

FOR IMMEDIATE RELEASE

Consumer Health Technologies and Health Advocate Execute Partnership

Ft. Lauderdale, FL, Plymouth Meeting, PA: July 8, 2009 – Consumer Health Technologies, Inc. (“CHT”) a leader in Consumer Directed Healthcare (CDHC) software for administrators, payers and financial institutions, announced a strategic partnership agreement with Health Advocate, Inc., to incorporate Health Advocate’s suite of services into its already function rich CDHC solution. Under the agreement, Health Advocate will provide its program of independent healthcare advocacy and assistance to subscribers of the BenefitSpan™ platform. BenefitSpan™ is an award-winning total benefit administration platform for managing CDHC and the underlying accounts associated with them, like HRA, FSA and HSA. Health advocacy is a crucial component of consumer-centric services that will undoubtedly aid individuals and families in the pursuit of better health outcomes, and lower medical costs regardless of the type of plan they are covered under.

Health Advocate offers a myriad of services that are extremely complimentary to the CDHC movement. They provide live, on demand personalized support with everyday health issues like finding a doctor for common problems or providing decision support for people with chronic conditions. They also help individuals deal with issues like finding elder care services for parents and parent-in-laws, or helping those with chronic conditions identify qualified specialists and centers of excellence.

“The reputation of Health Advocate will serve to optimize the service and revenue opportunities that exist when clients implement BenefitSpan™ as their CDHC administration platform. By offering an affordable resource that has strict focus on education, choice, delivery and utilization of care, we can help to reduce or eliminate the serious gaps that exist between consumers, health plans and care provider”, said Pradeep Goel, CEO of Consumer Health Technologies.

“Consumer Health Technologies is one of the few companies with an established track record of being able to provide a total solution in the CDHC market space,” said Abbie Leibowitz, M.D., F.A.A.P - Chief Medical Officer, Executive Vice President and one of Health Advocate’s cofounders. “We are looking forward to working with them as an integral part of their solution.”

About Consumer Health Technologies, Inc.

Consumer Health Technologies, Inc. enables Administrators (TPA), Banks and Payers to rapidly assemble, price, deliver and fully administer, consumer centric health benefit services via our Total CDHC service platform. CHT service platform supports rapid integration and delivery of healthcare transactions, financial services and a wide array of supporting services such as wellness programs, incentive programs, discount programs, bill management, payment administration, advocacy, dispute management and more. These services can be assembled, personalized and delivered in a targeted fashion to meet the needs of the individual and group clients for HSA, HRA and FSA account solutions.

To learn more about the business benefits of our integration products and services call (954) 315 0902 or visit our website at www.consumerhealthtech.com

About Health Advocate, Inc.

Health Advocate, Inc., the nation’s leading independent healthcare advocacy and assistance company, serves more than 5,000 clients nationwide, providing more than 15 million Americans with personalized help to resolve healthcare and insurance-related issues. The company offers a spectrum of advocacy, Wellness, Pricing Decision Support and Human Resources 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.



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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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