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*Finalist*

## Healthcare Services

**Michael J. Cardillo**

*Health Advocate, Inc.*

**Y**ou've heard people use the phrase, "Knowledge is power." Well, as true as this cliché is in life, it often proves true in the business world as well. Especially in the case of Health Advocate, Inc.

Michael Cardillo and four other healthcare executives who previously ran the nation's largest health insurance company, founded the company in the spring of 2001 after a year of concept development and research, which involved discussions with employers, healthcare and benefits consultants, and consumer groups. Armed with all the knowledge they would need to succeed, they set forth and immediately... ran into a brick wall while trying to find investors to fund their start-up.

But believing in their mission and their business model, and convinced that the hard work they'd put in, their combined experience, and the knowledge they had acquired would lead them to success, they financed Health Advocate themselves—along with generous help from friends and family. And, without question, it paid off for the friends, for the families, for the five founders, and for the millions of Americans served through their 3,400+ current clients nationwide, including unions, employers, third-party administrators, and insurers.

In 2006 and 2008, "the Philadelphia 100" recognized Health Advocate, and in 2008 it was ranked in the top two percent by the Inc. 500. In the seven years since



**Michael J. Cardillo**

inception, Michael has helped the company build a proven record and a compassionate and knowledgeable staff that is proud to help millions of healthcare consumers navigate the increasingly complex world of healthcare. And, with the recent launch of their direct-to-consumer division—Health Proponent—even more people will be able to benefit from the power of Michael's knowledge.