



News Release



FOR IMMEDIATE RELEASE

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**DENTSPLY International Teams Up with Health Advocate to Help
Employees Traverse the Healthcare System**

Blue Bell, PA: January 21, 2004. Health Advocate, Inc., the nation's leading healthcare advocacy and assistance company, is pleased to announce that DENTSPLY International has contracted with Health Advocate to provide DENTSPLY employees with its innovative, value-added service.

Health Advocate was founded to provide consumers with easy and reliable solutions as they navigate the complexities of today's healthcare system. The service fills a critical void in the healthcare system by making sure that individuals will no longer be lost or on their own.

"We are committed to providing our employees with the support they need to attend to their families' healthcare needs," said Rachel McKinney, Vice President of Human Resources. "The services Health Advocate offers will free our employees from the burden of trying to resolve the vexing and often complicated issues many routinely encounter when using the healthcare system."

"Health Advocate knows the 'ins and outs' of the healthcare system. It offers a single point of contact service and provides cost-effective solutions to difficult issues," continued McKinney.

Eligible employees will enjoy unlimited access to Health Advocate's 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 helping to arrange appointments with specialist physicians and best-in-class medical institutions; assistance coordinating complex clinical issues; accessing community resources; finding senior care services that fall outside traditional health insurance coverage; and solving administrative issues.

"Pennie Hinds of Palmer & Cay Consulting Group introduced Health Advocate to Dentsply. As the leading manufacturer and distributor of professional dental products, DENTSPLY is known worldwide for its technological innovation and the excellent quality of its products and services. Health Advocate is excited to have the opportunity to work with DENTSPLY, and it means a lot to us to be able to provide our services to their employees," said Karen Lange, Vice President of Sales.

"Our company has had a great deal of success working with health plans and healthcare providers and their vendors. We are able to quickly and efficiently facilitate issues that result in considerable time and money savings," continued Lange.

About DENTSPLY International

DENTSPLY designs, develops, manufactures and markets a broad range of products for the dental market. The Company believes that it is the world's leading manufacturer and distributor of dental prosthetics, precious metal dental alloys, dental ceramics, endodontic instruments and materials, prophylaxis paste, dental sealants, ultrasonic scalers, dental injectable anesthetics and crown and bridge materials; the leading United States manufacturer and distributor of dental x-ray equipment, dental handpieces, intraoral cameras, dental x-ray film holders, film mounts and bone substitute/grafting materials; and a leading worldwide manufacturer or distributor of impression materials, orthodontic appliances, dental cutting instruments and dental implants. The Company distributes its dental products in over 120 countries under some of the most well established brand names in the industry. More information can be found at www.dentsply.com.

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. Through its relationships with nearly 300 employers, unions, third-party administrators, insurers, and other organizations both large and small nation-wide, Health Advocate offers over a million Americans a broad spectrum of time and money saving advocacy and assistance solutions to help them more easily navigate the complexities of the healthcare system. The company is headquartered in suburban Philadelphia. More information can be found at www.healthadvocate.net.

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