



# News Release



**FOR IMMEDIATE RELEASE**

## **Gina Chmielewski takes Senior Sales Role to Support Health Insurance Sector at Health Advocate**

**Plymouth Meeting, PA: June 16, 2006.** Gina Chmielewski has joined the company as Vice President of Sales in order to focus her more than 20 years experience on serving insurance carriers and third party administrators. This new position will help Health Advocate, the nation's leading health advocacy and assistance company, respond to the growing demand for its unique service.

"Our company has experienced significant growth throughout the country, and with the increased attention on consumer driven health plans, we recognized that we needed additional talent to support opportunities in the health plan and TPA marketplace," said David Rocchino, Health Advocate Cofounder and Executive Vice President of Sales. "Gina's background managing organizations in a variety of functions with both large national and regional health plans will enable her to be particularly sensitive to the needs and goals of her clients."

Prior to joining Health Advocate, Gina was Vice President of Key Accounts Sales for United Healthcare's Mid Atlantic Region and Vice President of Large Group Sales for MAMSI. Her background includes serving as District Manager for Aetna's Baltimore Region; Assistant Vice President, Sales for U.S. Healthcare and Senior Account Executive, Supervisor of Account Management for CareFirst. Gina earned her bachelor's degree in mass communication from Towson University.

"Health Advocate offers health plans and TPAs a proven solution to strengthen their ability to control healthcare costs and appeal to employers and their employees," said Chmielewski.

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.

### **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 million Americans nation-wide through its relationships with more than 1,600 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, Northern New Jersey, 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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