

'Mobile medical passport' begun by HTH Worldwide

PETER KEY
STAFF WRITER

RADNOR — A local company that provides information to travelers about doctors, hospitals and pharmacies throughout the world has launched a product that formats it for mobile phones.

HTH Worldwide's mPassport allows travelers to use their mobile phones to locate a health-care provider or facility near them. It also provides them with translations of drug names, conditions and medical terms and enables them to get daily updates on potential health risks in the countries they're visiting.

"MPassport is basically a mobile medical passport," said Angelo Masciantonio, HTH Worldwide's CEO.

HTH was founded in 1997 as Highway to Health. It began finding English-speaking doctors throughout the world, contracted them to provide services to travelers and developed an online process for scheduling appointments with them.

Two years later, it bought Worldwide Insurance Services and launched its first travel insurance product. The following year, it combined its online services and health databases into health insurance products and began selling them to students, business and leisure travelers under the HTH Worldwide name.

The company has raised \$42 million from venture capital firms and strategic investors, including Wayne-based TL Ventures, health-benefits provider WellPoint Inc. and reinsurer Swiss Re.

It also has sold more than 50,000 travel health policies and has more than 500 customers for its international health programs for employers and universities.

Even with that track record, Masciantonio thinks mPassport represents a significant opportunity for HTH Worldwide.

"We believe it's a game-changing technology because everybody today who's a frequent business or leisure traveler is traveling with their PDAs and some people aren't even bringing their laptops any more," he said.



Orr

HTH Worldwide is offering individual subscriptions to mPassport for 30 days, 60 days or a year at rates of \$9.95, \$15.95 and \$49.95.

The company also has contracted with such travel companies as Sabre Holdings, HRG and Amadeus IT Group SA to enable them to offer mPassport to their customers.

"The travel-management side of the business world is looking for these added-value offerings," said Andrew Orr, the product manager for mPassport. ■