantic Region. Karen will be responsible for sales activities in Maryland, Virginia, Washington, DC and Delaware. Karen's office will be located in Newark, Delaware.

Health Advocate is a rapidly growing national healthcare advocacy and assistance company serving employers, unions and a range of other organizations, helping them meet the needs of their employees, members and consumers. The company provides an array of services focused on assisting people to better navigate the healthcare and insurance systems. Its programs save time and money by reducing medical costs and helping to make employees more productive by eliminating wasted hours trying to solve frustrating benefit issues. Health Advocate provides its services to more than 400,000 members. The company's clients are located throughout the country and include Westinghouse Electric Company, Advanta, Weston Solutions and Riggs Bank.

"I'm delighted Karen has agreed to join Health Advocate. Having worked with Karen before, I know first hand the skill and talent she will bring to Health Advocate," said David Rocchino, Executive Vice President and Chief Sales Officer.

"The Mid-Atlantic area is a key focus for us and Karen knows the market quite well. She enjoys the respect of business leaders and benefit professionals throughout the region, given her significant experience. Health Advocate's ability to save employers and their employees time and money should be very appealing to businesses and other plan sponsors," continued Rocchino.

Karen comes to Health Advocate with more than 13 years of experience in the health care industry. Prior to joining Health Advocate, Karen was Director of Sales for Coventry Health Care, responsible for new group sales as well as oversight of all sales activities including strategy, planning and broker relations. She was employed by Aetna U.S. Healthcare, Inc. where she first served as vice president/district manager of the Baltimore and Delaware markets and then as general manager of the Baltimore market representing over 300,000 members. Karen sales career began with U.S. Healthcare, culminating with her last position as new business sales manager for Southern New Jersey.

An especially innovative component of the Health Advocate program is that the service provides coverage for the parents and in-laws 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 confront 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, 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 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

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