**PRESS RELEASE**

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**Pravan Health Group and Putnam Bridge are jointly investing over $3 million to create**

**Puerto Rico’s first integrated health and wellness facility at Ciudadela: a significant contribution to improving the island’s health care.**

***June 6, 2017, San Juan, Puerto Rico*** *–* It is not a secret that the health care sector in Puerto Rico is in crisis, with quality care being limited and difficult to access. It takes like-minded visionaries who passionately believe in the future of Puerto Rico to transform the Island’s approach to health care.

Preventive medicine and wellness programs are universally recognized as the key to improving healthcare. Based on that conviction, a team of entrepreneurs and health care experts created Pravan Health Group - the first holistic health and wellness platform in Puerto Rico. Pravan Health Group’s purpose is to inspire a healthy lifestyle. The company’s platform provides technology-driven and patient-centered access to health services based on an integrated model that incorporates wellness, preventive healthcare and urgent care.

“There is an increasing cross-generational focus on wellbeing. Consumer awareness is building around the importance of nutrition and the potential to prevent and treat illnesses with changes in diet and exercise. However, most people don’t have a trusted medical partner to help them navigate medical, nutritional, wellness and lifestyle choices. Pravan Health will provide a much needed proactive and preventive healthcare practice in Puerto Rico,” said David Melchor, founding partner and CEO of Pravan Health Group.

Nicholas Prouty, Managing Director of Putnam Bridge, believes in business with a higher purpose – beyond just profitability – business that makes a long-term difference. At Ciudadela he has shaped a model of new urbanism that is stimulating renewal and development all around Santurce. It’s helping to lift the local economy, create jobs and rebuild the new Puerto Rico, one block at a time. He has a proven track record of finding and developing successful projects for Puerto Rico.

At a chance meeting between the principals of Pravan Health and Mr. Prouty, it was evident that they shared the US Surgeon General’s vision of “working together to improve health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness”. Mr. Prouty immediately saw the perfect fit with his vision of Ciudadela and he was so convinced of the project’s potential that he partnered with Pravan Health to build the first and only concierge medical clinic and wellness center in Puerto Rico.

This state of the art of the facility has three components to be developed in phases. For the first two phases, the joint investment is estimated at $3 million.

* **Phase I: Pravan Clinic** - a 3,500 square foot membership-based concierge medical clinic focused on prevention and wellness within a sophisticated environment that provides easy and 24/7 priority access to a network of Puerto Rico’s leading doctors and specialists, nurses, care coordinators, nutritionists and wellness coaches. It is projected to open in August of 2017 and create over 50 jobs.
* **Phase II: Pravan Wellness** - a 10,000 square foot state-of-the-art, member-based wellness center and social club in a Zen-style ambiance, offering advanced wellness and preventive programs to help people achieve optimal health through an integrated model combining Eastern and Western therapies. The Center includes a social club with a restaurant and juice bar, a large salt-water pool and a wellness center with a variety of offerings such as medical spa, doctor-led fitness programs, high-tech medical esthetics, wellness products and healthy supplements, nutrition courses, community events and activities, and mindfulness practices. Corporate wellness packages will also be available. The Center is projected to open in December of 2017 and create over 30 jobs.
* **Phase III: Pravan Foundation** – Pravan Health Group believes in having a social impact by giving back to the community. The Foundation is a philanthropic non-profit organization with the mission of promoting the development of healthier lifestyles in socially and economically challenged communities. A portion of membership dues, together with donations from fundraisers, will be channeled through the foundation to inspire and help local families and communities with lower resources to lead healthier lives through prevention and education initiatives. It is projected to launch in the third quarter of 2018.

***Pravan Health’s member services***

Members will improve their health and self-image with personalized wellness programs and high-tech treatments. After an initial in-depth assessment, each member follows a comprehensive wellness plan tailored to their unique medical history and needs, with regularly scheduled follow-up meetings, a dedicated healthcare team, and priority access to a network of first-class healthcare professionals.

