

Matchmaker with a medical prognosis

welclicks finding way to match consumers, docs

By Keith Anderson
Editor

In a world where people seek instant answers to their questions, welclicks may be just what the doctor ordered.

The online product was conceived by Ridgeview CEO Bob Stevens a few years ago, but now the medical matchmaking site is ready to blaze a trail on a keyboard near you.

The site is designed to allow users to find doctors and other medical practitioners through a comprehensive matchmaking process. By defining what it is a user wants in a doctor, from years of experience, their gender, their speciality even something as simple as their hobbies, users can locate the doctor that seems to be the perfect fit for them. Doctors have loaded detailed profiles to the site, including their educational experience, their specialties, their years of experience, even a photo of themselves. All of this is obtained by users

by identifying the most important attributes that they desire in a doctor.

According to co-founder and executive vice president Lisa Suchy, the program took an estimated two years to develop, test and eventually fine tune. It launched in July (welclicks.com) of this year and is targeting the southwest metro area.

Suchy said what separates welclicks from other online directories is the matchmaking component. "There are a lot of directories out there, but none that are doing the matchmaking piece the way we are," she said.

She and co-founder Mark Prondzinski hope the site becomes so successful that it eventually expands to the entire Twin Cities market, and eventually nationwide. Already welclicks has 32 organizations signed up with matchmaker information listed. The largest participant is Ridgeview. Some of the physicians are even taking appointments through the site. **welclicks/Page 12**



Mark Prondzinski and Lisa Suchy are the co-founders of welclicks, an online medical matchmaking site that allows users to find doctors that fit their needs. The locally-created site was activated in July of this year.

Online matchmaking site connects consumers with docs

welclicks/From 9

Suchy said the goal now is to continue to add more physicians to the site, creating a more robust experience for users. "Obviously the more doctors that we have listed, the more variety that people have when trying to choose. So we are spending a lot of time introducing ourselves to various doctors and clinics around the area.

Perhaps the greatest appeal of the site to users is that it's free.

To offer even more exposure to the site, this Saturday 11 local health and wellness providers are opening their doors to participate in the welclicks@Wellness Hunt.

On Saturday, Oct. 24 from 10 a.m. to 2 p.m., welclicks is promoting a tour of health and wellness for individuals and families. The Wellness Hunt will be held in the southwest metro

cities of Chanhassen, Chaska, Eden Prairie, Excelsior, Victoria, Waconia and surrounding communities. The event is intended for anyone interested in exploring their local health and wellness options. Each of the participating locations will conduct their own open houses on site.

Go to the welclicks website to win \$100 in welclicks Wellness Bucks that can be used for services offered by healthcare providers on welclicks.com. You also have the opportunity to win wellness services from participating organizations, and their locations are easy to find with the help of a printable map available

on the website. To register to win and learn more about the event, visit: <http://www.welclicks.com/wellnesshunt>.