



Choice Medical Services to Add Australia & Other Worldwide Treatment Destinations; National Survey Finds Strong Consumer Interest in Medical Tourism

Choice Medical Services, a leading medical tourism firm helping North American consumers to receive medical care abroad, plans to add Australia and several more treatment destinations in the next 18 months. This comes after the new "2008 Survey of Health Care Consumers" found that nearly 40 percent of consumers would consider having an elective procedure performed abroad if they could save half or more, and be assured that quality was equal to or better to what they have in their own country.

Winnipeg, Canada, March 19, 2008 --(PR.com)-- Choice Medical Services, a medical tourism firm helping North American consumers to receive medical care abroad, plans to dramatically expand its patient treatment options soon by offering them greater “choice” in managing their care in coming months. Over the next 18 months, Choice expects to offer its patients the option of five to 10 new international treatment destinations where they can receive high quality care and possibly take a vacation, according to company CEO John Stinson.

“Returning recently from a business trip to Australia, I discovered their healthcare system is ready and excited to have Canadians and Americans visit and access medical treatment. The Australian healthcare system offers world-class care, and provides affordable treatment options in comparison to the cost of many procedures in the U.S. People that travel 'down under' for healthcare services can enjoy a vacation as well in one of the most beautiful and diverse places on the planet,” said Stinson.

“With the growing demand for affordable medical care and increased awareness of medical tourism, we expect to add Australia and several more treatment destinations to our roster over the next six to 18 months.”

Choice is also considering several treatment locations closer to home. In a few weeks, Stinson will travel to Barbados to meet with health and tourism business leaders and government officials from 20 Caribbean nations that are eager to provide healthcare services to their North American neighbors.

An expansion of treatment locations seems fitting for a company named “Choice.”

“Australia is perfect for a variety of orthopedic procedures, while Jamaica has an international reputation for some cardiac diagnostic procedures and Costa Rica is renowned for its cosmetic surgery. And so on. With each additional treatment destination we will give patients a greater choice to obtain the safe and high quality treatment they need to get better again, and, as an added bonus, they can enjoy a leisurely vacation,” added Stinson.

Currently, Choice provides medical tourism treatment in Canada, Cuba and Costa Rica.

“Many North American hospitals and medical centres have evolved to specialize in the treatment of



specific conditions, and it is only appropriate that international healthcare service destinations, are developing their own specialties as well,” said Stinson.

Stinson, who served as an Assistant Deputy Minister with Manitoba's provincial health department, emphasized that before adding more treatment locations, Choice will thoroughly review each destination and its medical capabilities, including having its management and leading North American physicians visit the sites to ensure that they meet or exceed Canadian standards.

To underscore the strong interest in medical tourism, a recent national survey, the "2008 Survey of Health Care Consumers," found that nearly 40 percent of consumers would consider having an elective procedure performed in a foreign country if they could save 50 percent or more, and be assured that the quality was equal to or better than what they have in their own country.

Choice provides safe, high quality and affordable medical tourism services to patients from North America and worldwide. Among the common procedures that patients seek are orthopedic surgery, dental treatment, cosmetic surgery, and obesity management. Costs are typically about 50 to 80 percent lower than those at U.S. hospitals. Patients are generally Canadians seeking treatment not covered by Canada's Health Act and those that have been waiting too long for necessary treatments, along with Americans that are uninsured or underinsured.

To learn more about Choice, visit its website at www.choicemedicalservices.com or call toll-free 1-866-672-8284. (From outside the U.S. and Canada, call 204-927-3721.) Choice is part of the Jorgenson Group of Companies, a private Canadian firm providing medical, healthcare, technology and hospitality services.

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