

FOR IMMEDIATE RELEASE

Health Advocate Creates New National Position to Support Growing Broker Relationships Throughout Country

Bob Kelly joins company as the Director of Channel Alliances

Plymouth Meeting, PA: May 29, 2009 – Health Advocate, the nation’s leading healthcare advocacy and assistance company, announced today the appointment of Bob Kelly to a newly created position as National Director of Channel Alliances. Kelly is a seasoned marketing and sales executive with more than 15 years of corporate and brokerage experience. He will have responsibility for working with the company’s growing network of broker relationships and supporting the company’s regional sales team located in major cities throughout the country.

“Our company has built our reputation on first-class service. Adding someone with Bob Kelly’s experience will further enhance our ability to support our growing network of benefit brokers,” said David Rocchino, Chief Sales Officer and cofounder of Health Advocate, Inc. “Bob’s talented contribution along with other investments we are making demonstrates our strong support and appreciation of the broker community for their contributions to our company’s growth.”

“I chose to work at Health Advocate because of their innovative support solutions and their high level of service they provide to their members,” says Mr. Kelly, “Health Advocate is an excellent organization of people motivated to help others and I wanted to be part of that; I wanted to help spread the word of the company’s services through the strength of our broker relationships.”

In his new role, Kelly will bring an added level of support to national and regional brokers. Working with the company’s sales team, he will ensure that brokers have awareness of and access to Health Advocate’s spectrum of cost-saving solutions including its widely acclaimed advocacy, wellness and pricing decision support, as well as its communications tools, operational and member education resources. Additionally, Kelly will also help identify new potential national partners across the country.

Kelly is a graduate of Wake Forest University in Winston-Salem, NC and has over 15 years of sales, marketing, account management, and business development experience in the human resources, benefits and financial markets. Prior to joining Health Advocate, Kelly was a broker with the Kelly & Associates group out of Wilmington, Delaware and a Marketing and Account Executive at Citibank and MBNA America, also of Delaware. He is a licensed insurance broker for life and health in Pennsylvania and Delaware and is working toward his Certified Employee Benefit Specialist (CEBS) designation. He is also active in Catholic Charities and the Juvenile Diabetes Foundation.

About Health Advocate

Health Advocate, Inc., the nation’s leading independent healthcare advocacy and assistance company, offers a spectrum of time- and money-saving solutions to businesses, as well as to individuals through Health Proponent, our consumer division. We serve more than 15 million Americans and 5,000 clients nationwide, including the nation’s largest companies, offering expert, personalized help to navigate the complex healthcare system and resolve clinical and insurance-related issues. The company offers a full range of advocacy, wellness, HR and pricing decision support solutions to help save time and money.



Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate, has been recognized as one of America's fastest growing private companies by Inc. 500 and is rated one of Philadelphia Magazine's Top 20 Places to Work.

Health Advocate is not affiliated with any insurance or third party provider. Health Advocate does not replace health insurance coverage, provide medical care or recommend treatment.

Contact:

Jessica Parker-Smith
Public Relations Director
Health Advocate, Inc.
D: 610-397-7753/ Toll Free: 866-385-8033 x7753
C: 484-354-8084
jparkersmith@healthadvocate.com

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