

## Health Advocate, Inc. to Honor Local Police Departments

### Police Officers to Serve as Chocolate Chip Baking Contest Judges “When the Chips Are Down, They Serve Us”

**Plymouth Meeting, PA: May 16, 2011**—They keep us safe and are there to protect us when “the chips are down.” On May 20th, Health Advocate, Inc. will host local police officers for their 3rd annual Chocolate Chip Baking Contest, a celebration of National Police Week and National Chocolate Chip Day. The contest is the company’s way of honoring local police departments, including Plymouth, Whitmarsh, and Whitpain Townships, as well as the Montgomery County Sherriff’s Department. Officers from each department will act as “celebrity” judges for the contest, and afterwards will be able to take the leftover treats back to their departments to share with their fellow officers. Health Advocate will also make a donation to the four police departments in honor of their respective officers.

**What:** “When the chips are down, they serve us!” Chocolate Chip Baking Contest

**When:** May 20, 2011, 10:00 a.m. – Judging should take no more than an hour

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

As judges, the officers will help choose the winners and at the same time be advocates for their respective Police Departments. They will meet and greet with the employees, many of whom live in and around Plymouth Meeting, answer questions, and talk about police events.

“We appreciate the support of organizations like Health Advocate as we try to keep our community a great place to live,” says Officer Mike Capperella of the Plymouth Township Police Department. “In addition to showing appreciation of law enforcement, events like this one give people an opportunity to learn about what we do for our community, and what they can do to help keep it safe.”

This will mark the third straight year that Health Advocate has hosted the police-judged contest. The event is the perfect way to celebrate National Police Week (May 15-21) and National Chocolate Chip Day (May 15) concurrently.

“Last year’s event was a total success and we look forward to making it even better this year,” says Marty Rosen, Chief Marketing Officer, Executive Vice President and cofounder of Health Advocate. “This is our way of saying thanks to the very people who keep us safe every day. As an added bonus, our employees will be able to ask questions and learn how they can get involved in ensuring the safety of their own communities.”

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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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