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Pa. advisor marketing firm inks deal with Health Advocate

By Bob Graham

LifeCare Gateway, a Pennsylvania-based provider of web-based services and other marketing support to financial service professionals, signed a deal to offer Health Advocate's health resolution programs to its roster of services.

A start-up about 18 months old, LifeCare Gateway is working with about 100 financial service professionals, from New York to Virginia Beach, Va. They pay an average of \$350 per year for a seat license, giving them access to services including Health Advocate, Pennsylvania-based Pinnacle, a managing general agency, for insurance products and LPL Financial for financial products. The company targets insurance agents who need marketing and product support.

The Health Advocate deal with the Conshohocken, Pa.-based company is designed to help when assisting their clients handle health care issues.

"Navigating the health care maze takes a tremendous toll on individuals," said Randy Bradley, founder and CEO of LifeCare Gateway, in a statement. "By aligning with the leading health care advocacy provider, we can give financial advisors the tools they need to effectively address major stress points in their clients' lives."

Bob Aller, chief marketing officer for the company, said in an interview that the Health Advocate deal replaces one with a vendor whose focus was solely on eldercare issues. Health Advocates' services cover all aspects of health care.

Michael Cardillo, president, CEO and co-founder of Plymouth Meeting, Pa.-based Health Advocate, called the deal "an important strategic initiative since it highlights the inter-relationship between an individual's health and financial well being by bringing together resources to seamlessly help clients."

Cardillo said the complexity of the health care landscape necessitates finding answers to questions regarding health care providers, insurance coverage, expenses and treatments, as well as alternative approaches to care.

LifeCare Gateway provides financial service professionals with an integrated desktop solution, including tools and resources to assist their clients.