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### **J. Smith Lanier & Co. to Benefit from Addition of Independent Health Advocacy Service**

**West Point, Georgia**--J. Smith Lanier & Co., one of the nations' largest independently-owned insurance brokers, has contracted with an independent health advocacy service as an optional feature for their health insurance plan offerings effective January 1, 2006 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 4 million Americans nationwide.

"Having access to Health Advocate's team of experts will be a major benefit for our business clients and their employees and families," said Philip Saussy, Vice President of J. Smith Lanier & Co. "Healthcare issues are often complicated and time-consuming. The addition of Health Advocate will help our clients save time and money."

J. Smith Lanier & Co. insurance clients 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 J. Smith Lanier & Co. to help 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 J. Smith Lanier & Co. customers."

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.

**J. Smith Lanier & Co.**, headquartered in West Point, Georgia, is an employee-owned company that was founded over 135 years ago and has become one of the largest privately owned insurance brokers in the United States. Since 1868, the company has grown from a three-employee local agency to a major regional firm employing over 435 employees in eight divisions and 18 branch offices. J. Smith Lanier & Co. offers commercial and personal lines insurance, employee benefits, third party plan administration (TPA), surety, risk control and personal lines.

**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 4 million Americans nation-wide through its relationships with more than 1,200 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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