



**SelectyourSurgeon** *Your health, your Surgeon, your choice...*

## **SelectyourSurgeon Ltd. enters into 1<sup>st</sup> International Cooperation Agreement**

### **Increased number of surgeons signing up to [SelectyourSurgeon.com](http://www.selectyoursurgeon.com)**

**Cambridge, 17<sup>th</sup> January 2008**

**SelectyourSurgeon Ltd. (SYS)** today announced that it has finalised an agreement with P.T. Kotis Enterprises Limited (KOTIS) that will allow all consultants working at Addenbrookes free registration to [www.selectyoursurgeon.com](http://www.selectyoursurgeon.com) for 2008. Consultants are required to sign up before 31<sup>st</sup> January 2008 at which time this offer expires.

KOTIS specialises in bringing private patients from overseas to ‘state of the art’ clinical facilities. The referrals will initially cover a range of surgical specialities including breast cancer, transplantation, paediatrics, neurology, orthopaedics and vascular surgery but it is expected to be extended in due course.

This collaboration will enable KOTIS to promote the high quality of private surgical care provided by Addenbrookes-based consultants in Greece, Cyprus, Bulgaria, Romania, Russia and Libya. In order to give prospective patients the best possible introduction to surgeons, SYS became a natural choice. The services provided may be increased to concierge services such as “meet-and-greet”.

SYS Director Mr. Troels Jordansen said “We are delighted to receive this first vote of confidence and to see our vision for improving patient access to surgical service information being confirmed. Promoting surgical expertise on SYS will give surgeons true global reach. We expect to see an increase of surgeons signing up to use SYS to promote their expertise and experience over the coming weeks. The traffic in general will also increase as our partner KOTIS initiates his marketing activities.”

Mr. Pakis of KOTIS said “Addenbrookes is a world renowned hospital and we are pleased to have entered into cooperation with their surgeons and SYS to promote the world class expertise present in Cambridge. The collaboration with SYS provides KOTIS with a very effective vehicle to promote consultants to a wide audience and we are very impressed with the details already available on the website. We hope that many surgeons will pick up this cost effective promotional tool quickly.”

Further information on SYS is available on [www.selectyoursurgeon.com](http://www.selectyoursurgeon.com) or call SYS on 020 8144 6380.

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