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HealthNow cuts deal with Pa. company

HealthNow New York Inc. said Tuesday it has partnered with a Pennsylvania company to provide its members with health advocacy services.

Terms of the deal were not disclosed.

HealthNow, headquartered in Buffalo, is the parent of BlueShield of Western New York and BlueShield of Northeastern New York. The alliance with Health Advocate Inc., which is based near Philadelphia, will allow HealthNow to include health advocacy as a standard feature in its health care plans.

Representatives of the Pennsylvania company can explain tests, test results, treatments and medications; help members find, and set up appointments, with the right medical professionals; aid in payment negotiations and assist in making arrangements for community services such as nursing homes for elderly parents. The services will be provided to HealthNow members as often as needed and free of charge.