

## FOR IMMEDIATE RELEASE

### HealthAmerica to Provide Independent Health Advocacy Service to Members in Southeastern Pennsylvania Region

*Personalized services provide one-on-one support  
to help members navigate healthcare system*

**Plymouth Meeting, PA -- Sept. 10, 2008** -- HealthAmerica today announced that it will offer personal health advocacy service as a standard feature to southeastern Pennsylvania accounts who purchase HealthAmerica health insurance for their employees, effective January 1, 2009. The service will be provided through Health Advocate, Inc., the nation's leading health advocacy service.

The health advocacy service provides HealthAmerica clients and members with access to a team of Personal Health Advocates (PHAs). PHAs are typically registered nurses supported by medical directors and benefits specialists who help members navigate the healthcare system with time- and money-saving solutions. They provide assistance with clinical and administrative issues involving medical, hospital, vision, dental, pharmacy and other healthcare needs.

An important feature of Health Advocate is its extended family coverage. HealthAmerica members, their spouses and dependent children are eligible for the service. Additionally, members' parents and parents-in-law also have access to the personalized Health Advocate services, even if they are not HealthAmerica members. This broad-based coverage can help when a senior family member needs healthcare support.

"We recognize that the healthcare system is complex and our members will benefit from having a team of independent experts who can help them with health-related issues," said Ralph Borzillo, vice president and general manager for HealthAmerica's southeastern Pennsylvania market. "Health Advocate has the experience to provide objective support to help enhance our members' healthcare experience. With the popularity of consumer-directed health plans increasing, this service is becoming especially valuable to employees."

"Our team of experts knows the "ins-and-outs" of the healthcare system enabling us to support consumers as they access services," commented Michael J. Cardillo, president & CEO of Health Advocate. "Our goal is to help get members to the right place at the right time which helps to save time and money and improve healthcare outcomes."

HealthAmerica members can call upon the PHAs to help:

- Explain tests and results, treatments and medications.
- Obtain medical appointments.
- Find the right doctor for complicated medical cases.
- Identify and make arrangements for community resources such as nursing homes for elderly parents.
- Negotiate medical bills in advance for a noncovered procedure.

#### **About HealthAmerica**

For over 33 years, HealthAmerica has provided health benefit solutions to employers across Pennsylvania. HealthAmerica offers a broad range of traditional and consumer-directed health insurance products, including managed care, HSAs, self-funded, Medicare, indemnity, nongroup and pharmacy plans. Serving 12,000 businesses and over 660,000 members as of December 31, 2007, in Pennsylvania and Ohio, HealthAmerica offers progressive medical management, innovative wellness programs, and

statewide and national provider networks. HealthAmerica is ranked as one of "America's Best Health Plans, 2006" by *U.S. News & World Report*; its HMO and POS products have an "Excellent" accreditation by the National Committee for Quality Assurance. HealthAmerica has corporate offices in Pittsburgh and Harrisburg, Pennsylvania, and employs over 2,200 people in the commonwealth. For more information, visit HealthAmerica's website at [www.healthamerica.cvty.com](http://www.healthamerica.cvty.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 4,000 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 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).

**CONTACT:**

Kendall Marcocci  
Director, Communications  
HealthAmerica  
717-540-6746  
[kmarcocci@cvty.com](mailto:kmarcocci@cvty.com)

Carol Fischer  
Vice President. Communications  
Health Advocate  
610-397-6972  
[cfischer@HealthAdvocate.com](mailto:cfischer@HealthAdvocate.com)