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## CHAMBER SIGNS FOR SERVICE

### **Health Advocate** of West

Conshohocken has signed up the **Southern New Jersey Chamber of Commerce** as its latest client.

Under the deal, the health advocacy and assistance company's services will be available to chamber members and their families, a total of 325,000 people, in seven South Jersey counties.

Included in the package of services are "Personal Health Advocates." The Advocates are registered nurses who are responsible for helping individual members interact with providers and insurers, assisting in such areas as appointments, follow-up services, claims submissions, and grievances and appeals.

Founded last year by several former **Aetna U.S. Healthcare** executives, Health Advocate was created to help employers and their employees navigate the complexities of health-care and insurance system.

Debra P. DiLorenzo, the chamber's president, said she has already used Health Advocate's services to get help for a chronic headache problem that was not solved after trips to "multiple health-care professionals." She said the Health Advocate team arranged for her to get care from a specialist who alleviated the headaches.