



Lighting your way
through the
healthcare maze.

December , 2005

FOR IMMEDIATE RELEASE

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Guardian Nurses Takes Second Place in Regional Business Plan Competition

Wyndmoor, Pa. – Guardian Nurses Healthcare Advocates, Inc. was named the second place winner in the service category of The Enterprising Woman Business Plan Competition sponsored by the Business Center and Mt. Airy USA. The competition, now in its fifth year, provides women entrepreneurs with the tools they need to launch, improve, and grow their businesses. Smaller to mid-sized businesses are invited to compete for up to \$10,000 in cash and prizes. Applicants' businesses may not be in existence more than three (3) years or have sales volume that exceeds \$250,000 in revenue for any given year

Betty Long, RN, MHA, President and Founder of Guardian Nurses, accepted the cash prize at a small ceremony at the Business Center and said, "This is a significant accomplishment and we are very proud of having been selected in the top three. Healthcare advocacy is a relatively new idea, a new business. There were some very creative businesses being considered so taking second place is a great feeling." Long said the money will be directed toward additional marketing.

Guardian Nurses, founded in 2003, provides healthcare advocacy services to private individuals, companies and unions. The Philadelphia Police Department union members are some of the clients who benefit from having Nurse Advocates "light their way through the healthcare maze." By providing advocacy services to individuals, there are clear financial, emotional, and practical benefits to both the client and the employer. As Long said, "The healthcare system is a maze. Let our nurses help you through it."