

## **IBC, Health Advocate team up for services**

by John George, Senior Reporter

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Independence Blue Cross said Friday it has formed a partnership with Health Advocate to offer its members additional health advocacy services when dealing with “complex health-related situations.”

The Philadelphia-based health insurer will initially offer the services in a pilot program for its 4,500 employees and their eligible family members, as it jointly develops other health advocacy initiatives with Health Advocate of Plymouth Meeting, Pa.

“We recognize that it can sometimes be challenging or confusing to navigate the health-care system, even for those who work in the health-care industry,” said Daniel J. Hilferty, IBC’s president and CEO. “We want to help our members have the best possible experience and that means finding new ways to make it easier for them to manage their care. I’m very excited about our new partnership with Health Advocate and the pilot with our associates as we explore expanding the expert, efficient, and compassionate resources we already offer members and their families.”

Health Advocate provides health-care advocacy and assistance services to more than 25 million people in the United States through more than 8,200 client relationships with large businesses and other employers and organizations.