

## **ZocDoc A Sweetheart of a Deal for Manhattan Area Patients and Doctors**

*After 5 Months of Matching Patients and Dentists, Real-Time Online Scheduling Service Launches with Doctors on February 14, 2008. Startup successfully quintuples supply of dental appointments, follows patient demand to turn on doctor capabilities with primary care medical appointments in the New York City Area*

New York, NY ([PRWeb](#)) February 11, 2008 -- [ZocDoc](#), a new company that provides an online channel for consumers to find and book doctor and dentist appointments instantly, today detailed its momentum and plans, five months following its launch at the prestigious TechCrunch40 conference. Growth has been explosive, with a five-fold increase in the available dentist appointments for patients to choose from. The service has been embraced by patients in New York City, with the number of scheduled appointments doubling month over month. This keeps the over 50 dentists who and are using the ZocDoc service busy, and ZocDoc is working down its waiting list of several hundred healthcare professionals to keep up with demand.

### Patients Embrace ZocDoc

"It is more than just the numbers," said co-founder and MD, Oliver Kharraz, "it is the kind of help we can provide our users. We recently heard from someone who was in severe pain and booked an appointment to be seen less than an hour later. Another user just moved to New York and found the reviews extremely helpful. We are happy to get such feedback and we are listening to requests to expand our service, all while ensuring the experience is at the quality we demand, for our patient users, and the dentists and doctors who are working with us to build the most professional, sophisticated online appointment system available."

### Dentists Sweet On ZocDoc

And that quality comes through loud and clear with a long list of happy dentists - and patients - willing to stand up and talk about the value of ZocDoc.

Dr. Steven Sarin, a midtown Manhattan dentist, said, "ZocDoc is very well executed, and has already been a great adjunct to my business, bringing me great new patients. There is obviously a huge need for such a service, but only ZocDoc is as professional as my own personal standards."

"I've been using ZocDoc for several months and am thrilled with the results," said Dr. Jason Holden, another midtown dentist. "The ZocDoc execs are a pleasure to work with and the service really makes sense. I pride myself on utilizing new technologies to provide optimum oral health while maximizing patient convenience. I definitely consider ZocDoc a key component of that full experience and am proud to be part of its network."

### ZocDoc Expands to Primary Care Doctors: Now also good for Heart-Ache

Today, ZocDoc turns on the next evolution of its service: primary care medical doctor appointments in the Manhattan area. Patients can log on to [www.zocdoc.com](http://www.zocdoc.com), find a doctor and book an appointment today. This service is still in the build-out phase as additional doctors are welcome to sign up to have their information and open appointments available for ZocDoc patient users. "We have a back-log of doctors, but we are adding resources to help us expand faster. We have seen a lot of interest to expand our service to other cities, and we plan to do so soon," explains Cyrus Massoumi, co-founder and CEO.

### ZocDoc Patient Features

ZocDoc is like OpenTable, which uses the Internet to enable consumers to make reservations at their favorite restaurants very quickly, often taking advantage of last minute openings. ZocDoc improves a system that, until now, was frustrating for patients, inefficient for dentists and doctors, and far too complex and lengthy for everyone.

ZocDoc's website is fast and easy-to-use and eliminates previous frustrations such as being put on hold or waiting weeks for an appointment. Additionally, ZocDoc features insurance validation to ensure the doctor of your choice is covered. ZocDoc also puts consumers back in the driver's seat when making healthcare decisions by providing them with detailed background information on all participating physicians and dentists. This includes feedback from previous patients, in a reviews feature similar to those from services like eBay and Yelp. These reviews are unique because only real patients can leave feedback, and only after an appointment has taken place.

### ZocDoc Doctor Benefits

Participating physicians and dentists benefit greatly from the ZocDoc service as well. ZocDoc helps healthcare practitioners grow their practice by giving them wider visibility on the web, as well as attracting new patients, particularly for those practitioners with strong patient reviews and feedback. In addition, ZocDoc improves the efficiency of a medical business, helping alleviate productivity lost from last minute cancellations by filling those times with other patients. Even the best doctors have a handful of cancellations every day that may be lost and wasted, ZocDoc helps fill those times.

### About ZocDoc

ZocDoc is a NYC-based start-up founded in April 2007 by serial entrepreneurs Cyrus Massoumi and Oliver Kharraz, MD, who combine to bring 9 years healthcare technology experience from McKinsey, as well as extensive entrepreneurial experience. For patients, ZocDoc delivers an online service to find and book doctor and dentist appointments in real time, anytime. For doctors, ZocDoc is a new channel by which to reach prospective patients, and an easy way to fill open appointments, maximizing efficiency of their practice. The ZocDoc vision is to use the Web to make healthcare simpler. More on ZocDoc can be found at

<http://www.zocdoc.com>

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