



**For Immediate Release**

**Sea Isle City, New Jersey Teams Up with Health Advocate  
to Help Employees Traverse the Healthcare System**

**Plymouth Meeting, PA: May 9, 2005.** Health Advocate, Inc., the nation's leading healthcare advocacy and assistance company, is pleased to announce that Sea Isle City, New Jersey has contracted with Health Advocate to provide Sea Isle City employees with its innovative, value-added service.

Health Advocate helps members navigate the healthcare system, providing assistance with challenging medical and administrative issues. Designed to save clients both time and money, the program helps individuals get the most value from their healthcare benefits. An especially innovative feature of the program is coverage for employees' parents and parents-in-law in addition to their spouses and dependent children.

"As challenges continue to arise in the healthcare industry, it is important for us to provide services to assist our employees and their families. Health Advocate provides a unique, value-added program," said Mayor Leonard C. Desiderio.

"Our employees work hard to protect and maintain Sea Isle City's natural beauty and man-made attributes. Our success is a direct result of their good work," continued Mayor Desiderio. "Providing Health Advocate's services to our employees and their families is another way to show our appreciation and support for their efforts."

"Sea Isle City is a well known and very successful resort town. We are very pleased to provide our services to its employees and their families," said Mike Cardillo, President and CEO of Health Advocate.

Eligible Sea Isle City employees and their families 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; coordinating complex clinical issues; accessing community resources; finding senior care services that fall outside traditional health insurance coverage; and solving administrative issues.

**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. The company, independently held, is headquartered in suburban Philadelphia. More information can be found at [www.healthadvocate.com](http://www.healthadvocate.com).

**Contact**

Carol Fischer  
610-397-6972 direct  
866-385-8033 toll free  
215-206-9480 cell  
[cfischer@healthadvocate.com](mailto:cfischer@healthadvocate.com)