

## Irish start-up aims to hire 26 new staff, doubling its Sales and Customer Care teams

*Global healthcare comparison site Whatclinic.com empowers patients with prices and reviews*

**Wednesday 19th August, 2015:** Global healthcare comparison website Whatclinic.com, headquartered in Ireland, announced today its aim to double its sales and customer care teams thanks to the rapid expansion of its business across the world. A first-of-its kind search engine company, Whatclinic.com empowers patients in their search for medical treatments. The company plans to hire 26 new staff in Ireland over the next 12 months to keep up with the ever-increasing 1.5 million users who visit the website each month.

Whatclinic.com enables patients to compare and review over 120,000 private healthcare clinics across 135 countries worldwide. This unique offering, combined with online booking and independent price checks, allows consumers to make an informed decision on the medical treatment they choose.

In its infancy, the healthcare search engine company began in the Dublin home of entrepreneur Caelen King who had personally experienced the lack of access to useful information on medical procedures. Since 2006, Caelen and his team have driven Whatclinic.com into a dedicated one-stop-shop for information on elective treatments available across the globe. The company now employs 60 people in its Dublin HQ - with a small number of colleagues based in Poland and Brazil - and has experienced a 50% increase in staff year-on-year for the past three years.

Commenting on the rapid growth of the company, Caelen said, *“We want to change the world by increasing access to information to help drive down the cost of private healthcare and provide transparency around quality of treatment and cost. The consistent growth of visitor numbers to Whatclinic.com shows that there is a growing need for independent, trustworthy information around private healthcare.*

*“We are on the search for ambitious and dedicated talent who will support our commitment to patients. We have a strong team of innovative and inspiring people and we are looking to build on this by doubling our sales and customer care teams as we expand our consumer offering into global healthcare markets.”*

Since its launch, more than 60 million visitors have used Whatclinic.com’s expert technology to find, compare and book a variety of procedures across a wide range of elective, self-pay medical treatments. The most common enquires are for GPs, dentistry, hair loss treatments, medical aesthetic procedures and plastic surgery.

Whatclinic.com has over 1,800 customer clinics in 64 different countries, and 95% of its revenue is export based, with the UK its biggest market. This year, the company will increase its focus to reach more consumers in the United Arab Emirates and Turkey, with further expansion into global markets planned for 2016. In order to support this growth, Whatclinic.com is looking to increase its team by hiring new people to fill roles in sales, engineering, marketing and customer care. For more information please visit [www.whatclinic.com](http://www.whatclinic.com).

**ENDS**

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**Notes to editor:**

**How Whatclinic.com began:**

On a rock climbing trip around South East Asia, Caelen King found himself in need of a small medical procedure, but quickly realised he didn't know where to go or how much he could expect to pay. He found a clinic as best he could and went ahead with the treatment. A few years later, back in Ireland, he found himself in almost exactly the same situation; even at home he found it hard to get access to useful information such as location, pricing and patient feedback. From further research, Caelen recognised a gap in the market and decided to create a search engine company specifically for elective healthcare clinics. Since its inception in 2006, Whatclinic.com has continued to evolve and expand each year to become a leading source of information for patients to compare and review clinics across the globe, with online booking and independent price checks. Now, with access to over 120,000 clinics across 135 countries worldwide, patients can make an informed decision on elective medical treatments as conveniently as possible.

**Caelen King Biography:**

Before creating Whatclinic.com, Caelen King was Vice President of Product at NewBay Software and a key member of the executive management team that revolutionized the Mobile Operator market with social mobile web applications. Previous to NewBay Software, Caelen led the marketing of Baltimore Technologies' (London:BLM) flagship product, UniCERT. He is an avid rock-climber, as clinging for dear life to the side of a mountain is a relaxing break from running WhatClinic.com.