



Waconia hospital is founding investor in online health matchmaking, appointment service

“wellclicks” to launch in southwest metro this summer

To help consumers navigate their health care options, nonprofit Ridgeview Medical Center of Waconia has helped create a for-profit company that matches users with providers online.

“wellclicks,” which also arranges appointments, is scheduled to launch in the southwest metro this summer. The business lists specialists in dental, eye, chiropractic, complementary alternative medicine and mental health.

Ridgeview is a founding investor. Ridgeview President and CEO Robert Stevens is also wellclicks’ president and CEO.

“I felt it was important ... to challenge ourselves to be innovative in responding to the needs of health care consumers in a way that could potentially also create alternate sources of revenue for the organization,” Stevens said in a news release.

The specialists represent a fragmented market in which it is often difficult for consumers to find the right practitioner, the release said. The service allows users to define their preferences and view relevant profiles, streamlining their search. Providers can present their qualifications and services and schedule first-time appointments.

The company is beta testing its software and recruiting the five types of medical providers. It hopes to grow into other metro areas across the nation and may expand to encompass other types of providers, according to the release.

For more information, visit www.wellclicks.com/.

Source: Minnesota Hospital Association Newsline, May 8, 2009