

## Health Advocate™, Inc. recognizes National Breast Cancer Awareness Month with Information Campaign

Company sends client reminders while Personal Health Advocates encourage members to seek preventive health screenings

**Plymouth Meeting, PA: October, 2010**—Health Advocate™, Inc., the nation's largest healthcare advocacy and assistance company, has reached out to its clients and members this October in support of National Breast Cancer Awareness Month. The company developed a special FREE tip sheet, in partnership with HealthyWomen, for employers and consumers that explains the facts, risk factors and screening guidelines for early detection and prevention of breast cancer.

“In honor of National Breast Cancer Awareness Month we wanted to share tips and resources that would encourage our members to develop healthy habits,” says Marty Rosen, Executive Vice President and Cofounder of Health Advocate, Inc. “Some members may not know that when it comes to breast health, preventive measures like regular breast exams, for example, can make all the difference.”

“Breast cancer is the second-most common cancer for women—after skin cancer—and early detection greatly increases a person’s chances of survival,” says Elizabeth Battaglino Cahill, RN, Executive Director for HealthyWomen. “If we can get this message out to Health Advocate members and encourage them to have preventive screenings, there’s no doubt that we can help to save lives.”

As part of their ongoing member education program, Health Advocate conducted an email campaign to their clients and members containing a free, downloadable fact sheet called **“Learn: Breast Cancer Facts.”** The goal is to educate members about the disease including risk factors, screening guidelines and resources to find further information. In addition, the sheet will remind and encourage members to reach out to their Personal Health Advocate to locate and schedule doctor appointments and preventive screenings.

Health Advocate is also making the tip sheet available for FREE to the general public through its website: [www.HealthAdvocate.com](http://www.HealthAdvocate.com).

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## About HealthyWomen

HealthyWomen (HW) is the nation's leading independent health information source for women. For more than 20 years, women have been coming to the HW for answers to their most pressing and personal health care questions. HW provides health information through a wide array of online content and print publications that are original, objective and reviewed and approved by medical experts. Its website, [www.HealthyWomen.org](http://www.HealthyWomen.org)®, was recognized by *ForbesWoman* as one of the "Top 100 Websites for Women" and was named the top women's health website by Dr. Mehmet Oz in *O, The Oprah Magazine* and by *Good Housekeeping* magazine. To learn more, visit [www.HealthyWomen.org](http://www.HealthyWomen.org).

## About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, offers a spectrum of time- and money-saving solutions to businesses. We serve more than 18 million Americans and 6,500 clients—including the nation's largest companies—offering expert, personalized help to navigate the complex healthcare system and resolve healthcare and insurance-related issues. Our complementary solutions, offered for an additional charge, include Wellness Advocate, Benefits Gateway/Dashboards, EAP and Work/Life Program, Pricing Decision Support and HR solutions. The company also offers a direct-to-consumer advocacy service, called Health Proponent®, to individuals who are not part of groups.

Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate has been recognized, for the fourth consecutive year, as one of America's fastest growing private companies by *Inc. 500*, named one of the Fastest Growing Companies in North America on Deloitte's 2010 Technology Fast 500™ and is rated one of the Top 20 Places to Work by *Philadelphia* magazine.

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.

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