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GUARDIAN NURSES HEALTHCARE ADVOCATES BEGINS FOURTH YEAR WITH NEW MARKETING CAMPAIGN

(Flourtown, PA) September 19, 2007 - Guardian Nurses Healthcare Advocates is marking the beginning of its fourth year in business with a new marketing campaign designed to reach more healthcare insurance brokers, clients and patients in the Greater Philadelphia Region.

“In almost four years we have helped hundreds of clients and patients through difficult times of medical crises or less dire but equally stressful dealings with health care issues and facilities,” says Betty Long, RN, MHA, President and Founder of Guardian Nurses. “My goal is to continue reaching out to people who need us.”

Guardian Nurses (www.guardiannurses.com) began providing healthcare advocacy services to corporate, private and fraternal organizations in the tri-state area in October 2003. Long, with 20-years experience in nursing, says she formed her business after family and friends asked for her clinical expertise to help them understand their medical conditions and to navigate the healthcare maze.

“I knew if so many people in my circle needed clinical guidance, there had to be a greater need in the community,” Long told the invited crowd who had gathered at the Union League of Philadelphia to view Guardian Nurses’s new promotional video, *“Lighting Patients’ Way Through the Healthcare Maze.”*

Guardian Nurses’ experience has shown that the quality of care patients receive improves with the expert advice of nurse advocates, patients feel more empowered and medical expenses are reduced. “It’s a win-win scenario when patients get the best care and an employer experiences better cost utilization,” says Natalie Coleman, Vice President of Guardian Nurses. “Employers don’t want to cut benefits, but they need to control costs and they don’t know how to navigate and coordinate the medical care of their employees. That is where Guardian Nurses is a market leader.”

Earlier this year Guardian Nurses signed a three year contract with the Bricklayers Allied Craftsmen Local 1 of PA and DE (BAC1 PA/DE) to provide healthcare advocacy services for their 1,500 members. In addition to the Bricklayers union, Guardian Nurses also provides clinical advocacy services to the Law Enforcement Health Benefits (LEHB) for its 7,500 member Philadelphia police union and their families, a contract which was first entered into in 2005. During the first year of the contract, Guardian Nurses saved the LEHB \$1.6 million in unneeded hospital admissions, medical procedures, duplicative services and unnecessary drug therapies.

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