

## **GLOBAL HEALTHCARE SEARCH ENGINE LAUNCHES IN AUSTRALIA**

**WhatClinic.com, a ‘Tripadvisor for private clinics’ leads a major expansion into the Australian private healthcare market.**

- More than 6,500 private practices around Australia are already listed on the site, with a focus on private dentistry, plastic surgery and medical aesthetics.
- The site plans to expand its service to over 10,000 clinics in the next six months.
- The site has over 1.2 million unique visits to the site every month.
- Reviews on the site are particularly popular with Australian medical tourism patients thinking of travelling to Thailand, Malaysia and the Philippines.

### **Monday 1st December 2014**

WhatClinic.com, a comparison website for private doctors, dentists and other healthcare practices, is expanding across Australia to meet the growing demand for information about private clinics. With detailed listings for more than 6,500 clinics already on the site, the team behind the online offering plans to reach 10,000 in the next six months. Each listing provides information on location, opening hours, treatments, prices and staff. It also empowers consumers to write reviews, and gives clinics scores based on customer service, responsiveness and patient feedback.

WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is in operation in 127 countries. The company is based in Dublin, Ireland with supporting operations in Brazil, Mexico and Poland.

Alongside doctors, dentists and cosmetic surgery clinics, the site is also the go to comparison site for physiotherapy, fertility, hair transplant and a wide range of holistic clinics. The site serves patients with all the information needed to make well informed treatment decisions, and book a clinic that is right for them. Clinic owners can use the site to engage with reviewers and to help them be found online, as well as showing their clinic availability to increase online bookings.

Research indicates that online healthcare decision making is growing – according to the company, 15.7 million people visit the site every year to find and book clinics. Australia is viewed as being a strategic region in terms of the company's growth.

The total number of patients enquiries sent to Australian clinics through WhatClinic.com has increased by 118% in the past year alone.

Since opening the service up to Australian practices and patients, the site has recorded almost three quarters of a million visits in the region. Plastic Surgery, Dentistry, and Medical Aesthetics, along with Physiotherapy and Beauty salons are key focus areas, and thousands of each clinic type have joined the site in preparation for the launch.

Breast implants, dermal fillers, and dentures are some of the most popular treatments amongst Australian users, with enquiries up respectively by 213%, 381% and 89% since the initial launch within the region, with patients making significant savings on the site.

**Caelen King, CEO, WhatClinic.com comments:** “We are delighted to be officially launching in Australia where our focus will be on empowering patients with easily accessible information to help them make well informed decisions about where to source the right treatment for them.

“Whether at home or overseas, we want patients to have extensive choice as well as guidance through the confusing, and sometimes overwhelming, world of private healthcare.

“While Australia is quite literally the other side of the world to where the company started, we have had a fantastic welcome from both clinics and patients. It proves that no matter where you live, there is a real and growing need for up-to-date, independent information about private healthcare, which is what we deliver to millions of patients every month. We’re delighted that our service is now up and running down under.

– ENDS –

**For more contact:**

Emily Ross | Director of Communications | [WhatClinic.com](http://WhatClinic.com)  
[eross@whatclinic.com](mailto:eross@whatclinic.com)

**About WhatClinic.com**

[WhatClinic.com](http://WhatClinic.com) is a clinic comparison site that lists over 100,000 clinics globally. WhatClinic.com’s mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in 127 countries.