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## **BRIDGEHEALTH INTERNATIONAL, INC. SELECTS CPR STRATEGIC MARKETING COMMUNICATIONS TO LEAD MEDICAL TOURISM CAMPAIGN**

**ELMWOOD PARK, N.J. – February 12, 2008** – BridgeHealth International, Inc. (BHI) ([www.bridgehealthintl.com](http://www.bridgehealthintl.com)), a premier health care service provider with a focus on serving businesses for the delivery of international medical care, has selected CPR Strategic Marketing Communications (CPR; [www.cpronline.com](http://www.cpronline.com)) to lead a focused medical tourism campaign and corporate positioning. Business-to-business communications and medial relations will enhance BHI's global health care initiatives which offer priority customer service and significant savings on high value medical procedures.

"We chose CPR based upon the firm's longstanding and solid experience in health care and specifically, its unique expertise in the fast-growing medical tourism industry," says Victor Lazzaro, Jr., CEO of BridgeHealth International, Inc., which primarily serves health plans, insurance carriers, employers, third party administrators, and individuals accessing benefits via voluntary benefits plans, health card programs or Consumer Directed HealthCare Plans (CDHP), as well as consumers seeking medical travel options.

According to Laura Carabello, principal owner of CPR and publisher of *Medical Travel Today* ([www.medicaltraveltoday.com](http://www.medicaltraveltoday.com)), the authoritative online newsletter for the medical tourism industry, "BHI is the market leader in bringing global health care options to employers and benefits payers in the United States. Quality medical care accessed beyond our domestic borders is proving to be less expensive and is generating outcomes that may be comparable to US-based health care institutions."

### **About BridgeHealth International, Inc**

Founded in 2007 and positioned as a leader in the medical tourism industry, BridgeHealth International (BHI) maintains a worldwide network of physicians and accredited hospitals, offering priority customer service, significant savings on high value medical procedures, and outcome-based measurement systems. BHI primarily serves health plans, insurance carriers, employers, third party administrators, and individuals accessing benefits via voluntary benefits plans, health card programs or Consumer Directed HealthCare Plans (CDHP), as well as consumers seeking medical travel options. Visit [www.bridgehealthintl.com](http://www.bridgehealthintl.com)

### **About CPR Strategic Marketing Communications**

Founded in 1981, CPR draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. For more information, please visit [www.cpronline.com](http://www.cpronline.com), or e-mail [pr@cpronline.com](mailto:pr@cpronline.com), or call 201-641-1911 x50.