Pravan Health’s healthcare team includes primary care physicians that bring back the traditional concept of a trusted family doctor who has a close and personal relationship with your family and will always be available when needed. They are supported by a curated network of the best specialists in Puerto Rico: cardiologists, dermatologists, naturopathic doctors, psychologists, pediatricians, psychiatrists, gastroenterologists, plastic surgeons, radiologists and pneumologists, etc.

Based on their membership choice, members receive appointments within 24 hours; priority access to Pravan Health’s preferred specialist network; extended office hours and quality time with their doctor; 24/7 online doctor access through the Pravan Health tech platform; HIPAA-compliant consultations via online chat, phone or email; personal nutritionist and wellness coach access; e-prescriptions and/or home visits. Corporate packages are also available.

***Pravan Health delivers through a pioneering technology platform***

Pravan Health Group allows patients to proactively take care of their health needs, 365 days, 24 hours. The company’s technological platform includes the latest medical applications from Silicon Valley to provide access to a wide-range of features such as the “treat me now” program with appointment scheduling, e-prescription and laboratory requests. It also provides an Electronic Medical Records portal for patients, telemedicine, secure video-chat and educational content.

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*Pravan Health Group is a private company established in Puerto Rico in 2017 to inspire a healthy lifestyle based on an integrated healthcare model that incorporates wellness, prevention and access to state-of-the-art services and top-level professionals. Pravan Health Group has an ambitious expansion plan across the island, including new clinics and wellness centers in Dorado and the western region.*

***Further information on the current state of healthcare in Puerto Rico***

Several factors contribute to a lack of access to physicians or to well-rounded healthcare services:

* The exodus of doctors looking for better opportunities, higher income and better quality of life on the US mainland, as a consequence of the island’s financial turmoil. Over 1,000 physicians (8% of the total physician population in Puerto Rico) have left the island in the past 3 years.
* Puerto Rico’s healthcare model has historically taken a reactive rather than a proactive approach, with illnesses mostly treated instead of prevented.
* Access to healthcare data is inconvenient to patients and medical service providers because Electronic Medical Records have not been fully implemented on the island.
* Most patients do not have access to their medical history or digital records.
* Patient data is fragmented across isolated medical providers.
* People are forced to remember and re-create their medical history and fill-up new forms every time they visit a new physician.
* There is limited communication between primary care doctors and specialists.

A consumer research study performed by Pravan Health Group in 2016, with a population sample of more than 100 males and females between the ages of 35 to 60 years old living in the San Juan metropolitan area, revealed the following findings:

* 44% find it not easy or hard to find a specialist on the Island.
* 62% say it takes 2-4 weeks to get an appointment with a specialist.
* 55% wait 2-3 hours on average before seeing a doctor for a medical appointment.
* 80% feel that it is very important or important to have 24/7 access to a primary care doctor or nurse.
* 75% consider it very important to have an ongoing preventive health wellness program to stay healthy and to prevent disease.
* 75% consider it important or very important to have access to their medical information from a smartphone or computer.

***The concierge medicine model***

Pravan Health is part of the direct primary care trend, which has been called the future of medicine. In this model Pravan Health charges a membership fee that covers access to primary care services and personalized care, while working as a complement to your health insurance. This model is operating successfully across the U.S. A 2015 study by Concierge Medicine Today and The Concierge Medicine Research Collective revealed that:

* There are over 6,000 concierge practices developing alternate ways of facilitating direct primary care.
* Patients pay directly to physicians or providers in exchange for better access and on time 30-60 minute quality appointments with their doctors, as compared to the average 8-minute visit.
* Around 1.5 million Americans are paying an average of $150 per month for concierge medicine memberships and 93% renew after the first year.
* People engaged in concierge medicine practices have shown 56% fewer hospitalizations.
* The success of the model has prompted 46% of Primary Care Physicians to consider transitioning to patient-centric models.

*To download images, the press release and PowerPoint presentation, please visit*

[*www.PravanHealth.com/press*](http://www.PravanHealth.com/press)