

Health Advocate™, Inc. employees donate over 600 pairs of shoes to aid Haiti

Plymouth Meeting, PA: October 31, 2011—The employees at Health Advocate, Inc., the nation's leading independent healthcare advocacy and assistance company, have donated over 600 pairs of gently worn shoes to The Kenneth Cole Foundation. The foundation, also known as Awearness, partnered with non-profit organization Soles4Souls to conduct a national shoe drive to aid the people of Haiti.

To collect shoes for the donation, boxes were placed around Health Advocate's recently expanded office space, and the company's employees were more than up to the task. The shoes they donated helped William Vosseler, a floor manager at the King of Prussia, PA Kenneth Cole location, win a company-wide contest amongst all employees to collect the most shoes.

"What Health Advocate does is more than you would think. They're known for helping with insurance, finding a provider and resolving bills, but they're also helping a country of people here who are working every single day just to survive," said Vosseler.

"We're glad to contribute to this cause," said Marty Rosen, Health Advocate Executive Vice President and cofounder. "I'm very proud of our employees. We hold multiple charitable events like this each year and they consistently come up big in helping other people in need."

As a result of winning the contest, Vosseler traveled with Kenneth Cole himself to Haiti to coordinate the foundation's efforts. Awearness, with Soles4Souls, not only provide shoes to people in immediate need, but also distribute them to vendors to sell at a low cost. With this initiative, the people of Haiti get footwear at a low price while their money goes towards a community wellness center, something that is much needed in a country that is just under two years removed from devastating earthquakes.

About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves 22+ million Americans through more than 8,000 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. Our spectrum of add-on, complementary employee- and employer-based solutions include our Wellness Advocate™, Benefits Gateway and Health Information Dashboard™, EAP+Work/Life™, Personalized Health Messaging™ and decision support programs. The solutions are designed to lower healthcare costs, increase productivity and improve outcomes.

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Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate has been recognized, for the fifth 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™, 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.

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