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Guardian Nurses Founder Honored in New York

Betty Long, RN, MHA, president and founder of Guardian Nurses Healthcare Advocates, was honored at a reception, hosted by Uma Thurman, in New York on November 10th by Glamour Magazine and TAG Heuer North America as part of a celebration of Glamour's annual Women of the Year Event at Carnegie Hall. Long was selected as one of five women who "make a difference in her community" in conjunction with the What Are You Made Of campaign by TAG Heuer.

Long, who started Guardian Nurses five years ago, has expanded her team and grown the business into a highly regarded organization providing exceptional, personal advocacy and care management service to patients and their families throughout the United States. Long's successful advocacy for a California family was featured on National Public Radio's Marketplace show hosted by Kai Rysdaal in late September.

"This is certainly an unexpected honor and I am thrilled to be included with such an outstanding group of women," said Long. Along with the reception to receive her award, Long received a three-day trip to New York for the event culminating in attending the black-tie, red carpet event at Carnegie Hall. Women of the Year honorees included Condeleeza Rice, Tyra Banks, Nicole Kidman, Jane Goodall, and Hillary Clinton.

Guardian Nurses Healthcare Advocates, with offices in Bala Cynwyd, was founded in 2003. Long and her team work with employers, insurance brokers, unions, and private patients providing unique, patient-focused advocacy services. Since beginning, they have saved more than three million dollars in healthcare costs.