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## **Two Cutting Edge Companies Join Forces To Change Health Care In America.**

GiveForward and Simplee come together to help Americans manage and cover medical expenses.

**Chicago, IL, August, 2011:** A study by the National Bureau of Economic Research shows 50% of American households certainly or probably would not be able to cope with an unexpected \$2,000 medical expense. An additional 70% of Americans say they are concerned about managing their healthcare bills. Now, two startups, GiveForward and Simplee are working together to solve this problem and simplify healthcare for Americans.

GiveForward's online fundraising pages empower people to use crowdfunding to cover out-of-pocket medical expenses. Simplee's online personal financial management tool helps users organize and manage their health care expenses.

"There is a huge gap in this country between what insurance covers and what people are expected to pay when they get sick," says GiveForward co-founder Ethan Austin. "In creating GiveForward, we've been able to shrink that gap by giving people the tools to tap into the generosity of their social networks. Now, by working with Simplee, our users will be able to focus 100% their energy on healing, rather than dealing with the additional stress of deciphering opaque medical bills."

Reach out today to talk to these young companies and learn how they are changing the health care system.

### **Who Is GiveForward?**

GiveForward is the world's leading medical fundraising platform. Founded by two young entrepreneurs, Desiree Vargas Wrigley and Ethan Austin with the philosophy that too often, people are

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GiveForward and Simplee Partner To Change Health Care comfortable giving gifts of money during times of celebration such as a graduation or wedding but during times of real need, like a critical illness, there has never been an easy way to give financial help.

GiveForward's focus is turning these times of need into an opportunity for the community to come together in support of a loved one. The simple fundraising pages make[ it easy for friends and family, no matter how far away, to contribute in a meaningful way by sending love, encouragement and financial support through the web-based platform. More than just a website, however, the GiveForward team provides support through every moment of the fundraising process with step-by-step guides, personal fundraising coaches, and details on how to use free fundraising tools like social media to make fundraisers successful.

### **Who Is Simplee?**

Simplee is a privately held company dedicated to empowering consumers to take control of their health care expenses. The free, web-based consumer service helps users better understand and manage their health care expenses, identify ways to save money and find better care at lower costs through an easy-to-use, simple dashboard with a set of powerful customization tools. Led by former executives from eBay and EMC, Simplee was created and developed by a team of industry veterans with deep online consumer content and commerce expertise. The early-stage funded company is located in Palo Alto, California, and maintains a development center in Israel.