



Winning the fight against cancer, every day.<sup>®</sup>  
FOR IMMEDIATE RELEASE

## **Health Options Worldwide and Cancer Treatment Centers of America Enter New Agreement *HOW expands access to Cancer Treatment Centers of America facilities, diagnostics and treatment***

CHICAGO, Oct. 11, 2011 – [Health Options Worldwide \(HOW\)](#) and [Cancer Treatment Centers of America \(CTCA\)](#) have agreed to expand healthcare options and accessibility for cancer patients at all four CTCA regional destination hospitals in Chicago, Philadelphia, Phoenix and Tulsa.

~~HOW is an online healthcare management system providing~~ comprehensive solutions for employers and insurers, including affordable medical travel for the sick or injured, and proactive wellness options for healthy patients. The new agreement provides HOW clients and members nationwide with access to CTCA, home of [Patient Empowered Care](#)<sup>®</sup>. This unique care model combines state-of-the-art clinical treatments and technology with an array of complementary therapies – such as nutrition therapy, naturopathic medicine, pain management, oncology rehabilitation, mind-medicine and spiritual support – that help manage side effects and improve quality of life.

HOW clients and members now have access to both diagnostics and treatment at CTCA facilities. CTCA recently launched CareEdge<sup>SM</sup>, a personalized cancer evaluation for patients that includes a full suite of diagnostics, clinical team consultations, and a comprehensive diagnosis and treatment plan, all delivered within five business days and at a single, fixed price.

“One key to high quality and better cost across USA healthcare is empowering patients to know the quality, price and value offered by their healthcare providers. HOW is at the heart of this innovation through their presence on the Internet,” said Steve Bonner, president and CEO of CTCA, which specializes in complex and advance-stage adult cancer care. “Our partnership with HOW advances our shared commitment to empower patients with information to make healthcare decisions that help them achieve their life and health goals. We have integrated our new diagnostic package into this agreement in response to what we know patients value: rapid answers; personalized, quality care; and a commitment to their needs.”

CTCA and HOW emphasize collaboration and transparency among providers, employers and others in the care delivery system to drive quality and solutions.

“We are excited to align with Cancer Treatment Centers of America and better equip patients with the resources they need to find the treatment facility that gives them the best chance to beat their cancer,” said Health Options Worldwide President David Goldstein. “Our online health and wellness system not only helps patients identify healthcare providers, but also helps employers facilitate medical travel for their employees – all based on their individual needs.”

As part of helping consumers make informed medical decisions, both organizations publish comprehensive information and data online. HOW recently introduced an online platform that enables consumers to search for hospitals, physicians, and a full array of healthcare providers by specialty, location and pricing, among other categories. CTCA is one of the first cancer-fighting institutions to post its length of life, quality of life, speed of care and patient experience data on its web site,

[www.cancercenter.com/cancer-statistics.cfm](http://www.cancercenter.com/cancer-statistics.cfm).

### **About Cancer Treatment Centers of America**

CTCA is a growing network of regional destination hospitals specializing in complex and advance-stage cancer care. CTCA provides a comprehensive, fully integrated and individualized cancer treatment experience at hospitals located in suburban Chicago, Philadelphia, suburban Phoenix and Tulsa, with a fifth hospital opening in Atlanta in the summer of 2012. The Patient Empowered Care<sup>®</sup> model at CTCA

places patients at the center of their care, encouraging and enabling patients and their families to take an active role in treatment decision-making. For more information about CTCA, visit [www.cancercenter.com](http://www.cancercenter.com).

**About Health Options Worldwide**

Health Options Worldwide (HOW) is an online healthcare management company that delivers integrated solutions to improve the efficiency of healthcare delivery, reduce costs, and improve individual health. Proactive claims management, including data mining technologies identifying high risk members and an automated member communication program help to promote better health and coordination of care. HOW's highly complex and secure benefits management network helps members comparison shop for quality healthcare services, including routine office visits, wherever they are located around the world. For more information about HOW, visit [www.healthoptionsworldwide.com](http://www.healthoptionsworldwide.com).

###

Contact:

Kristin Schaner

847.342.6454, [kristin.schaner@ctca-hope.com](mailto:kristin.schaner@ctca-hope.com)