

# Our story

Health Advocate, Inc., the nation's leading healthcare advocacy and assistance company, continues to respond to ever-changing trends in healthcare. Centered around our Core Health Advocacy service, our expanding spectrum of complementary, innovative solutions helps control costs for employers, plan sponsors, employees and members. Our versatile, one-source support ensures that the many, and often complex, clinical, administrative and insurance-related issues are addressed with expertise, efficiency and compassion. By using the right tools and removing barriers to healthcare, we help increase productivity, maximize benefits and improve health outcomes. Health Advocate is an invaluable, strategic resource to help reduce healthcare costs.



**HealthAdvocate™**  
Always at your side

# HealthAdvocate™ Company Overview

Health Advocate, Inc., the nation's leading independent healthcare advocacy and assistance company, provides a spectrum of time- and money-saving solutions to millions of Americans through our extensive employer and plan sponsor relationships.

Always  
at Your  
Side™

## Our Company

Health Advocate is a privately held company founded in 2001 by five senior executives who previously ran one of the nation's largest healthcare companies. The company, headquartered in suburban Philadelphia, began operations and accepting customers in January 2002.

Michael J. Cardillo\*  
Arthur N. Leibowitz, M.D.\*  
Thomas A. Masci, Jr.\*  
Daniel S. Messina  
David S. Rocchino\*  
Martin B. Rosen\*

\*Founding Partners



## Our Business

Our company offers a broad spectrum of cost-effective solutions to help clients and members navigate the confusing healthcare environment, enabling access to a variety of often critical healthcare services.

Our Core Health Advocacy service, centered around our team of Personal Health Advocates, provides clinical and administrative support to help members resolve healthcare issues and improve their healthcare experience. Coverage extends to the employee or member, their spouse, dependent children, parents and parents-in-law.

As a complement to our Core Health Advocacy service, we offer add-on solutions that include Benefits Gateway and Health Information Dashboard, Wellness, EAP+Work/Life, cost-saving products and HR solutions.

### **Independent. Confidential. Convenient.**

Health Advocate is not affiliated with any insurance or third party provider. Health Advocate does not replace health insurance coverage, provide medical care or recommend treatment.

## Our Value

Health Advocate was founded to help employers and plan sponsors, and their respective employees and members throughout the country, deal with issues they encounter while accessing the healthcare and health insurance systems.

Health Advocate complements basic coverage by facilitating members' interactions with insurers and healthcare providers saving clients, plan sponsors, employees and members both time and money, and increasing the value of their healthcare dollar.

**Clients**  
**8,500+**



**Health Advocate serves a range of clients:** employers, unions, governmental bodies, affinity groups, nonprofit and charitable organizations, schools and universities, third-party administrators and insurers, including some of the nation's largest companies, as well as a wide range of local and regional organizations.

**Members**  
**27M+ Americans**



**Employees**  
**465+**



## Top Awards

InformationWeek  
**2011 Cool Tech**  
Innovation of the Year



2010  
Best First Book  
Non-Fiction

Deloitte.  
Fast 500  
TECHNOLOGY



Workforce Magazine  
**2011 Global Winner**  
Optimas Award for Service



Philadelphia  
Magazine

2011 | PACT  
Life Sciences  
Company of the Year



Ernst & Young  
Entrepreneur  
Of The Year  
2011 Winner

## Complementary Solutions

### Encourage better health and well-being



Wellness Advocate™



EAP+Work/Life™



NurseLine™



Tobacco Cessation™

### Improve health outcomes



Benefits Gateway +  
Health Information Dashboard™



Personalized Health  
Communications™

### Promote cost-effective decisions



Medical Bill Saver™



MedChoice  
Support™



Health Cost  
Estimator plus+™

### Support streamlined administration



Enrollment  
Advocate™



FMLA Support™



Independent Appeals  
Administration™



External Appeals  
Administration™

# HealthAdvocate™ Company Overview

## In the News



Featured in more than 400 national, regional and local print, radio and TV stories

*BusinessWeek, The Wall Street Journal, The New York Times, The Washington Post, The Philadelphia Inquirer, Crain's New York Business, USA Today, CBS Evening News, NBC 10 TV, Fox 29 News and various NPR stories, to name a few*

### For More Information

Contact Health Advocate at 866.385.8033, prompt #2, or via email, [info@HealthAdvocate.com](mailto:info@HealthAdvocate.com).

Visit us online 24/7 at [HealthAdvocate.com](http://HealthAdvocate.com).

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