

## MEDICAL PROFESSIONALS

Reduce your time, costs, and overhead by utilizing our proven tools to convert more patients and secure payment prior to any treatment.



# SAVE.

## AMBULATORY SURGERY CENTERS

Broaden your traditional service area by attracting domestic/ international patients, medical tourists, and large employer groups.



# EXPAND.

## HOSPITALS

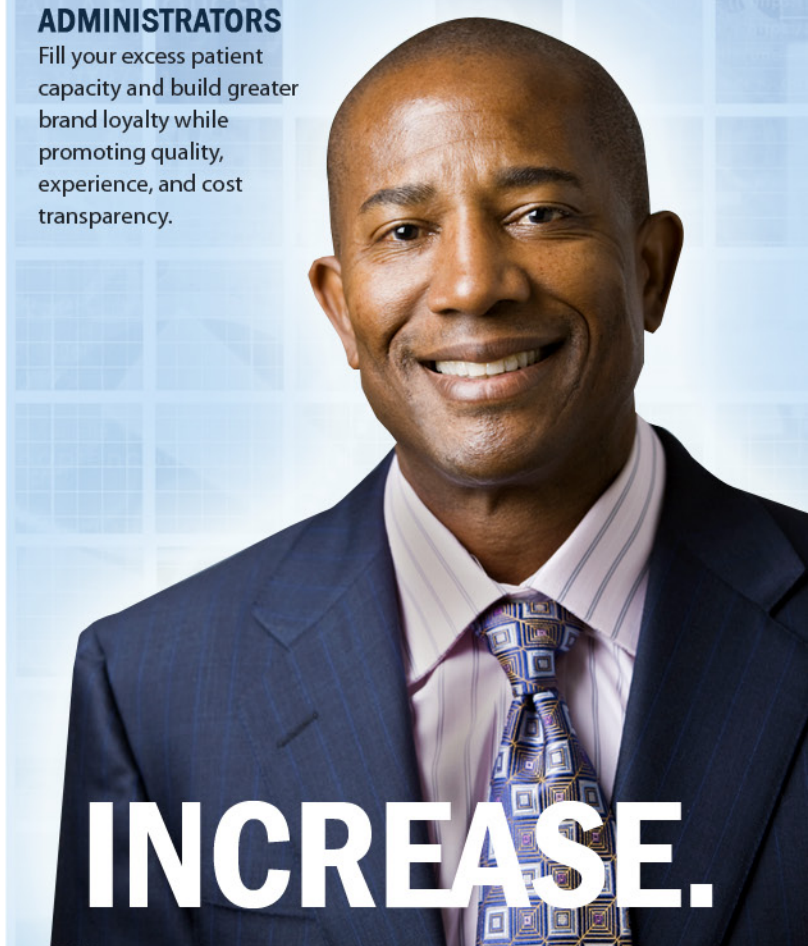
Enhance your local and global image by showcasing cutting-edge treatments, unmatched care, clinical outcomes, and patient satisfaction.



# PROMOTE.

## ADMINISTRATORS

Fill your excess patient capacity and build greater brand loyalty while promoting quality, experience, and cost transparency.



# INCREASE.



## our story.

In 2008, we began with the simple goal of helping self-paying patients find qualified physicians. Since then we have grown considerably in size and scope.

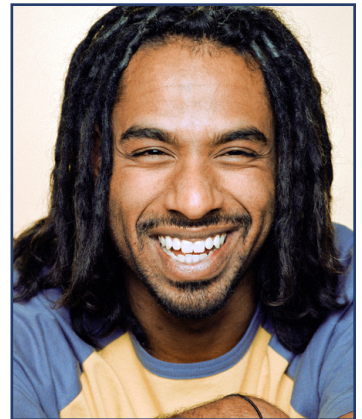
## where we're headed.

Health Options Worldwide (HOW) is the **fastest growing online healthcare marketplace** providing a tailored network of hospitals, ASCs, and physicians for self-funded employers and pre-paid surgery patients. Our goal is provide concern-free medical travel for patients that improves surgical outcomes and reduces costs all while increasing usage and expediting reimbursements for healthcare providers.

## our easy to use system.

Our web-based solution matches healthcare providers with interested patients. Since we only select top medical facilities and specialists to enroll, employers participate with ease of mind. This system expands healthcare options for employees by enabling search based on location, quality, experience and price. By participating in our network, healthcare facilities and providers have experienced **increased patient volume and lowered administrative costs**. Health Options Worldwide is a proven experienced partner for attracting medical travel patients.





## our patients.

To enable greater patient predictability users choose their providers on the basis of quality, experience, location, and price. Our services make it practical and desirable for employer groups and individual patients to travel for medical care. Utilizing HOW will expand facility choices thereby increasing treatment options. Employers and patients have a certain peace of mind in knowing that the providers in our network have met high quality standards. HOW has created a singular location to research and book procedures.



Nearly 100 million Americans are covered by self-funded benefits plans.

# enrollment.

## why enroll in HOW?

Nearly 100 million Americans are covered by self-funded benefits plans. Due to increased costs many CFOs and Benefits Managers are turning to medical travel to expand options while reducing costs. Every month, employers are utilizing HOW's provider network to manage their surgical benefits.

In the past, many facilities have used costly advertisements in a conventional marketing approach that targets patients passively over time. However, one of the most effective times to market is when patients are seeking treatment. HOW's portal is designed for patients to take immediate action. **Enrolling as a provider is free** and allows your hospital to distinguish itself as an Exceptional Medical Destination and can easily increase your patient volume without diverting your focus from patient care.

