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Backed by 500 Startups, ZestyHealth.com Reduces The Pain of High Deductibles For Healthcare

Unique 'Pick Your Price' Platform Allows Customers to Bid on Healthcare, Dental, and Beauty Services at a Price They Can Afford

LOS ANGELES - August 5, 2015 - ZestyHealth.com has joined the ranks of one of the most promising digital healthcare startups at [500 Startups](#) in San Francisco. Led by Dr. Vish Banthia, ZestyHealth recently launched its 'Pick Your Price' platform for healthcare, dental, and cosmetic services.

Its patent-pending matching algorithm leverages what consumers are willing to pay (or bid) and matches them with an available pre-screened certified medical or dental provider in their designated area.

"We want to make all kinds of procedures more affordable for consumers," says Dr. Vish Banthia, Founder of ZestyHealth. "There are people that get cosmetic and dental procedures like Botox and teeth whitening, but as healthcare insurance deductibles climb higher, we are also seeing more people interested in general health services like allergy testing, MRI Scans and CT scans. The is to empower patients to pay the price they can afford for the service that they want without sacrificing quality."

Consumers can save 20-80% on procedures like Allergy Testing, Ultrasounds, MRI Scans, Botox, Microdermabrasion, Teeth Whitening and much more. ZestyHealth.com enables consumers to find local pre-screened providers that are offering services at a price that is affordable, based on how much they are willing to spend.

"500 Startups has recently been making a lot more investments in the promising Digital Health sector," explains Marvin Liao who is a Partner at the 500 Startups organization, "and ZestyHealth's founding team of a Stanford and UCSF-trained Surgeon, previous Amazon Engineer, and marketplace marketing veteran is well positioned to make an impact."

500 Startups has recently focused on digital health given the rising tide of consumerism in the healthcare space. Patients are demanding more price transparency especially since they are spending more on healthcare out of their own pockets.

About ZestyHealth

Founded by a group of medical professionals to revolutionize healthcare access, ZestyHealth makes it easy to find and book medical, dental and cosmetic procedures, such as CT / MRI

scans, Chiropractic Exams, Botox, Teeth Cleaning at unbeatable prices without sacrificing quality. ZestyHealth allows consumers to name their price ('Pick Your Price') for desired healthcare procedures.