

WhatClinic.com and The Pronto Network announce strategic platform integration for end-to-end ‘search and book’ for patients

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WhatClinic.com and the Pronto Network today announced a strategic partnership that integrates TM2 and PPS practice management software with WhatClinic.com’s site functionality. The integration means that WhatClinic’s availability and booking functionality can fit seamlessly into practice management software for the thousands of clinics that use TM2 or PPS software. The integration will help these clinics to find and book more patients, while saving front desk staff time on scheduling and confirmation.

For patients, the new partnership allows a full end to end service that takes them through searching, comparing and allows them to book an appointment, all on one site.

WhatClinic’s CTO, David Roe comments: “We are excited to partner with the Pronto Network, who have a deep understanding of practice management issues for musculoskeletal therapists. Their expertise has allowed us to tailor WhatClinic’s online search, find and book capabilities to make life better for patients seeking treatment.”

The Director of Blue Zinc, creators of the Pronto Network, Kyle Lunn comments: “Together with WhatClinic.com, we are building solutions that increase productivity, drive efficiency and give competitive advantage to our customers. This integration allows us to add an extra layer of value to our product, and helps our clients find and reach more patients, which is a key advantage in today’s increasingly digital health environment”

– ENDS –

Notes to Editors

The integration provides the following features for clinics running TM2 or PPS software:

- Appointment dates and times will remain under the clinics control and patients will only see the appointments that the clinic has made available online.
- Patients booking through WhatClinic are sent safely and securely into the clinics' TM2 or PPS system
- The integration allows the patient record to be created automatically with real time generation of an appointment into the clinic's diary.
- The process is seamless, reducing friction and generating no extra work for the clinic.

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About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally. Last year 15.7 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. 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.

About Pronto

Created by Blue Zinc IT, the Pronto Network is a first for the rehabilitation industry, which transforms how patient referrals are made. With the Pronto Network, referrers can link directly with clinics, securely and in real time. So life for the referrer, clinic and patient is improved. Blue Zinc was founded in 2003 by Kyle Lunn and Ronnie Johnson and their flagship product TM2 is predominantly aimed at the musculoskeletal private practice market.

If you would like any additional information, please visit <http://www.pronto-network.com>. For press queries for WhatClinic.com please go to about.whatclinic.com/press