



Lighting your way
through the
healthcare maze.

January 2008

FOR IMMEDIATE RELEASE

CONTACT: Jacqueline Boulden, 215-901-8673, jb@bouldenmultimedia.com

Betty Long, 215-694-1574, betty@guardiannurses.com

Guardian Nurses Founder Nominated for Small Business Person of the Year

Guardian Nurses' founder and president, Betty Long, was recently nominated for the U.S. Small Business Administration Philadelphia region's Small Business Person of the Year award by the Wharton Small Business Development Center.

M. Therese Flaherty, PhD, Director of the SBDC at Wharton, who submitted the nomination, commented, "Betty Long has developed an outstanding business which is growing rapidly and set to change the experience of healthcare. Her business model is new and innovative. It is gaining committed converts and growing rapidly, with highly satisfied patients, organizations which value cost containment as well as patient satisfaction, and qualified nurses who are thrilled to be proud professional contributors."

Guardian Nurses' services were recently highlighted in the January edition of Employee Benefit News, a nationally recognized trade magazine. The article was entitled, "A Guide Through the Health Care Maze," and addressed the issue that as health care grows more complex, the need and the demand for patient advocacy grows. It also highlighted the responsive, personal service that Guardian Nurses provides their patients and clients.