



For Immediate Release

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InRoomMD Activates Toronto Network for Travel Healthcare Concierge
- Healthcare innovator Thomas Burko, MD, named Regional Medical Director -

(June 25, 2007) Charlotte, NC – InRoomMD, a travel healthcare concierge for visitors to the most popular North American destinations, has named Thomas Burko, M.D., Regional Medical Director for its Toronto, Ontario healthcare network. Dr. Burko, will oversee the delivery of quality healthcare services for InRoomMD participants visiting the Toronto area. He is the founder, CEO and Medical Director for MedVisit Doctors Housecall Service.

InRoomMD offers concierge-style healthcare services including 24-hour in-room physician visits, prescription replacements, specialist referrals and access to emergency care both direct to consumers by subscription and as a benefit to groups insured by traditional or travel healthcare policies. Toronto is one of 15 North American cities in which InRoomMD will be operating by June 2007, including its flagship network in Las Vegas. InRoomMD will have active networks in 40 cities by year-end.

“Toronto is a natural choice for InRoomMD because of its popular appeal as an international business and leisure destination, and because it has the medical resources available to deliver our highest quality of care standard,” said InRoomMD president Andrew Jacobson. “Dr. Thomas Burko has not only the superior medical credentials we require, but also invaluable expertise as a healthcare delivery innovator.”

“InRoomMD has tapped into the needs of U.S. and other international travelers, and their insurance providers, for an alternative healthcare resource,” said InRoomMD Regional Medical Director Dr. Thomas Burko. “Travelers to Toronto will benefit from the option of quality in-room medical care and Toronto physicians will enjoy a practice model that allows them to engage in rewarding patient relationships while maintaining an income commensurate with the responsibility they assume.”

Dr. Burko attended medical school at McGill University and University of Toronto, receiving his M.D. from Toronto University. He was in private practice in California and Ontario from 1981 – 1988, when he founded MedVisit.

“Patients are increasingly interested in convenience when they contemplate healthcare services, while insurers are looking for cost effective options for quality care when policyholders are out of network,” Dr. Burko added. “InRoomMD is a good indicator for the future of healthcare delivery.

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.
- **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.
- **GetWell™**: Travelers not enrolled prior to trip departure and finding themselves in need of medical treatment can still receive the needed care using this fee for service InRoomMD program. Fee for service means that the traveler will be required to pay for medical services at the time they are administered.

* 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.

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/>> <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

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