



FOR IMMEDIATE RELEASE

Health Options Worldwide Launches Online Platform: Global Connectivity for Providers and Patients, Free Enrollment for Hospitals, Doctors, Dentists, Clinics and Providers

PRINCETON, N.J. -- June 14, 2011 -- [Health Options Worldwide Inc. \(HOW: www.healthoptionsworldwide.com\)](http://www.healthoptionsworldwide.com), an online, international healthcare marketplace that connects patients to providers, today announced the launch of its intuitive and user-friendly Web site that enables consumers to search for hospitals, physicians, dentists and a full array of healthcare providers by specialty, location and accepted insurances. Initial provider enrollment in the HOW network is free, easy and takes less than 15 minutes, with upgraded membership opportunities for hospitals, clinics and providers to enhance their Web presence and improve their online ranking: <http://www.healthoptionsworldwide.com/register>

“Providers seeking to attract local patients for routine office visits or to appeal to medical travelers searching for complex surgical procedures or treatments anywhere in the world – including the US – should have a strong presence on this site,” says David Goldstein, president of HOW, explaining that consumers can schedule appointments, surgical procedures and medical travel arrangements online, with full transparency of pricing and insurance options. “HOW helps providers reach a wider range of patients anywhere, anytime, through a 24/7 online health care marketplace.”

Don Boyd, senior vice-president, Business Development at Buffalo, NY-based [Kaleida Health](#) and KHIHRx destination healthcare program, says, “We recognize the synergy between our two organizations, the mutual desire to work together on initiatives that will showcase the KHIHRx program within the domestic and international corporate sectors, and welcome the opportunity to be an integral component and valued provider within their global network.”

Provider benefits:

- Expanded market share, US/global
- Improved patient satisfaction, retention
- Reduced office staff to handle administration, care coordination, billing, collections
- Improved reimbursement models/methods
- Easy, online appointment scheduling
- Instant billing, collections, accounts receivable – advance payment for healthcare treatments

About Health Options Worldwide



Health Options Worldwide (HOW) is an online healthcare management company that connects providers, patients and employers with a goal to improve the efficiency of healthcare delivery, reduce costs, and improve individual health. Multiple products and services, including a free Electronic Health Record to qualified employer groups, promote better health and coordination of care. The Company's highly complex and secure benefits management network helps members to comparison shop for quality healthcare services, including routine office visits, wherever they are located around the world. www.healthoptionsworldwide.com