



Media Contact:

CPR for YourCity.MD

Joelle Caputa; jcaputa@cpronline.com

201.641.1911 x54

**Hawaii Business Health Council Chooses YourCity.MD as Exclusive Local
Healthcare Website for Employer Members and Their Employees**

CINCINNATI – May 23, 2012– [YourCity.MD](http://www.YourCity.MD) (YCMD), the first and only healthcare information and resource platform providing every community in the nation with access to local health information, providers and services, announced today that the Hawaii Business Health Council (HBHC), a consortium of employers dedicated to identifying solutions for the cost and quality of healthcare in Hawaii, has chosen YCMD as its exclusive, local healthcare website for its 27 member employers and 110,000 employees. This relationship is expected to include the roll-out of wellness programs that will include a point/reward system for members based upon their health and wellness needs.

Gary Allen, executive director of the [Hawaii Business Health Council](http://www.HawaiiBusinessHealthCouncil.org), explains, “YourCity.MD fills the need for localized healthcare resources, giving each member employer the option to tailor the site based upon the particular healthcare needs of their workforce. The rating feature lets healthcare providers respond to feedback and engage with consumers.”

Hawaii follows on the heels of [The Employers Health Coalition](http://www.TheEmployersHealthCoalition.org) of Ohio (EHCO) and its subsidiary, Employers Health Purchasing Corporation of Ohio which utilizes YCMD as its primary repository for physicians and for the employees of its 300+ employer members. YCMD will customize all coalition sites for free on a first-come first-serve basis.

Joseph Benza, founder and CEO, YCMD, adds, “We are proud to be working closely

with what is a growing roster of forward-thinking coalition leaders focused on improving the health of Americans. YCMD takes the lead as the only localized healthcare platform on the Web, and it is becoming evident that a growing number of major employers now recognize the benefits of recommending YourCity.MD to their employees.”

About YourCity.MD

YourCity.MD, LLC provides free tools, services and effective, HIPAA-compliant communications for patients and providers in [over 500 cities and states](#). YourCity.MD provides consumers one-stop access to local healthcare providers and high-quality medical content to help them make better healthcare decisions for themselves and their families. In addition, the site gives providers free productivity tools and the ability to increase patient referrals. YourCity.MD is currently partnering with media, employers, medical consultant/sales organizations, payers and other healthcare companies. To request partnership details, contact support@YourCity.MD.