



Choice Medical Services Signs Agreement with Cubanacan Turismo Y Salud, Cuba's Health Tourism Leader - Choice Sends U.S. Patient to Cuba, to Arrive Early Sept.

Choice Medical Services has arranged for an uninsured Georgia man to go to Cuba for low-cost medical care. He is expected to arrive in Cuba by early September for orthopedic surgery.

Separately, Choice has signed an agreement with Cubanacan Turismo Y Salud (Cubanacan Tourism & Health), that allows Choice to provide access to Cuba's leading hotels and resorts for use by its patients.

Winnipeg, Canada, August 28, 2007 --(PR.com)-- Helping it better serve consumers wanting to visit Cuba for affordable medical care, Choice Medical Services, a medical tourism firm, has signed an agreement with Cubanacan Turismo y Salud (Cubanacan Tourism and Health), the island nation's largest tourism property holding company.

Separately, Choice announced that a US patient from Georgia is expected to be in Cuba in early September to receive medical care.

Cubanacan Turismo y Salud oversees more than 25 of Cuba's finest hotels, luxury resorts, restaurants, and other tourism properties for serving health tourists. Among the group's hotels and resorts are the El Comodoro and Chateau Miramar, both in Havana, the Brisas Guardalavaca in Guardalavaca, and the Brisas Sierra Mar Los Galeones in Santiago de Cuba.

“Teaming up with Cubanacan allows Choice to provide our patients with the very best in medical care and access to fine resorts and hotel accommodations for a rapid and pleasant recovery” said Bill Doran, CEO of Choice Medical Services. Doran signed the agreement in a special August 3rd meeting with Dr. Andres Piloto, President of Cubanacan Turismo y Salud, at Cubanacan's corporate headquarters in Havana.

Cubanacan was pleased with the agreement which provides Cuba with greater access to the North American market.

“With Choice Medical Service's assistance, we look forward to welcoming many more patients that can benefit from Cuba's highest quality medical care and warm hospitality,” said Dr. Piloto.

According to the agreement, Choice can offer North Americans patients who are currently faced with extended wait times and exorbitant costs, access to safe effective and affordable healthcare. “We are very pleased with this contract as it helps patients with their medical needs, it supports the Cuban economy and aids the Cuban people, and it reduces pressure on the healthcare system here at home,” said Doran.

Georgia Patient To Head to Cuba

An uninsured American man from Georgia will be the next patient that Choice will bring to Cuba. Doran says the patient will be going for an orthopedic surgery.



“He's very pleased to be able finally solve his medical issue and get on with his life. The cost is very reasonable, the care is high quality and the patient can recuperate in a tropical oasis. Who could ask for more,” said Doran.

Website Traffic Builds

While Choice Medical Services launched its Canadian and US marketing activities in early July, Doran says the firm has been excited by the strong initial consumer response.

“Based on our website traffic, with each day, we've had a growing number of visitors from across Canada, the US, and other countries,” said Doran. “So far, our confirmed patient figures have been on track with our goals.”

Major Cost Savings

For a cost comparison of common medical procedures performed in the U.S. versus in Cuba (all figures US\$; for all Cuba figures, source is ChoiceMedicalServices.com):

Hip Replacement US: \$60,000 Cuba: \$8000 Savings: 86 percent

Appendectomy US: \$19,000 Cuba: \$4869 Savings: 75 percent

Tummy Tuck US\$5063 Cuba: \$2644 Savings: 48 percent

Consumer Contact

Consumers can call Choice toll free at 1-866-672-8284, or, visit its website at www.choicemedicalservices.com (From outside the U.S. and Canada, call 1-204-927-3721.)

Based in Winnipeg, Choice Medical Services is a leading privately owned medical tourism firm that helps consumers worldwide to access safe and affordable medical care in Cuba. Obtaining healthcare in Cuba, patients can save up to 80 percent off of high U.S. costs. Choice's patients typically are Canadians that cannot endure waits of up to three months or more for care, and uninsured and underinsured Americans, many of which otherwise would be unable to afford the proper healthcare. All procedures are conducted by licensed and experienced doctors, nurses and their staff. Choice will be adding more treatment destinations in coming months.

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