We help attract new patients all while keeping your existing patients interested and informed. Best of all, our program is fully customizable to suit your goals. You decide which procedures, the frequency of patients, case rates and HOW will take care of the rest. Our streamlined payer process has removed many of the inefficiencies that exist between the patient and their provider enabling our medical professionals to do what they do best, treat patients.

## why others have joined.

- ✓ Increased patients
- ✓ Customized solutions per your needs
- ✓ Expert marketing for practice growth
- ✓ Expand your market reach
- ✓ Access to new markets
- ✓ Better reimbursement methods
- ✓ Improved payer mix
- ✓ Increased patient loyalty

## benefits of enrolling.

- ✓ Receive commercial patients from across the country
- ✓ Select only the cases you want
- ✓ Receive payment in advance of treatment
- ✓ Customized marketing solutions to increase and maintain patient flow
- ✓ A streamlined payer process
- ✓ Eliminate cost and complexity of billing/claims settlement



# enrollment process.

Enrolling into HOW's provider network is easy and should take **less than 15 minutes to register**. Hospitals, clinics, and other healthcare providers can either enroll online or fill out an Enrollment Form and we'll handle the rest. Participants are required to provide global case rates but can choose to not have them published publicly.

## HOW perks.

Once all of the information has been filled into your profile, you are now part of the HOW network. HOW helps patients administer their travel and lodging plans so the hospital don't have to. When HOW or a patient contacts you, it will be with payment for a surgery and to set up a time and date for the procedure.



# hospitals.

- ✓ Seamless connection between patients and providers.
- ✓ Limits the office staff needed to coordinate care.
- ✓ Payment upfront.
- ✓ Eliminate the administrative burden of bill collections for providers



# connect.

## promote to your client base.

Today's patients are informed and place great importance on researching treatments, physicians, and facilities. Hospitals have a unique opportunity to promote their effective and innovative treatments to a large network of self paying patients and self funded employers. In addition, medical professionals can showcase their quality healthcare and dedication to patients. Employers have partnered with HOW to utilize a platform that empowers their employees to make educated healthcare decisions. Medical facilities and professionals in our network provide transparency on quality, experience, and costs.

## global reach.

Whether it is down their street, cross-country, or even around the world, patients are using HOW. It's crucial for any hospital that is competing for self paying patients to participate within the main source of their information. HOW is the centralized location for patients to decide on a treatment and research a facility. With the high competition today it's vital patients are exposed to the unmatched care and quality you provide.

**HOW an integral aspect of the decision process for self paying patients.**



# reimbursement.

## eliminate collections.

HOW provides healthcare providers with Instant Billing, Instant Collections and Instant Accounts Receivable by having employers pay for the entire procedure upfront, at the time of service, thus eliminating the administrative burden of collections.

## payment before procedure.

HOW receives payment of the scheduled procedure prior to the patient being admitted to the hospital or clinic. These funds are typically transferred to the provider before treatments begin. The employer or patient will supply additional payment methods for any unforeseen incidents or complications. **HOW alleviates the stress of billing** that typically exists between the patient and provider, allowing both parties peace of mind.



# quality.

## evaluation process.

While users have the ability to search based on many criteria, quality is always at the top of their list. HOW is developing an accreditation program but currently we evaluate providers based on data from Health Grades, Leap Frog, Medicare Quality Indicators, NCQA, JACHO, US News and others. Our system makes it easy for interested patients have all appropriate information necessary to choose their provider.

## work with the best.

HOW understands the importance of maintaining a reputation of having a network of top providers. That is why HOW evaluates every hospital and facility before they become an active member of our network. When you are a provider in the HOW network it means that you are among the top in the industry.



# marketing features.

- ✓ Individual web page to increase exposure.
- ✓ Optimal programming to help search results.
- ✓ Patient communications to improve case acceptance.
- ✓ Education platform to reactive lost patients.
- ✓ Automate scheduling to relieve admin burden.
- ✓ Comprehensive offering proven to boost new patients monthly.





# patients find you.

HOW is making it easy for hospitals to expand their network of patients by continuously developing additional relationships with self-funded employers and independent patients looking to utilize our network. After creating your profile page, patients will find you. HOW is making it simple for patients to find their hospitals. Never before has it been so easy to attract new patients.

## get exposure.

We represent a **large network of patients and employers** that is growing daily. These groups are using HOW as their sole source for information when choosing a provider. Patients come to our site not to browse, but to actually make a healthcare decision. HOW makes this process very transparent for patients who are searching for quality, expertise, and affordability. Since our system provides access to reports on usage, rankings within categories, and patient requests we make sure that your hospital is getting the exposure it deserves.

We provide **exceptional analytics** to empower medical professionals to be most successful.

# that's us.

At Health Options Worldwide, we offer an opportunity to expand your traditional service area so you can fill your facility with additional patients. Although domestic medical travel has become a huge market for some hospitals many have yet to break into this area. Rely on us to provide access to new markets, better reimbursement methods and an improved payer mix.

HOW is making it easier then ever to attract new patients. Just sign up, post your profile and sit back and watch the patients find you. Most importantly, all of these things happen smoothly while you devote your time solely to patient care. Our team looks forward to working with you.

# contact us.

## Health Options Worldwide

116 Village Rd.

Suite 200

Princeton, NJ 08540

office: +1 877.234.1345

fax: +1 609.751.0201

We're here to help.