

HIU

HEALTH INSURANCE UNDERWRITER

NEWS from the NET

News from Cyberspace that may affect you

By Jim Hostetler
Executive Editor



Health Advocate to Be Distributed by BenefitPort

@ On May 13,
Health Advocate

Inc., a health advocacy and assistance company, announced a strategic partnership with BenefitPort, a company in the sales and distribution of group insurance and employee benefits products.

BenefitPort will distribute Health Advocate's programs on an exclusive basis to insurance brokers and agents in New York, Connecticut, and northern New Jersey.

Health Advocate provides services to assist employers and employees deal with the complexities of the health care and insurance systems. Each member is assigned their own Personal Health

Advocate, a registered nurse backed up by a team of medical directors and administrative coordinators. The company serves as a liaison for clients with health care providers, insurance plans and other health related community resources. It offers a broad menu of cost-effective services, including finding primary care, specialist physicians and medical institutions, and solving claims, billing and related administrative problems. Health Advocate offers a flexible selection of plans and pricing options to meet a range of business and personal needs. Pricing is available on a per-employee, per-month, hourly or annual subscription basis.

BenefitPort represents more than 150 national and regional insurance carriers, and is affiliated with more than 14,000 brokers.

