

## Health Advocate beefing up Western sales presence

by John George

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Health Advocate is westward bound: The Plymouth Meeting healthcare advocacy and assistance company has expanded its sales team, hiring five people to cover seven states in the Western part of the country.

The group will be led by **Kevin Astrup**, a veteran sales professional previously with Anthem Blue Cross in Costa Mesa, Calif., who is serving as regional vice president.

The other four members of the West Coast sales force are: **Ken Holt**, **Kathy Adler**, **Kirk Landau** and **Mary Margaret Craford**.

“The West Coast market is quickly adopting our health advocacy services and continues to present an enormous opportunity for our company,” said **David Rocchino**, Health Advocate’s executive vice president of sales and company cofounder.

Health Advocate was founded in 2001 by a group of former executives from Blue Bell-based managed-care company U.S. Healthcare who carved out a niche helping companies and their employees navigate the complexities of the health insurance system.

I last wrote about Health Advocate’s growth in late 2009.