

RIMS 2002

RIMS Report

Exhibitors tout benefits, comp products

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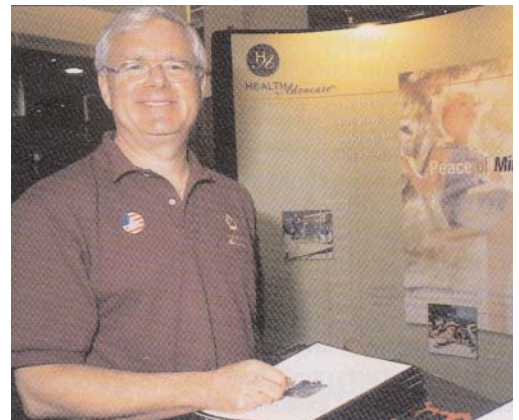
NEW ORLEANS—It's not often that discussions about employee benefits or workers compensation take place over platefuls of steaming jambalaya or involve a masked character decked in bright yellow tights and a black cape.

But spicy cuisine and colorful characters tend to be standard fixtures at successful events held in The Big Easy.

So serving up jambalaya proved a powerful draw for one exhibit hall vendor at the 40th Risk & Insurance Management Society Inc. Annual Conference and Exhibition. The conference was held April 14-18 at the Morial Convention Center in New Orleans.

Health Advocate Inc was also a first-time exhibitor at the RIMS conference. The West Conshohocken, Pa. - based company says it provides "personalized attention" to employees, helping them in their dealings with their health care systems and health insurance programs. The company can, for example, direct employees to doctors who are among the best at performing specific procedures.

As its name indicates, the company also advocates on behalf of plan members when coverage claims are denied. "Sometimes the carriers are right; sometimes they are wrong," said Dr. Arthur N. Leibowitz, Health Advocate's executive vp and chief medical officer.



Dr. Arthur N. Leibowitz, executive VP and Chief Medical Officer for Health Advocate inc.

Even when an insurer properly denies coverage, Health Advocate still may be able to help, Dr. Leibowitz said.

For example, he cited a case in which an insurer rightly declined to pay for an assistive device needed by an employee's 12-year-old son. The boy, who suffers from cerebral palsy, needed the device to help him stand. Health Advocate's staff members arranged for payment for the apparatus by helping enroll the dependent in a state Medicaid program, Dr. Leibowitz said.