

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

Company makes donation to 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 12, 2011**—In recognition of National Nurses Week, Health Advocate, Inc., the nation's leading independent healthcare advocacy and assistance company, will honor its expert staff of nurses with a donation on their behalf to the Susan G. Komen for the Cure Philadelphia Affiliate. The special presentation ceremony will take place Friday, May 13th at the company's Plymouth Meeting, PA headquarters, where employees will come together to show appreciation for their team of nurses. At the conclusion of the ceremony, the nurses will present the company's donation to Lynn Reber, a mentor at the Komen Philadelphia Affiliate.

**When:** 12:00 pm, Friday, May 13th, 2011

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

"Our nurses are an essential part of who we are as a company," says Michael Cardillo, President, CEO and Cofounder of Health Advocate, "They play an important role in caring for our members and their families when they need it most and we want to acknowledge their hard work and dedication."

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

"We are honored and grateful to be supported in our breast cancer movement by a group of nurses possessing the integrity and devotion of those with Health Advocate, Inc.," said Elaine I. Grobman, Executive Director of the Komen Philadelphia Affiliate. "Their incredible skill, knowledge and compassion combine to provide both the healing and comfort that is so critical in overcoming this horrible disease. We show our appreciation for this generous donation by renewing the Komen Promise to all nurses that we stop at nothing until all generations are living in a world without breast cancer."

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 women and men in its 13-county service area, as well as around the world through the Komen Grants Program. The donation will go towards continuing the grassroots effort to empower, educate, and provide vital information, screening, and treatment relating to breast cancer and early detection, as well as funding ongoing medical research.

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## About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves 21+ million Americans through more than 7,500 client relationships, including many of the nation's largest companies, helping members personally navigate healthcare and insurance-related issues, saving time and money. Our Core Health Advocacy service is centered around our Personal Health Advocates, who assist members with a range of clinical, administrative and insurance-related issues. Our spectrum of add-on complementary employee- and employer-based solutions include our Wellness Advocate™, Benefits Gateway and Health Information Dashboard™, EAP+Work/Life™, Chronic Care Management™ and decision support programs. The solutions are designed to lower healthcare costs, increase productivity and improve outcomes.

Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate has been recognized, for the fourth consecutive year, as one of America's fastest growing private companies by *Inc. 500*, named one of the Fastest Growing Companies in North America on Deloitte's 2010 Technology Fast 500™, named 2011 Enterprise Life Sciences Company of the Year by PACT, and is rated one of the Top 20 Best Places to Work by *Philadelphia* magazine.

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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[www.HealthProponent.com](http://www.HealthProponent.com)

## 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 and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. To date, Komen has invested more than \$1.9 billion to fulfill its promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

Up to 75% of net proceeds generated by the Komen Philadelphia Affiliate stays in its thirteen-county service area in PA, NJ, and DE. The remaining goes to the national Komen for the Cure Grants Program. For the 2011-2012 season, the Affiliate is investing over \$2 million in the form of grants to 38 local organizations for their breast health and breast cancer awareness projects.

More information on the Komen Philadelphia Affiliate is available at [www.KomenPhiladelphia.org](http://www.KomenPhiladelphia.org)

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