

Sprig Health Expands to Washington, Bringing a Simple way to Schedule and pay for a Doctor Online

By **Kristina Gorriarán**
President
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By definition, “sprig” means new growth. For Sprig Health, it means a new way for people to get the health care that they need.

At www.SprigHealth.com people can find appointments with a variety of doctors and practitioners at prices that are typically 20 to 30% below the average market value. Its unique model is available to everyone seeking health care, whether

they have insurance or not.

Breaking down the barriers

There’s no easy answer to the challenges facing the approximately 50 million Americans who lack health insurance. But we believe that Sprig Health is a step in the right direction. Our goal was to eliminate the barriers that prevent people with little or no health insurance from getting the care they need.

At www.SprigHealth.com, people can find a health care provider, schedule an appointment and pre-pay for their visit via credit card. Significant savings for health care services are available because payment is made up-front and doctors don’t have to deal with processing insurance paperwork. For example, women’s wellness exams are available for approximately \$200, compared to the average market rate of approximately \$450-\$600.

While Sprig Health doesn’t require health insurance, our customers also include insured people who lack coverage for complementary care or those with high deductible plans

who need to pay out of pocket for their health care expenses.

Recognizing this, we’ve recruited providers from a variety of preventive, wellness and diagnostic services. Sprig Health currently offers appointments for family medicine, optometry, physical therapy and diagnostic imaging. There’s also a wide range of alternative and complementary services including acupuncture, massage, chiropractic care, naturopathic services and more.

Mutual benefit for providers, customers

For patients, the benefits of Sprig Health include the transparency of up-front pricing, the convenience of online appointment scheduling, and the affordability of services. Customer surveys have been overwhelmingly positive.

As one customer put it, “I love the online booking process. I am what you would call ‘under-insured’ and Sprig gave me the opportunity to get health care without worrying about what it’s going to cost me.”

Providers seeking to maintain or grow a thriving clinic or practice also have a reason for joining. Sprig Health helps them fill open appointment slots or cancellations and reduces administrative costs; there are no claim forms to file or billing and collections to bother with.

Kimberly Brandt, a FNP at Pearl Health in Oregon says, “I like that Sprig Health enables patients to go online and schedule an appointment with me. It gives me more time to do what I love—see patients.”

New growth on the way in Washington

Launched last year in Portland, Oregon, Sprig is now ready to expand into Washington. We’ve already re-

cruited over twenty providers and expect to be fully launched in the Seattle and Tacoma markets later this year.

In Washington, we have already recruited providers from a variety of practices, including dental, primary, chiropractic and naturopathic. Our long-term goal is to build a broad selection of services so that people in Washington have options when it comes to their health care.

Washington providers who are interested in signing up are welcome to contact us at 855-697-7744 (855-MY-SPRIG).

Business owners interested in partnering with Sprig Health to benefit their employees can also call us for

more information about our new employer program, *Sprig Select*.

Kristina Gorriarán is the President of Sprig Health. She has held numerous leadership positions in the high technology industry over the past 20 years. Prior to leading Sprig, Kris served as Vice President & General Manager of the Electronic Control Room and Signage Division at Planar Systems in Portland, Oregon. She began her career at Xerox, ultimately serving as Vice President, Customer Satisfaction and Quality within Xerox Europe. Kris is an alumnus of the University of Oregon and she is an active community leader in Oregon. She lives in Portland, Oregon with her husband and their two teenage children.

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