



# News Release



FOR IMMEDIATE RELEASE

## Health Advocate Opens New Office to Support Southern CA Growth TinaMarie Visconti is Appointed to Lead Marketplace Expansion

**Plymouth Meeting, PA: June 2, 2008.** Health Advocate, Inc., the nation's leading health advocacy and assistance company, announced today that TinaMarie Visconti has joined the company as Vice President of Sales to support marketplace interest in health advocacy in Southern California. TinaMarie comes to Health Advocate with 17 years experience as a professional sales and marketing executive in the employer services industries and computer software.

"Opening an office in Southern California gives us the opportunity to better support the considerable interest in health advocacy in one of the nation's largest states, said David Rocchino, Health Advocate's Chief Sales Officer and cofounder. "We are fortunate to have TinaMarie lead this effort given her background and knowledge of the state as well as her reputation as a talented professional, continued Rocchino.

Visconti will leverage Health Advocate's resources to support the needs of employers and other plan sponsors with the company's spectrum of health advocacy, wellness and HR solutions.

"I joined Health Advocate because the company provides a unique service and is recognized as the nation's leader in providing innovative solutions to help employers and their employees save time and money, said Visconti. For many, trying to navigate our complex healthcare system is a daunting task. I'm very pleased to have the opportunity to join an organization that was created to help people with these issues and saves them and their employers time and money."

Before joining Health Advocate, TinaMarie was a top sales performer for several prestigious companies including IBM, ADP, SAP and Ceridian. For seven years, she successfully and strategically sold comprehensive human resource solutions at the national account level. TinaMarie's background also includes practicing as a real estate sales consultant with a specialty in wealth attainment through real estate investments. She earned her master's degree from Emerson College and bachelor's degree Northeastern University.

Health Advocate provides personalized solutions to the clinical and administrative complexities of our nation's healthcare system. The company's service enables plan sponsors (i.e., employers, unions, third-party administrators, insurers and other organizations) of all sizes and their employees, clients or members throughout the nation to more easily navigate healthcare issues, save time and money and proactively facilitate their healthcare experience.

### 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 of Americans and thousands of 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).

### Contact

Carol Fischer  
Health Advocate, Inc.  
610-397-6972 direct  
215-206-9480 cell  
[cfischer@healthadvocate.com](mailto:cfischer@healthadvocate.com)

### Southern California Office

TinaMarie Visconti, Vice President  
2905 N. Sepulveda Blvd. #A-210  
Manhattan Beach, CA 90266  
310-791-6365 direct  
[tvisconti@healthadvocate.com](mailto:tvisconti@healthadvocate.com)

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