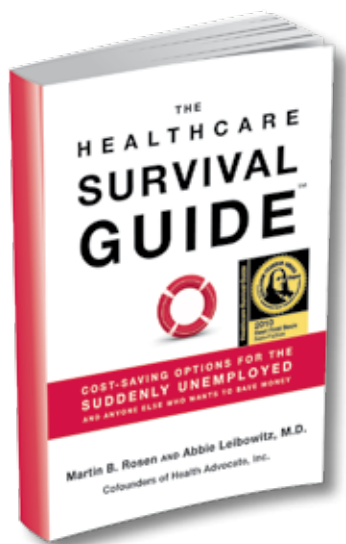


The Healthcare Survival Guide™ Wins the IBPA's 2010 Benjamin Franklin Award for Best First Book (Non-Fiction)



“Wonderful book and a very timely subject...”

Independent Book Publishers Association

Plymouth Meeting, PA July, 2010—The Independent Book Publishers Association has named *The Healthcare Survival Guide* winner of the 2010 Benjamin Franklin Award for Best First Book (Non-Fiction).

“This little book is packaged full of useful information—information that can be invaluable to Americans who find themselves without or soon to be without employment,” said one of the Benjamin Franklin Award judges, “It provides little known solutions to the novice [and] the accompanying website is also very helpful and has an extensive list of relevant information.”

“It’s a wonderful honor to win this prestigious award,” said Martin B. Rosen, coauthor of *The Healthcare Survival Guide* and Chief Marketing Officer, Executive Vice President and cofounder of Health Advocate, Inc., “We hope that this increased exposure allows more people to find the book and get the help they need.”

Released in September of 2009, *The Healthcare Survival Guide* contains money-saving advice for unemployed workers who have lost their employer-paid healthcare, but it also includes tips for anyone who wants to save on their medical costs. The book encourages all Americans to take an active role in their healthcare by becoming empowered healthcare consumers. The book, which is available as a free download at www.healthcaresurvivalguide.com, shows consumers how to comparison shop for coverage and procedures, obtain medical care and medications free or for a discount, negotiate fees with their doctors, learn about COBRA and other government sponsored programs, and much more.

“People have really responded to the book since its release,” said Abbie Leibowitz, M.D., coauthor of *The Healthcare Survival Guide* and Chief Medical Officer, Executive Vice President and cofounder of Health Advocate, Inc. “With unemployment rates remaining high and individuals taking on an increasing role in their own healthcare, we wanted to provide a road map to help them.”

The Benjamin Franklin Awards are judged by a panel of 180 book industry experts including buyers at wholesale and retail levels, librarians, book critics, design experts, and independent publishing consultants.

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About The Healthcare Survival Guide™

The Healthcare Survival Guide is available for no cost as a digital download on the book's website www.healthcaresurvivalguide.com. Hard copies are sold by various retailers including Barnes & Noble, Amazon, and Borders for \$6.95 with partial proceeds going to charity. Retailers, libraries and other organizations can order the book in quantity through Baker & Taylor book distributors at www.baker-taylor.com

This is the second award for *The Healthcare Survival Guide*. In June 2010, the book was also given a **Grand Award from APEX for Publication Excellence**. The APEX Awards is an annual competition for writers, editors, publications staff and business and nonprofit communicators.

About IBPA, the Independent Book Publishers Association

IBPA, with more than 3,500 members, is the largest trade association representing independent publishers. Founded in 1983, its mission is to advance the professional interests of independent publishers.

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 6,000 clients—including the nation's largest companies—offering expert, personalized help to navigate the complex healthcare system and resolve clinical and insurance-related issues. Our complementary solutions, offered for an additional charge, include Wellness Advocate, Benefits Gateway, EAP and Work/Life Program, Health Information Dashboard, Pricing Decision Support and HR solutions. Our 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.

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