

Health Advocate™, Inc. Hosts Free Reform Seminar: Outlook for Health Reform 2011-2014

Seminar will explain what employers and other organizations need to know now to succeed

Plymouth Meeting, PA: April 26, 2011—Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, is pleased to announce a **FREE** exclusive seminar taking place May 5, 2011 at the Radnor Hotel in St. Davids, PA. The seminar, **Outlook for Health Reform 2011-2014**, is designed to help employers and other organizations comply with new reform requirements and succeed in the new environment.

Featured speakers include Scott Post, Vice President, Corporate and Association Affairs and Health Care Reform Executive at Independence Blue Cross; Chris Butler, Chairman of the Board at NaviNet; and Abbie Leibowitz, M.D. Executive Vice President, Chief Medical Officer and Cofounder of Health Advocate, Inc. They will explain key components of the law including required mandates, high risk pools, medical loss ratio limits and insurance exchanges.

"In speaking with our clients, we found that many are looking for information and insight into how reform will affect their businesses and how they need to prepare," says Michael Cardillo, President, CEO and Cofounder of Health Advocate. "Not only will this seminar cover the nuts and bolts of reform, review the basics, discuss effective approaches, and find out how to best leverage technology, but guests will also learn communication strategies to familiarize their employees with the changes and point out steps to take now, before reform is in full effect in 2014."

In addition to the presentation and subsequent question and answer session, attendees will also receive a complementary *Health Reform Guidebook* that contains a list of helpful resources as well as concise, practical, up-to-date information to help them understand the "ins-and-outs" of health reform.

Employers, businesses and other organizations are invited to attend.

Event Details

Outlook for Health Reform 2011-2014

Date: Thursday, May 5, 2011

Time: 8 am to 10 am

Location: The Radnor Hotel, 591 East Lancaster Avenue, St. Davids, PA 19087

RSVP: Friday, April 29, 2011

Register by Phone: 866.385.8033, prompt #2

- continued -

Featured Speakers

Scott Post

**Vice President, Corporate and Association Affairs and Health Care Reform Executive
Independence Blue Cross**

Scott Post is Vice President of Corporate and Association Affairs and serves as lead Health Care Reform Executive at Independence Blue Cross. In this capacity, Mr. Post supports the Senior Team on interpretation of the healthcare bill and implementation efforts across market segments. Mr. Post also coordinates with Blue Cross and Blue Shield Association (BCBSA), America's Health Insurance Plans (AHIP) and IBC's Strategy Office on future implications for the industry, markets and consumers.

Mr. Post has been with IBC for over 23 years, and served as Vice President of Marketing Administration where he oversaw market research and planning, marketing communications, information systems and the product management and development functions for group and individual commercial product lines. He was formerly the Vice President of Sales for Medical Education Systems and a Sales Training Manager for Winthrop Laboratories.

Mr. Post is a 1979 graduate of Ithaca College in Ithaca, New York, where he earned a bachelor's degree in Biology.

Chris Butler

**Chairman of the Board
NaviNet**

Christopher Butler is Chairman of the Board of NaviNet, America's largest real-time healthcare communications network. He also serves on several other boards including Independence Blue Cross (IBC), Corporate Call Center, Inc., Healthrageous and the Devereux Foundation. Mr. Butler is an advisor to healthcare technology organizations and wellness programs, and also acts as an advisor to Health Advocate.

Mr. Butler formerly served as Chief Operating Officer and Executive Vice President of Independence Blue Cross, one of the largest health insurance carriers in the nation with over three million members. As COO, he was responsible for leading IBC's sales and marketing, contracting and provider networks, medical management, operations, information technology, pharmacy, government programs as well as serving as Chairman of most of IBC's subsidiaries. Mr. Butler retired from IBC in July 2010 after a 35-year career with three different Blue Cross Blue Shield plans.

Abbie Leibowitz, MD

**Executive Vice President, Chief Medical Officer and Cofounder
Health Advocate, Inc.**

Dr. Abbie Leibowitz is a nationally recognized leader in the healthcare industry and an authority on managed care, clinical management, quality assurance, and medical data and information systems. Before cofounding Health Advocate, Dr. Leibowitz was EVP for Medscape, Inc., served as Chief Medical Officer for Aetna U.S. Healthcare and U.S. Healthcare, and spent 12 years in private pediatric practice. He received his medical degree from Temple University Medical School. Dr. Leibowitz is board certified by the American Board of Pediatrics, is a fellow of the American Academy of Pediatrics and a member of the Philadelphia Pediatric Society.

- continued -

About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves 21+ million Americans through more than 7,500 client relationships, helping members personally navigate healthcare and insurance-related issues, saving time and money. Our Core Health Advocacy service centers around our Personal Health Advocates, who assist members with a range of clinical, administrative and insurance-related issues. Our spectrum of add-on complementary employee- and employer-based solutions include our Wellness Advocate™, Benefits Gateway and Health Information Dashboard™, EAP+Work/Life™, Chronic Care Management™ and decision support programs. The solutions are designed to lower healthcare costs, increase productivity and improve outcomes. 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 Best 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.

HealthAdvocate.com
HealthProponent.com

###