

SPOTLIGHT

## Selling health care help

STORY AND PHOTO BY LISA LENDA

**Amy Cohen** has a solution for companies that want to offer their employees a few extras in their health care benefits. Cohen is an **account executive for Health Advocate**, which works as a liaison between clients and health insurance and medical offices.

"Companies pay us for their employees and families. If someone needs to find a doctor or is diagnosed and doesn't understand the diagnosis or gets a bill they don't understand, we contact the companies for them. "We're like a health care concierge for the client, their spouse, children, parents, etc."

For Cohen, who was in corporate wellness before joining Health Advocate, the decision has personal ties. "My dad was diagnosed with bladder cancer and told he had three months to live. He found his own doctor who, ultimately, saved his life. "I just thought, 'What if he had an advocate? What if he wasn't smart enough to look on his own?' We make sure that insurance companies do what they're supposed to do."

Clients and their employees save time and money by using an advocate. "It's taking the confusion out of people's hands," Cohen said. "We're individuals with no axe to grind and no vested interest in the answer."

Cohen was most attracted to the job because it meant she could help people and their families when they need it most. "Corporate wellness is

getting people to quit smoking or reduce stress — keep them out of the health care system. This is more than just prevention. This helps them if they have to be in it."

Her biggest challenge is helping people to understand the services her company provides. "Most people think this is an [employee assistance program] or confuse it with what they already have."

In her free time, Cohen enjoys going to the beach and walking her dog, Molli, a shelti/golden retriever mix.



People  
ON THE MOVE

*Amy Cohen of  
Health Advocate  
helps clients with  
health insurance  
and care.*