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New Patient Education Website for Orthopaedics Unites Patients, Physicians and Manufacturers

December 8, 2011 – Fort Wayne, Indiana

CompareOrtho announced today plans for the launch their new website platform which educates joint pain sufferers about orthopaedics and unites them with orthopaedic specialists. CompareOrtho.com, while under development for over a year, is scheduled to launch the beta version of its website in Q1 of 2012. The website, designed specifically for patients, caregivers and surgeons, intends to educate their audience about symptoms, treatment options and differences in orthopaedic devices. Through the new online platform patients can easily search for and find specialty trained surgeons and schedule consultations. Additional product information can also easily be requested directly from a wide range of medical device manufacturers.

“We have found that the majority of patients that have a hip or knee replaced don’t know much about the procedure or even realize that different device manufactures exist. More importantly, there are differences between these devices”, says CompareOrtho.com Media Director, Mike King. “Our goal is simple: educate patients about orthopaedics and then help them find great orthopaedic specialists so they can receive the best treatment possible.” CompareOrtho.com has been developed to be the new platform that educates, empowers and unites patients with orthopaedic specialists. By integrating Microsoft HealthVault® into their platform CompareOrtho is able to provide a privacy and security enhanced means to educate patients and support surgeons.

For healthcare providers, search engine optimized profile pages and integration of existing social network platforms are provided by CompareOrtho. Customized profile pages and social network integration, available to all members, allow patients a means to search, find and quickly learn about a healthcare provider and their practice. Patients can easily request consultations online through the CompareOrtho website. These and other features such as post-op monitoring and communication tools will also be available. All these tools and features are designed to increase the patient experience, patient outcomes and reduce healthcare cost.

Medical device manufacturers can submit detailed product information including literature, surgical techniques, pictures and videos to the website for patients and surgeons to learn more about. The website’s analytical tools allow manufacturers the ability to gauge interest in their products from both surgeons and patients.

Various features within the new website:

- Unites patients, physicians and device manufactures
- Educates and empowers patients about their condition with targeted content
- Centralized content simplifies learning and finding orthopaedic specialists
- Provides unbiased comparison of devices from different manufacturers
- Schedule consultations online
- Simple, clean, easy to navigate user interface
- Free to all potential patients and caregivers

CompareOrtho.com is an independent and unbiased Internet-based resource for educating patients and supporting surgeons. CompareOrtho does not recommend or endorse medical treatments, physicians, medical devices, or device manufacturers.

For inquires about the website, advertising or investor relations please send emails to mike.king@CompareOrtho.com