

FOR IMMEDIATE RELEASE

Health Advocate, Inc., Recognizes Nurses With Donation In Their Honor

Company makes donation to Breastcancer.org on behalf of its team of nurses

Plymouth Meeting, PA – May 10, 2012 — In recognition of National Nurses Week, Health Advocate, Inc., the nation's leading independent healthcare advocacy and assistance company, will honor its expert staff of nurses with a donation in their honor to Breastcancer.org, a nonprofit organization dedicated to providing the most reliable, complete, up-to-date information about breast cancer.

The special presentation ceremony will take place Friday, May 11th at the company's Plymouth Meeting, PA headquarters, where employees will come together to show appreciation for their team of nurses. At the conclusion of the ceremony, the nurses will present the company's donation to Breastcancer.org.

When: Friday, May 11th, 2012,
12:00 pm

Where: Health Advocate, Inc.
3043 Walton Road
Plymouth Meeting, PA 19462

“Our nurses play an important role in our company as they help support our members and their families each day,” said Michael Cardillo, President, CEO and cofounder of Health Advocate. “Their hard work, dedication and compassion is what sets them apart as a great team of caring professionals.”

“We greatly appreciate Health Advocate's support of BreastCancer.org. Their generous donation will help our organization continue to serve the needs of women,” said Marisa Weiss, MD, President of Breastcancer.org. “We also want to congratulate the nurses of Health Advocate for their great work helping their members navigate the healthcare and insurance system.”

Nurses at Health Advocate play a vital role and are a great service to members who need help navigating the challenging healthcare system. Helping members with clinical issues such as finding doctors and specialists, scheduling appointments, obtaining second opinions and researching treatments are among some of the many tasks Health Advocate nurses perform on a daily basis.

The donation will go toward educating and empowering woman and men about breast cancer. The Breastcancer.org website, ranked as the world's most visited location for authoritative information about breast cancer, is an invaluable source of information and reassurance for many women fighting the disease.

HealthAdvocate™

press release

About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves 25+ million Americans through more than 8,500 client relationships, including many of the nation's largest companies, helping members personally navigate healthcare and insurance-related issues, saving time and money. Our Core Health Advocacy service is centered around our Personal Health Advocates, who assist members with a range of clinical, administrative and insurance-related issues. The company also offers a full spectrum of complimentary solutions including wellness coaching, EAP+Work/Life, health informatics and dashboards, and pricing transparency and decision support tools.

Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate has received a range of awards including the 2011 *Workforce Management* magazine Optimas Award as the Worldwide Leader in Service, 2011 *InformationWeek* Top Tech Innovations, being named for the fifth consecutive year as one of America's fastest growing private companies by *Inc. 500*, one of the fastest growing companies in North America on Deloitte's 2010 and 2011 Technology Fast 500™, the 2011 Enterprise Awards' Life Sciences Company of the Year in the Greater Philadelphia Region, 2011 Entrepreneur of the Year in the Greater Philadelphia Region by Ernst & Young, and is rated one of the Top 20 Best Places to Work by *Philadelphia* magazine.

Health Advocate is not affiliated with any insurance or third party provider.

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About Breastcancer.org

Breastcancer.org is the #1 online resource for breast health and breast cancer information and support, with more than 6,000 pages of expert-reviewed information and a robust, dynamic peer support community. A nonprofit organization, Breastcancer.org receives more than 12 million visits each year.