

## Dublin-Based Healthcare Search Engine WhatClinic.com Acquires UK's Largest Dental Booking Website

- **WhatClinic.com is the world's most comprehensive marketplace for private healthcare with a strong focus on dental, plastic surgery and medical aesthetic clinics**
- **Toothpick.com is the largest real-time booking site for dental treatments in the UK and in the past two years has delivered over 350,000 bookings**
- **Toothpick is backed by leading European investors, Passion Capital, EC1 Capital and 1 Seed**
- **WhatClinic is backed by Delta, Mianach and Enterprise Ireland and employs over 60 staff in its Dublin HQ**

**Monday 9<sup>th</sup> November, 2015, Dublin:** Leading healthcare comparison site [WhatClinic.com](http://WhatClinic.com) today announced its strategic acquisition of UK dental booking site Toothpick.com. The move will introduce the frictionless booking of Toothpick's software to more than 11,000 UK dental clinics listed on WhatClinic.com. WhatClinic has been dubbed the 'Tripadvisor of private healthcare'. This acquisition will fast-track the site's move towards real-time booking for its million plus monthly users.

WhatClinic's founder Caelen King said: "Toothpick has worked incredibly hard to offer a seamless end-to-end booking solution that works effortlessly for dentists. 1.7 million patients use our site every month and we are committed to providing them with the fastest, most comprehensive service when it comes to finding and booking treatment. Our acquisition of Toothpick allows us to significantly improve our offering for all patients who are looking for dental treatment. We look forward to rolling out real-time booking for all routine dental clinics in markets outside the UK over the coming months."

Toothpick's founder, Sandeep Senghera said: "Since 2013 we have worked closely with dentists in the UK to ensure their spare appointment availability (now totaling over 3 million live appointments slots) is automatically published online. This is just the beginning, by joining forces with WhatClinic, we are able to open up our easy to use booking features to patients and clinics all over the world. It's an exciting step for the Toothpick team."

[WhatClinic.com](http://WhatClinic.com) has listings for over 120,000 private clinics in over 130 countries around the world. It provides consumers with access to up to date information about treatment availability, pricing and genuine patient reviews for a wide range of private treatments, including dental, medical aesthetic, plastic surgery, fertility, bariatric and more. It has helped 60 million patients find treatment since it launched in 2007.

**ENDS**

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**Notes to Editor:**

Photocall Ireland will issue launch photography to national photodesks on Monday 9<sup>th</sup> November. Please contact Photocall Ireland on 01-8747124 with any queries.

**About WhatClinic:**

[WhatClinic.com](http://WhatClinic.com) is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin. Since its launch, over 60 million people have visited the site to find, compare and book treatments across a wide range of elective medical treatment.

## **About Toothpick.com:**

Since launching in 2013, Emergency Dentech Ltd has facilitated over one million bookings through a range of dental software products including Widget, Recall and dental marketplace Toothpick.com. Emergency Dentech Ltd was founded in 2012 by dentist Dr. Sandeep Senghera and Jozef Wallis, so far receiving two seed rounds of funding for undisclosed figures, the latest from London's EC1 Capital and Passion Capital, who specialise in early-stage investment.