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POWER!

Web site takes on health care quality

AUGUST 17, 2008

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A local startup company is taking on two major issues important to Michiganders, job creation and health care quality.

ADVERTISEMENT WhereToFindCare.com hopes to add hundreds of jobs while improving access to quality health care. They're lofty goals, yet the business is optimistic it will reach those goals with its new Web site, www.WhereToFindCare.com. The site is meant to steer consumers to the highest-quality health care facilities and compile patient experiences for facilities to use to improve their services.

"With all the new services we're currently developing, our goal is to grow to at least 100 employees in the next several years," said company co-founder Barbara O'Connell of Westland.

WhereToFindCare.com is a Michigan-based startup that seeks to empower people in health care decision making. The firm provides a free Web site that combines quality and satisfaction data of many different types of health care facilities and presents them in a clear, concise format which eases patients'

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decision making process. It also allows patients, families and visitors to rate the care they received so that others may benefit from that knowledge.

In addition to ratings, visitors to WhereToFindCare.com can also view quality data and browse amenities, photos and virtual tours of participating facilities. Consumers use the site for free and health care facilities may purchase upgraded home pages. In order to promote health care improvement, facilities may view their ratings and comments any time, free of charge. The site's data base includes free clinics, hospitals, dialysis centers and nursing homes, among others.

According to O'Connell, the company has three full-time employees and contracts services from several Detroit-area companies and individual professionals. Depending on how successful the Web site is in 2008, the company may hire up to 10 employees in 2009, including sales, marketing and support staff. It plans to hire at least two sales representatives in 2009 regardless of 2008 performance. O'Connell added that WhereToFindCare.com's market is large enough to sustain growth requiring the support of hundreds of employees.

For more information, go online to

www.wheretofindcare.com/contactus.aspx or e-mail Barbara O'Connell at boconnell@wheretofindcare.com.

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