



# News Release



FOR IMMEDIATE RELEASE

## Health Advocate Opens California Sales Office to Serve Growing Health Advocacy Business

**Plymouth Meeting, PA: October 10, 2005** Health Advocate, Inc., the nation's leading health advocacy and assistance company, announced today that Bonnie Cunningham has joined the company as Vice President of Sales for California and will operate from an office located in the San Francisco Bay area. She comes to Health Advocate with a unique background of 20 years experience in the healthcare, human resources and financial industries.

"Opening a sales office in California and having Bonnie be our lead in the nation's most populous state is an important juncture for our company," said David Rocchino, Health Advocate Cofounder and Executive Vice President of Sales. "Our company has experienced significant growth throughout the country, and we recognized that we needed an on-site, visible presence to work with employers and business leaders in this important market."

"We are very fortunate to have an individual of Bonnie's caliber join us. She is a highly-motivated and experienced marketing executive who knows and understands the region's marketplace, having worked for many years in California. She enjoys the respect of her colleagues and clients and will be great addition to our team."

Before joining Health Advocate, Bonnie served as Vice President of Client Services for Right Management Consultants, a global human resources consulting firm that specializes in career transition and organizational consulting. She worked extensively with Human Resource Directors and Managers and C- Level Officers. Earlier in her career, Bonnie held positions of increasing responsibility with Wells Fargo, Maxicare and Health Net.

"As healthcare costs continue to significantly increase year over year, consumers are being asked to shoulder more responsibility for their healthcare decisions. For many, trying to navigate our complex healthcare system is a daunting task. I'm very pleased to have the opportunity to join an organization that was created to help people with these issues and saves them and their employers time and money," said Cunningham.

### About Health Advocate, Inc.

**Health Advocate** was founded to help employers and other organizations and their respective employees better navigate the clinical and administrative complexities of the nation's healthcare and insurance systems. The company currently serves more than 3.7 million Americans nation-wide through its relationships with more than 1,000 employers, unions, third-party administrators, and insurers, including some of the nation's largest companies as well as a wide range of local and regional organizations. Health Advocate offers its clients a broad spectrum of time and money saving advocacy and assistance solutions. The company has received widespread recognition for its work from a number of news organizations including the *CBS Evening News*, NBC 10 TV, *the Wall Street Journal*, *New York Times*, *The Washington Post*, *Philadelphia Inquirer*, *Crain's New York Business*, NPR's *Sound Money* and a range of other publications. Health Advocate, a privately-held company, is headquartered in suburban Philadelphia and has regional sales offices in New York City, Connecticut, Delaware/Maryland, Washington, DC/Virginia, Atlanta, Boston and California. More information can be found at [www.healthadvocate.com](http://www.healthadvocate.com).

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