



News Release



For Immediate Release

**Re:Sources, USA Adopts Health Advocacy Service
to Help Employees with Healthcare and Insurance Issues**

Plymouth Meeting, PA: February 20, 2006. Health Advocate, Inc., the nation's leading advocacy and assistance company, is pleased to announce that it has been selected to provide its innovative services to Re:Sources, USA's 12,000 employees and their families. Re:Sources, USA is the shared service organization of Publicis Groupe serving companies in the United States. Headquartered in France, Publicis Groupe is the world's fourth largest communications group.

Health Advocate helps members navigate the healthcare system providing assistance with a wide range of clinical 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.

"We are delighted to provide Health Advocate as a resource to help our employees and their families understand their health benefits and get help resolving any healthcare system issues quickly and confidentially," said Dawn Kalamaras, Vice President and Director of Benefits for Re:Sources, USA. "We are especially excited to offer a highly personalized service allowing our employees to have access to their own Personal Health Advocate when they need assistance," continued Kalamaras.

"Our service is designed to help employees and their employers get the most from their healthcare experience," said Michael J. Cardillo, President and Chief Executive Officer of Health Advocate, Inc. "We work hard to help keep employees productive while they are at work. Our team of experts provides employees with the support they often want and need as they try to navigate the healthcare system on their own," continued Cardillo.

Eligible employees and their families will enjoy unlimited personal 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 cost-effective services including helping to arrange appointments with specialist physicians and best-in-class medical institutions; assistance coordinating complex clinical issues and 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 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 6.5 million Americans nation-wide through its relationships with more than 1,300 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.

About Re:Sources, USA

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Contact: Carol Fischer / Health Advocate, Inc. / 610-397-6972 *direct* / cfischer@healthadvocate.com