

## NEWS RELEASE

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### **Making the Most of Health Care Dollars During Tough Economic Times**

Hartford, Conn. – February 16, 2009 – In this difficult economic environment, understanding your health care benefits is critical. A new company, called Health Champion is helping people and organizations make sense of the increasingly complex maze of health care and benefits decisions.

“Health care benefits are like financial assets and they need to be managed in the same careful way,” says Ida Schnipper, founder and president of Health Champion. Health Champion serves as a resource for objective information and as an advocate for individuals who need help dealing with medical concerns and health plan regulations.

“When someone is sick or is facing a potentially life-threatening diagnosis, the last thing people should worry about is the health plan rules,” says Schnipper, an award-winning nurse and former ConnectiCare executive. Health Champion can step in at a time like this to help individuals navigate their health care plan regulations and avoid costly mistakes down the road.

In addition, the company assists clients by explaining the medical side of their health care needs. “Most people can’t possibly internalize all that is being said to them in the doctor’s office, particularly when there is a new illness or treatment plan being discussed.” Schnipper relishes her role as a ‘translator’ in explaining treatment and health plan options. She also supports clients who are dealing with claim denials and appeals, and even provides guidance on elder care decisions.

Hit hard by the current economy, and faced with shrinking staffs, many organizations are turning to Health Champion for help selecting the best health care plans, and then educating their employees about those plans.

“Our country’s health care system is often fragmented and confusing. We help people connect the dots between their physicians and other health care providers and their health plan coverage,” says Schnipper. This leads to better medical care decisions, as well as cost savings for employers and employees.

For more information, visit [www.healthchampion.net](http://www.healthchampion.net).

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