



For Immediate Release

Rita C. Long Joins Health Advocate as Vice President of Sales for the New England

Plymouth Meeting, PA: May 9, 2005. Health Advocate, Inc., the nation's leading health advocacy and assistance company, now serving more than 3 million Americans across the country, announced today that Rita Long has joined the company as the Vice President of Sales for the New England. Rita's office will be located in Waltham, Massachusetts.

Health Advocate, Inc. provides personalized solutions to the clinical and administrative complexities of our nation's healthcare system. The company's service enables plan sponsors (i.e., employers, unions, third-party administrators, insurers and other organizations) of all sizes and their employees, clients or members throughout the nation to more easily navigate healthcare issues, save time and money and proactively facilitate their healthcare experience.

"Rita knows the New England market well and enjoys the respect of business leaders and benefit professionals throughout the area. Her sales and marketing experience, business contacts and impressive track record will serve Health Advocate well," said David Rocchino, Executive Vice President and Chief Sales Officer.

Rita joins Health Advocate with more than 20 years experience in the employee benefits and healthcare industry. As vice president of sales, she is responsible for sales activities in Boston and throughout New England. From 1983 until she joined Health Advocate, Rita held senior-level positions within Mellon Financial Corporation, focusing on the sale of human resource consulting and healthcare banking services. Prior to joining Mellon, Rita was director of special projects at Stamford Hospital and a chemist for ICI Americas.

An especially innovative component of the Health Advocate program is that the service provides coverage for the parents and parents-in-law of the covered employee. This is especially valuable to employees who have relatives who are seniors and need help. Additionally, Health Advocate assists employers and others with meeting the HIPAA privacy responsibilities as required under the new federal privacy guidelines.

About Health Advocate, Inc.

Health Advocate was founded to help Americans deal with many of the problems they routinely encounter when accessing the healthcare system. The company currently serves more than 3 million Americans. Through its relationships with more than 700 employers, unions, third-party administrators, insurers, and other organizations both large and small, nation-wide, Health Advocate offers its clients a broad spectrum of time and money saving advocacy and assistance solutions to help organizations and their respective employees and members more easily navigate the complexities of the healthcare and insurance systems. Health Advocate has received widespread recognition for its work. It has been featured on the *CBS Evening News*, *NBC 10 TV* and in the *Wall Street Journal*, *New York Times*, *Washington Post*, *Philadelphia Inquirer*, *Crain's New York Business* and a range of other publications. The company, independently held, is headquartered in suburban Philadelphia. More information can be found at www.healthadvocate.com.

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