



FOR IMMEDIATE RELEASE

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

Company makes donation to the Philadelphia Affiliate of Susan G. Komen for the Cure on behalf of its team of expert nurses, known to members as Personal Health Advocates.

Plymouth Meeting, PA: May 7, 2010 – In honor of National Nurses Week, and in celebration of the work of the Philadelphia Affiliate of Susan G. Komen for the Cure, Health Advocate, Inc. the nation’s leading independent healthcare advocacy and assistance company, is honoring its expert staff of nurses on Wednesday, May 12th, 2010. In lieu of gifts, and at the request of the nursing management team, the company will be making a donation to the Komen Philadelphia Affiliate on behalf of its large team of nurses. In addition, the 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 Bernadette White, Outreach Education Coordinator for the Komen Philadelphia Affiliate.

When: 2:00 p.m., Wednesday, May 12th, 2010

Where: 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.”

Nurses at Health Advocate provide an essential service to members - helping them navigate the complexities of the healthcare system. They specialize in helping members with clinical issues such as finding doctors; obtaining second opinions; researching treatments; scheduling appointments with specialists, and much more.

“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 Bernadette White, Outreach Education Coordinator, the Philadelphia Affiliate of Susan G. Komen for the Cure. “Health Advocate provides such a wonderful service to its members and it’s no surprise that nurses are behind the level of success. We are honored to accept this donation on their behalf and know that this money will help continue the fight to eradicate breast cancer for good.”

The Health Advocate nursing team was asked to choose a cause for the donation and they selected the Komen Philadelphia Affiliate because of the dramatic impact it has made in the lives of men and women in its 13-county service area, as well as around the world through the Komen Grants Program. The donation will

go towards continuing the grass roots effort to empower, educate, and provide vital information screening and treatment relating to breast cancer and early detection, as well as funding and ongoing medical research.

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. We serve more than 16 million Americans and 5,300 clients—including the nation's largest companies—offering expert, personalized help to navigate the complex healthcare system and resolve clinical and insurance issues. Our complementary solutions, offered for an additional charge, include Wellness Advocate, Pricing Decision Support and HR solutions. The company also offers a direct-to-consumer advocacy service, called Health Proponent® to individuals who are not part of groups.

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.

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with nearly \$1.5 billion invested to date.

Up to 75% of net proceeds generated by the Komen Philadelphia Affiliate stays in its thirteen-county service area. The remaining goes to the national Komen for the Cure Grants Program. For the 2010-2011 season, the Affiliate invested \$2.1 million in the form of grants to local organizations for their breast health and breast cancer awareness projects.

More information on the Komen Philadelphia Affiliate and the Komen Philadelphia Race for the Cure is available at www.KomenPhiladelphia.org.

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

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