

**FOR IMMEDIATE RELEASE**

## **Health Advocate, Inc. Recognizes Nurses with Donation in their Honor**

*Company makes donation to the American Red Cross Measles Initiative on behalf of its team of expert nurses, known to members as Personal Health Advocates*

**Plymouth Meeting, PA: May 9, 2009** – In honor of National Nurses Week, and the celebration of the work of Clara Barton (founder of the American Red Cross), Health Advocate, Inc. the nation's leading independent healthcare advocacy and assistance company, is honoring its expert staff of nurses on Friday, May 8th, 2009. In lieu of gifts, and at the request of the nursing management team, the company will be making a donation to the American Red Cross Measles Initiative on behalf of its large team of nurses. In addition, all 250 employees at Health Advocate's headquarters in Plymouth Meeting, PA will come together to show their appreciation to the nursing team. A special certificate presentation ceremony will be held in their honor. During the ceremony a check will be presented to Maureen Murphy, Senior Major Gifts Officer at the American Red Cross Southeastern Pennsylvania Chapter.

**When:** 3:00 p.m., Friday, May 8th, 2009

**Where:** Lobby of Health Advocate, Inc.  
3043 Walton Road  
Suite 150  
Plymouth Meeting, PA 19462

"Nurses are the backbone of the U.S. healthcare system and our nurses are no different," says Michael Cardillo, President, CEO and Cofounder of Health Advocate, "Nurses are the ears, eyes, and hearts when it comes to patient care; they are the front line and we should acknowledge their hard work and dedication."

"It takes a very special person to help others in the way nurses can. Anyone who has been sick knows how important it is to have a nurse who understands what you are going through," says Maureen Murphy, Senior Major Gifts Officer at the American Red Cross Southeastern Pennsylvania Chapter, "Health Advocate provides a wonderful and important service to its members. We are honored to accept this donation on their behalf and know that this money will help save lives."

The Health Advocate nursing team was asked to choose a cause for the donation and they selected the Measles Initiative because of the dramatic impact it has made in the lives of children across the world. The donation will go towards the purchase and distribution of measles vaccines all over the world.

"I think Clara Barton's early nursing career and the founding of the Red Cross are an appropriate tribute to the nursing profession," says Betty O'Reilly, R.N., B.S. Director, Clinical Operations for Health Advocate, "I think specifying the money be used to improve the health of children is something all nurses can support. I've always felt that combining the early work Clara did for nursing along with helping eradicate childhood disease was a great initiative that really demonstrates a commitment to mankind which is what I think nursing should be about."

### **How Health Advocate Nurses Help**

Nurses are essential to the success of the assistance service provided by Health Advocate. The nurses, also known as Personal Health Advocates (PHA) take daily calls from members with a variety of health issues and questions. Here are a few ways that PHAs help members save time and reduce healthcare costs:



- Help members find doctors and specialists. Prevents costly ping-ponging between doctors; reduces redundant diagnostic tests and procedures; promotes network utilization
- Conduct pre- and post-claim negotiations. Helps obtain provider discounts using an expert negotiation team with high success rates for achieving significant savings.
- Resolve full range of issues, quickly and correctly. Increases productivity, reduces absences and turnover.
- Provide medical cost-comparisons. Promotes better healthcare purchasing.
- Support high-deductible health plans. Empowers employees to become informed healthcare consumers.
- Help secure second opinions. Ensures appropriate diagnosis and the right care, helps reduce costly procedures
- Identify low-cost healthcare options. Answers questions about generic equivalents to prescribed medications; finds urgent care options for non-emergencies to reduce overuse of medical services.
- Reduce billing errors, grievances and appeals. Saves money, eases burden on human resource staff.
- Help locate eldercare, other support services. Helps employees balance work/family healthcare issues
- Clarify coverage issues. Helps employees make best use of their health plan.

Measles is one of the leading killers of children worldwide. An estimated 540 children die each day from the disease. There is a solution. Measles is easily preventable with a safe and effective vaccine. It costs less than \$1 to vaccinate a child. Since 2001, the Measles Initiative has saved lives by supporting the vaccination of more than 600 million children in more than 60 countries. Between 2000 and 2007, measles deaths fell by 74% globally and by 89% in Africa alone. But, the work is not over. Millions of children are still unprotected. The goal is to reduce measles deaths worldwide by 90% by 2010.

### 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 4,500 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 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. For more information please visit: [www.HealthAdvocate.com](http://www.HealthAdvocate.com)

*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.*

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### About the American Red Cross

The American Red Cross Southeastern Pennsylvania Chapter, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. The Red Cross is not a government agency. All Red Cross disaster assistance is free of charge and made possible thanks to the generosity of people in our region who donate their time, money and blood. For more information, please visit [www.redcross.org](http://www.redcross.org) or [www.redcross-philly.org](http://www.redcross-philly.org).

### About Clara Barton

Clarissa Harlowe Barton — Clara, as she wished to be called -- is one of the most honored women in American history for being a true pioneer as well as an outstanding humanitarian. As pioneer, she began teaching school at a time when most teachers were men. She was among the first women to gain employment in the federal government. As a pioneer and humanitarian, she risked her life when she was nearly 40 years old to bring supplies and support to soldiers in the field during the Civil War. Then, at age 60, she founded the American Red Cross in 1881 and led it for the next 23 years. Her understanding of the needs of people in distress and the ways in which she could provide help to them guided her throughout her life. By the force of her personal example, she opened paths to the new field of volunteer service. Her intense devotion to the aim of serving others resulted in enough achievements to fill several ordinary lifetimes. [www.redcross.org/museum/history/claraBarton.asp](http://www.redcross.org/museum/history/claraBarton.asp)

### About National Nurses Week

National Nurses Week begins on May 6th and ends on May 12th, the birth date of Florence Nightingale. National Nurses Week is one of the nation's largest health care events, recognizing the contributions and commitments nurses make and educating the public about the significant work they perform. The American Nurses Association (ANA) supports and encourages National Nurses Week through state and district nurses associations, educational facilities, and independent health care companies and institutions.

More information can be found in the American Nursing Association National Nursing Week press kit on: [www.nursingworld.org/FunctionalMenuCategories/MediaResources/NationalNursesWeek/MediaKit.aspx](http://www.nursingworld.org/FunctionalMenuCategories/MediaResources/NationalNursesWeek/MediaKit.aspx)

### About The Measles Initiative

The Measles Initiative is a partnership committed to reducing measles deaths globally. The Initiative - led by the American Red Cross, the United Nations Foundation, the Centers for Disease Control and Prevention, UNICEF, and the World Health Organization – provides technical and financial support to governments and communities on vaccination campaigns and disease surveillance. The Initiative has supported the vaccination of more than 600 million children helping to reduce measles deaths by 74% globally and 89% in Africa (compared to 2000). [www.measlesinitiative.org/](http://www.measlesinitiative.org/)

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