



News Release



FOR IMMEDIATE RELEASE

February 22, 2007

Health Advocacy for the 21st Century

Plymouth Meeting, PA: Health Advocate, Inc., the nation's leading health advocacy and assistance company, sponsored the February meeting of Mid-Atlantic Division of the Case Managers Society of America (CMSA). Eighty-five nurses turned out to learn about the importance of Health Advocacy for the 21st Century. The meeting was held February 8 at the Plymouth Meeting Doubletree.

The presentation was given by three of Health Advocate's veteran Personal Health Advocates: Ginny Horn, RN,BS, Joanne Mainart, RN, BSN, MBA and Carin Caldwell, LSW. Ms. Horn discussed the difficulty many patients and their families have navigating the healthcare and insurance systems, emphasizing the vital role health advocacy plays in today's complex healthcare marketplace. Ms. Mainart's portion of the presentation focused on prescription and drug coverage changes and the struggle consumers face trying to figure out how the changes affect them and their care. She also discussed the need and importance of helping people understand their health plan's medical and appeals policies. The final presenter, Ms. Caldwell, identified the key role advocacy plays in helping behavioral health and substance abuse patients and their families with the issues they encounter in our healthcare system including helping them understand their insurance benefits and finding appropriate care.

"Once a member understands they have someone who is going to support them and help them understand and find a resolution to their healthcare issue, you can hear their anxiety level drop perceptibly," said, Gwynne Bee, RN, CMSA Secretary and Health Advocate Personal Health Advocate. "It is very gratifying."

Health Advocate members have unlimited personal access to 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 7.5 million Americans nation-wide through its relationships with more than 2,200 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 Plymouth Meeting, PA, a suburb of Philadelphia, with regional sales offices throughout the country. More information can be found at www.healthadvocate.com.

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