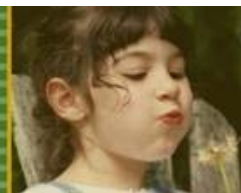




News Release



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Main Line Health's FirstCALL Employee Assistance Program Selects Health Advocate to Help Employees Navigate Healthcare and Insurance Issues

Bryn Mawr, PA. September 10, 2003. Health Advocate, Inc., an independent national healthcare advocacy and assistance company, is pleased to announce that Main Line Health's FirstCALL Employee Assistance Program has contracted with Health Advocate to provide Main Line Health's employees with its innovative, value-added service. Main Line Health is a non-profit health system in suburban Philadelphia with approximately 7,700 employees. The FirstCALL Employee Assistance program, a subsidiary of Main Line Health, provides EAP services to the health system as well as services to other businesses and organizations.

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

"We believe the services offered by Health Advocate will greatly benefit our employees and their families," said Walter Kanhofer, Main Line Health's director of compensation and benefits.

"Health Advocate knows how to simplify the healthcare process and provide effective solutions to difficult issues," continued Mr. Kanhofer. "As a resource for our employees, Health Advocate will serve as a single point of contact and advisor for any of our employees facing healthcare issues."

FirstCALL will coordinate the service for Main Line Health. As a result, the network of counseling and support services available to Main Line Health employees and their family members through FirstCALL and its work-life program is one of the most comprehensive available in the United States. MLH employees 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 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.

"We are excited to work with FirstCALL and Main Line Health. They enjoy a reputation for excellence and innovation and it means a lot to us to be able to provide our services to Main Line Health's employees," said Michael Cardillo, President and Chief Executive Officer of Health Advocate, Inc.

"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 Main Line Health

Main Line Health is an integrated healthcare system serving portions of Philadelphia and its western suburbs. The system includes Lankenau Hospital, Bryn Mawr Hospital, Paoli Hospital, Bryn Mawr Rehab Hospital, home care services, physician practices, a research institute and other facilities and services. It employs approximately 7,700 people and has approximately 1,300 physicians on its medical staff. Detailed information about Main Line Health is available at: www.mainlinehealth.org.

About *FirstCALL* Employee Assistance Program

FirstCALL has provided a full range of employee assistance services since 1985. Supported by resources of the Main Line Health, *FirstCALL* is uniquely able to provide referrals to a wide range of health care providers and services. *FirstCALL* has office locations in the greater Philadelphia area, staffed by masters-level clinicians. In addition, it contracts with other qualified providers in strategic areas throughout the United States to ensure a wide range of geographic coverage and specialty areas.

More information about *FirstCALL* can be found at www.FirstCalleap.org

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 provides its services to more than 400,000 members.

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

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