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Hither & Yon

Health Advocate Inc., a Pennsylvania-based company that helps customers navigate the health-care system's rapids and shoals, has been selected to provide its services to 12,000 employees and their families served by Re:Sources Inc., the shared services organization for the Publicis Groupe, a huge international communications, media services, advertising and PR company. The deal will affect 350 employees in the communications company's San Francisco outpost, who work for Publicis & Hal Riney, Arc Worldwide, Starcom Worldwide and Manning Selvage & Lee.