



News Release



FOR IMMEDIATE RELEASE

Small Businesses to Benefit from Addition of Independent Health Advocacy Service

Plymouth Meeting, PA and New York, NY: October 3, 2005. HealthPass, an affiliate of the New York Business Group on Health, will include an independent health advocacy service as a standard feature of their health insurance plan offerings effective October 1, 2005 for all new and renewing clients. This new service will be provided by Health Advocate, Inc., the nation's leading healthcare advocacy and assistance company, which currently serves more than 3.7 million Americans nationwide. HealthPass serves small business and non-profit clients in New York City, Long Island, Westchester, Rockland, Orange, Dutchess and Putnam counties.

"Having access to Health Advocate's team of experts will be a major benefit for our small business clients and their employees and families," said Vincent Ashton, Executive Director of HealthPass. "Healthcare issues are often complicated and time-consuming. The addition of Health Advocate will help our clients save time and money."

HealthPass members and their families will have unlimited access to Health Advocate's trained staff of Personal Health Advocates, who will help members more easily navigate the healthcare and health insurance systems by providing assistance with a wide range of medical and administrative issues. An especially innovative feature of the program is coverage for employees' parents and parents-in-law in addition to their spouse and their dependent children.

"We are excited to work with HealthPass to help small businesses and their employees get the most from their healthcare experience, said Mike Cardillo, co-founder, CEO and President of Health Advocate, Inc. "As more employees are given responsibility for making healthcare decisions, Health Advocate will be able to provide support and objective information to assist HealthPass members."

Health Advocate offers a broad array of services that complement the benefits a health plan offers its members. Personal Health Advocates, professionally trained registered nurses supported by a team of medical directors and administrative experts, help members identify qualified specialists for complex medical problems and best-in-class medical institutions; help coordinate care; and offer members help accessing community resources including senior care services for their parents that fall outside traditional health insurance coverage.

About HealthPass

HealthPass is an innovative partnership between the New York Business Group on Health, the City of New York and the health insurance industry bringing small businesses healthcare choices worthy of Fortune 500 companies.

HealthPass allows eligible employees to choose a healthcare plan that fits their medical needs and budgets from an ever-growing range of choices. There are now more than 30 different coverage options from 5 leading carriers - GHI, Health Net, HIP Health Plan of New York, Horizon Healthcare and PerfectHealth as well as two dental plans and a bundled security product offered through Guardian. With over 200,000 doctors, dentists, nurses and other healthcare professionals, HealthPass provides greater access than any single plan. More information can be found at www.healthpass.com

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.

Contact:

Carol Fischer
Health Advocate, Inc.
610-397-6972 (direct)
215-206-9480 (cell)
cfischer@HealthAdvocate.com

Samantha Aldinger
HealthPass
212-252-8010 ext. 510
saldinger@healthpass.com

* * *