

Private Healthcare Search Engine WhatClinic.com Acquires Dental Booking Site Toothpick.com to Bring Real-Time Booking to South Africa

- Just one year after its launch in South Africa, global private healthcare comparison site WhatClinic.com makes strategic acquisition to bring real-time online booking to private clinics.
- Toothpick.com is the UK's largest real-time booking platform and Whatclinic plan to roll out real-time booking to strategic locations, including South Africa.
- With almost seven hundred private clinics now listed in South Africa, the purchase of Toothpick seamless end-to-end booking will greatly empower patients looking for better online choice.
- WhatClinic.com is the world's most comprehensive marketplace for private healthcare with a strong focus on dental, plastic surgery and medical aesthetic clinics.
- WhatClinic.com is backed by Delta Partners and Mianach Venture Capital.

Monday 16th November 2015: Leading healthcare comparison site 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 hundreds of clinics listed in South Africa. WhatClinic has been dubbed the 'Tripadvisor of private healthcare'. This acquisition will fasttrack 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 in the UK, and we look forward to adding that to our offering in key markets like South Africa. 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 patients who are looking for routine treatments at home and abroad.”

Toothpick’s founder, Sandeep Senghera said: “Since 2013 we have worked closely with dentists to ensure that their spare appointment availability (now totalling over 3 million live appointments slots) is automatically published online. By joining forces with WhatClinic, we are able to open up our easy-to-use booking system to many more patients and clinics, not only in the UK but all over the world. It’s a very exciting step for the Toothpick team.”

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.

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About WhatClinic:

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.

