

## Health Advocate™, Inc. Makes Donation to Operation Smile

**Plymouth Meeting, PA: September 12, 2011**—Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, made a \$600 donation to Operation Smile, an organization whose cause is to help children with congenital facial deformities such as a cleft lip or a cleft palate. Money for the donation was raised through a corporate donation along with a "Summer Splash" dress down day, a weekday in which employees pay a dollar or more to dress in casual clothes.

"Many children who are affected by a cleft lip or palate come from families who cannot afford expensive surgeries," says Marty Rosen, cofounder and Executive Vice President of Health Advocate. "We're happy to support an organization like Operation Smile that provides those surgeries, and helps change a child's life for the better."

"Over 200,000 children each year are born with the condition, which makes not only eating and speaking difficult, but may make them feel embarrassed, or worse, shunned," says Lauri Catena, National Director of Operation Smile. "This generous donation from Health Advocate will help us transform the lives of children and families in need."

Health Advocate's 21+ million members across the country, many of whom suffer from a variety of conditions, are helped by the company every day to find the most convenient and affordable care. Today, the company's donation will help two children get the surgeries they need.

### 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™, Personalized Health Messaging™ and decision support programs. The solutions are designed to lower healthcare costs, increase productivity and improve outcomes.

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Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate has been recognized, for the fifth 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™, 2011 Enterprise Awards' Life Sciences Company of the Year in the Greater Philadelphia Region, 2011 Entrepreneur of the Year in the Greater Philadelphia Region by Ernst & Young 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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## About Operation Smile

Operation Smile, headquartered in Norfolk, Virginia, is a worldwide children's medical charity whose network of global volunteers is dedicated to helping improve the health and lives of children and young adults. Since its founding in 1982 by Dr. Bill and Kathy Magee, Operation Smile has treated more than 160,000 children born with cleft lips, cleft palates and other facial deformities and the organization has a presence in more than 60 countries. In addition to contributing free medical treatment, Operation Smile trains local medical professionals in its partner countries and donates crucial equipment to lay the groundwork for long-term self-sufficiency.

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