



## **The Standard and Health Advocate Partner to Simplify Healthcare Services** *Partnership Brings Health Advocacy to Insurance Services*

**PORTLAND, Ore.** — June 30, 2009 — Standard Insurance Company ("The Standard"), a subsidiary of StanCorp Financial Group, Inc. (NYSE: SFG), announced today a partnership with leading health advocacy service company, Health Advocate™. In addition to its insurance products and services, The Standard will offer the Health Advocacy Solution which will help organizations and their employees simplify health-related issues, relieve stress and improve well-being through the power of Health Advocate's Personal Health Advocates.

Personal Health Advocates, typically registered nurses, act as highly-trained personal assistants for employees as they work to navigate the often-complex healthcare system. In addition, they manage health-related challenges such as coordinating care, locating doctors, explaining terminology and benefit plans, clarifying billing statements, assisting with prescription drug issues and negotiating fees.

Backed by medical doctors and administrative experts, a Personal Health Advocate manages each unique case until resolution. Cases are managed confidentially to preserve patient rights. In addition to serving employees, services are also available to help the employee's spouse, dependent children, parents and parents-in law.

"The Health Advocacy Solution can help to increase productivity of employers and employees by relieving the burden of navigating the healthcare system," said Luce Giroux, Second Vice President of Product Management at The Standard. "By providing access to Personal Health Advocates, our customers and their employees will benefit from an overall reduction in healthcare-related stress."

The Health Advocacy Solution is included with The Standard's Absence Management Services. In addition, groups with ten or more employees, regardless of industry, can add the Health Advocacy Solution to many of The Standard's group insurance products. The arrangement with Health Advocate allows The Standard to offer this solution to employers at a discount.

"We are very pleased that The Standard will offer Health Advocate's services with their products and services," commented David Rocchino, Chief Sales Officer and cofounder, Health Advocate, Inc. "Our advocacy solution nicely complements their programs by providing additional ways to help customers navigate the healthcare system – saving time and money."

### **About The Standard**

StanCorp Financial Group, Inc., through its subsidiaries marketed as The Standard – Standard Insurance Company, The Standard Life Insurance Company of New York, Standard Retirement Services, StanCorp Mortgage Investors, StanCorp Investment Advisers, StanCorp Equities, StanCorp Real Estate, and StanCorp Trust Company – is a leading provider of financial products and services. StanCorp's subsidiaries serve approximately 8.5 million customers nationwide as of March 31, 2009, with group and individual disability insurance, group life, AD&D, vision and dental insurance, retirement plans products and services, individual annuities and investment advice. For more information about The Standard, visit [www.standard.com](http://www.standard.com).

### **About Health Advocate**

Health Advocate, Inc., a leading independent health care advocacy and assistance company, offers a spectrum of time- and money-saving solutions to businesses, as well as to individuals through Health Proponent, its consumer division. Health Advocate serves 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. For more information, visit [www.HealthAdvocate.com](http://www.HealthAdvocate.com)

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