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## Company Offers Solutions to Healthcare Confusion

By ERIN M. HAYES

Imagine a world where you dial a number and a 24 hour-a-day, seven day-a-week support service becomes available to help you through your healthcare dilemmas.

Now imagine a world where such a service is provided by employers for their employees. Thanks to Health Advocate Inc., your imagination can be a reality.

The Pennsylvania based company provides the employees of its corporate clients with assistance in maneuvering through America's complicated healthcare system.

"We are a consumer centered company, we help people navigate through healthcare," says Dr. Abbie Leibowitz. Leibowitz, the firm's executive vice president and chief medical officer, co-founded the company

along with other health insurance veterans in 2001.

"What if you could take the doctor to the doctor?" asked Leibowitz.

Health Advocate provides Personal Health Advocates for their clients' employees. Personal Health Advocates are registered nurses who serve as a median for understanding between the doctor's office and their patients.

The Personal Health Advocate can provide explanations before or after the patient visits the doctor. This feature allows them to gain better awareness of the diagnosis and treatment options offered by their primary care physician.

Among the company's services, the patients can set up appointments with specialists' doctors or simply get help in locating hard to find medications.

Financial issues, which all too often

result in misunderstandings and frustrations for both the patient and the healthcare company, can be corrected with the help of a Customer Service Representative who specializes in claims assistance. Solving insurance, claims, and billing matters are offered as a service to Health Advocate clients who seek to clear up financial problems.

The company is beneficial to both employers as well as employees. By offering advice and advocacy services to workers, Health Advocate helps employers profit from a more productive staff. Since its establishment, over 150 corporations have taken advantage of the service for their employees. As an exclusive feature, the company offers benefits for the extended families of employees. Employee's in-laws can use Health Advocate's

family coverage programs to bring healthcare to parents who need medical care.

According to Dr. Leibowitz, 10-20 percent of covered Americans don't use the full advantages healthcare systems offer. The goal of Health Advocate is not to replace the healthcare industry, but to recommend more efficient ways of using it. "Our job is to help individuals deal with the healthcare system as it is," he said.

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