



For Immediate Release

Media Contacts: Kerri Milam
Depth Public Relations
404.378.0850
kerri@depthpr.com

InRoomMD Activates Phoenix/Scottsdale Network for Travel Healthcare Concierge

- Acquisition of local firm, Doctors Making Housecalls, LLC, drives resort business -

(May 30, 2007) Charlotte, NC – InRoomMD, a travel healthcare concierge for visitors to the most popular U.S. destinations, has launched a Phoenix/Scottsdale network of physicians, healthcare providers and durable medical equipment providers; and has acquired Phoenix-based Doctors Making Housecalls, LLC. Since 2000, Doctors Making Housecalls has provided in-room medical house call services to major resorts in Arizona and Colorado.

InRoomMD offers concierge-style healthcare services including 24-hour in-room physician visits, prescription replacements, specialist referrals and expedited access to emergency care both direct to consumers by subscription and as a benefit to groups insured by traditional or travel healthcare policies. The Phoenix/Scottsdale metropolitan area is one of 20 North American markets in which InRoomMD will be operating by summer 2007, including its flagship network in Las Vegas. InRoomMD will have active networks in 40 cities by year-end.

“Phoenix/Scottsdale is the fifth largest U.S. city and a favorite destination for business and leisure travel, where the demand for no-hassle, on-demand healthcare is growing along with the population,” said InRoomMD president Andrew Jacobson. “The region also meets InRoomMD’s criteria for resources available to deliver our high-standard quality of care, as has been demonstrated in the superior services offered by Doctors Making Housecalls.”

“InRoomMD is in a great position to build upon and advance the services our firm has delivered both to travelers and the resort industry in Phoenix/Scottsdale,” said founder and former president of Doctors Making Housecalls, Bob Embry. “Travelers to the region will benefit from the option of quality in-room medical care, while local physicians enjoy a business model that allows them to engage in rewarding patient relationships and achieve a more desirable career quality of life.”

The InRoomMD consumer direct subscription model includes:

- BeWell™: A per trip subscription purchased in advance of travel, business and leisure travelers receive access to any of the Travel Healthcare Concierge Services™ for just \$33.95* for a trip of up to 7 days. Longer program durations are available.

- more -

- StayWell™: An annual subscription based program purchased by frequent business and leisure travelers. Travelers receive access to any of the Travel Healthcare Concierge Services™ for just \$179* per year.

* An activation fee of \$45 applies to each subscription model.

Groups insured by traditional or travel healthcare policies are covered under the InRoomMD **Travel Insurance Medical Management System (TIMMS)**. For insurers that implement TIMMS, InRoomMD is the gatekeeper of care. Policyholders are routed to a national 24/7 call center representative who dispatches an InRoomMD contracted on-call physician. Within ten minutes of contact, the local physician calls the patient in their room, conducts a telephone consultation, and directs care as needed by performing a hotel “house call” visit, generally within one hour of the initial contact. If more serious care is needed, the local InRoomMD physician expedites the process by fast-tracking the patient into a hospital emergency department.

InRoomMD has contracted hospital relationships to assist patients in expediting care, treatment and release, or hospital admission.

About InRoomMD

InRoomMD, owned and operated by American Housecall Physicians, is a Travel Healthcare Concierge Program offering travelers immediate access to quality urgent medical care while visiting the most popular U.S. travel destinations. The InRoomMD commitment to in-room care whenever possible is its trademark. As a provider of subscription-based healthcare services not typically accommodated by traditional health or travel insurance, InRoomMD serves consumers, insurers, and their intermediaries. Through its *BeWell*™, *GetWell*™ and *StayWell*™ programs, InRoomMD offers travelers per trip and annual subscriptions, as well as fee-for-service arrangements. InRoomMD’s Travel Insurance Medical Management System (TIMMS) allows international travel and health insurance providers, assistance companies and managed care intermediaries to reduce claims costs while providing a better level of care.

InRoomMD services include 24 hour-a-day access to telephone and in-room consultation by a network physician, referrals to dental and chiropractic specialists, delivery of medicines commonly prescribed for acute conditions, availability of durable medical equipment such as oxygen or wheelchairs, and replacement of eyeglasses and contact lenses. InRoomMD’s national network of American-trained, board certified internists and pediatric physicians, and other providers are fully credentialed based on the universal standards developed by the American Association of Preferred Provider Organizations (AAPPO). InRoomMD has active networks in Atlanta, Boston, Charlotte, Chicago, Houston, Las Vegas, Orlando, Philadelphia, Phoenix, Scottsdale and Washington DC. InRoomMD will expand its network presence to south Florida, California, New York, Texas, Colorado, Canada, and other popular destinations by late 2007.

For more information about InRoomMD or TIMMS, contact Andrew Jacobson at 704-643-7205, and visit <http://www.inroommd.com/> .

About American Housecall Physicians

American Housecall Physicians (AHP) is a coordinator of personal concierge health care services establishing a national network of health care providers and programs to treat acute illness and provide medical services to travelers and clients across the U.S. Based in Las Vegas, Nev., and headquartered in Charlotte, NC, AHP was founded in 2004 to serve the more than \$15 billion

market represented by annual expenditures for non-emergent illnesses. AHP programs and services can be accessed 24/7 by calling a single 800 number anywhere in the U.S. The firm has teamed network physicians with hospitals partners in every market served to assure expedited triage in hospital emergency room and access to inpatient services when required. U.S. trained board-certified physicians who are familiar with local hospitals, practice patterns and specialists lead all AHP networks. For more information about American Healthcare Physicians, contact Andrew Jacobson at 704-643-7205

#