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“ehealthxchange.com” ENDORSED BY BROWARD PHYSICIANS

FORT LAUDERDALE - In an exciting and significant move; the Broward County Medical Association (BCMA) Board of Trustees endorsed “**ehealthxchange.com**” a revolutionary new concept in consumer directed healthcare. The board recognizes that the future for healthcare services is moving to an environment of consumer driven informed choices.

By endorsing the use of “**ehealthxchange.com**”, the Board supports this innovative way of joining healthcare professionals and healthcare consumers together in a web based marketplace. In a statement BCMA President, Dr. Michael Weston stated “Without question healthcare needs to utilize the Internet to streamline its business. Today patients are tired of being unable to get appointments scheduled without a lot of time being spent on the telephone. Healthcare offices are drowning in paperwork, and are seeing a lot of bad-debts and increases in overhead. “**ehealthxchange.com** is a way of easing this problem with great potential for us to grow our patient base, and improve customer satisfaction”.

“Today you can buy anything from movie tickets to a cruise around the world on line. Healthcare, on the other hand has been slow to utilize the power of the internet as a business tool” said Ken Sellers, President and Founder of New World Health, the parent company of “**ehealthxchange.com**”. He went on to say the program places patients in the role of informed healthcare consumers and provides them the tools to purchase and pay for their healthcare services on line.

“**ehealthxchange.com**” offers benefits for all types of consumers; a web-based program for those enrolled in Health Maintenance Organizations, Preferred Provider Organizations; people with Health Savings Accounts (HSA), Health Reimbursement Accounts (HRA), or variable spending accounts; large-deductible insurance products and people with no healthcare insurance at all.

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www.ehealthxchange.com

“ehealthxchange.com” transforms the Healthcare industry from an inefficient system burdened by bureaucracy and time consuming administrative hassle into a consumer-focused marketplace, responsive to the changing needs of patients, physicians, healthcare providers and other community constituencies. Sellers said “Our growth is driven by the explosion in online accessibility among consumers and the demand for more competitive, higher-quality healthcare options which dovetail with their needs and their lifestyles, The banking industry went through a similar transition 10 years ago, they successfully fought through the resistance and technical barriers; now is the time for healthcare to do the same, to the benefit of both the consumer and the provider”

Modern technology makes it easy for members to access the easy-to-use internet-based tools, helping them to search, compare and buy healthcare services. It offers an extremely affordable way for members to make the most educated decisions regarding their healthcare – based on quality of service, convenience, accessibility, price and more.

“ehealthxchange.com” enables healthcare providers to become far more productive. The introduction of **“ehealthxchange.com”** into healthcare professional offices exposes them to potential worldwide markets, with a powerful efficient appointment systems, a method for patients to pay in advance for services, and improved office administration process empowers the office to be more effective in catering to patient needs and individual customer service; creating a higher level of overall satisfaction.

For only \$8.95, as a member you will receive one year of unlimited access to **“ehealthxchange.com”**, which makes it easy to manage an entire family’s healthcare needs regardless of whether they are enrolled in an HMO, PPO or an HSA combined with a high-deductible insurance product. **“ehealthxchange.com”** simplifies caring for your family’s wellbeing. Even the uninsured can use the product to shop, compare and buy healthcare services that were previously unavailable. In the near future, you will be able to benefit from having access to flat-rate, prepackaged health care services such as: Lasik Surgery, Cosmetic Surgery, Maternity Care, and hip/knee replacements. Consumers with HSA’s and those who pay for their healthcare out-of-pocket find shopping and comparing the quality and prices of needed service easier and accessible anywhere in the world at any time.

