



## FOR IMMEDIATE RELEASE

### **Enscoe Long Insurance Group, LLC Will Distribute Health Advocate to Insurance Brokers and Agents for the Pittsburgh, Eastern Ohio and West Virginia Marketplace**

**Plymouth Meeting, PA – April 8, 2008.** – Health Advocate Inc., the nation's leading health advocacy and assistance company, announced today a strategic partnership with Enscoe Long Insurance Group LLC, an industry leader in the sales and distribution of group insurance and employee benefits solutions. Enscoe Long will distribute Health Advocate's services to insurance brokers and agents located throughout the Pittsburgh, Eastern Ohio and West Virginia marketplace on a non exclusive basis.

"We selected Enscoe Long to be one of our distribution partners because of their proven record as a leading provider of employee benefit solutions and the respect that they enjoy among insurance brokers and agents," said Michael Cardillo, a founder, President and CEO of Health Advocate, Inc. "Enscoe Long's vast network of brokers will allow us to make employers aware of how our innovative programs can save them both time and money by solving problems that often drain a company's resources. In an era of escalating healthcare costs, our cost-saving programs appeal to employers and their employees."

Health Advocate helps employees and their families navigate the healthcare system by providing assistance with a wide range of clinical and administrative issues, including helping to arrange appointments with specialist physicians and best-in-class medical institutions; coordinate complex clinical issues and access community resources; find senior care services that fall outside traditional health insurance coverage; and research billing and claims issues. Designed to save members 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 pleased to join with Health Advocate in making their much needed services available to help employers and their employees get expert assistance when accessing healthcare and insurance services," said Rick Enscoe with Enscoe Long. "Health Advocate fills a critical void in the healthcare system by making sure that employees will no longer be lost or on their own when they need medical care."

"Employers are spending excessive amounts of time and money trying to contend with healthcare and insurance problems. Our Personal Health Advocates know the "ins and outs" of the healthcare system and provide cost-effective solutions to difficult issues," commented David Rocchino, Chief Sales Officer of Health Advocate. "As consumer advocates, we serve as a single point of contact for people facing healthcare issues."

#### **About Enscoe Long Insurance Group, LLC:**

Enscoe Long Insurance Group, LLC was formed in 2006 to provide a fresh and forward-thinking approach to benefits consulting. We provide comprehensive and consultative guidance for companies while providing a positive effect on their bottom line. More information can be found at [www.enscoelong.com](http://www.enscoelong.com).

#### **About Health Advocate, Inc.**

Health Advocate, Inc., the nation's leading health advocacy and assistance company, provides a spectrum of time and money-saving solutions to millions Americans and more than 3,400 employers and other plan sponsors. Our core advocacy program is centered around a team of Personal Health Advocates (PHAs), typically registered nurses supported by medical directors and administrative experts. PHAs help members navigate the healthcare system and resolve clinical, insurance and administrative issues. Our complementary solutions, offered for an additional charge, include Wellness Advocate; Benefits Integrator; Enrollment Advocate; FMLA Support and Independent Appeals Administration.

Health Advocate has been recognized as one of America's fastest growing private companies by *Inc. 500* and received widespread recognition for its work from a number of news organizations including the *CBS Evening News*, *NBC 10 TV*, *BusinessWeek*, *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.

Founded in 2001, the company is headquartered in suburban Philadelphia with sales offices in major cities. More information can be found at [www.healthadvocate.com](http://www.healthadvocate.com).

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