



For Immediate Distribution

Alentha launches Hapy, a premium consumer-focused telehealth and wellbeing service that will be available exclusively through Pay TV and Internet Operators.

Hapy will allow subscribers to consult a doctor, instantly and without appointments, 24/7 through video calls, chat, email and telephone. Additionally it will provide other important services to help the wellbeing and the incorporation of healthy habits into the family.

Miami, Florida – January 12, 2015: Alentha, one of the most innovative providers of global telehealth and virtual healthcare services, announced today the launch of **Hapy**, its new consumer-focused subscription service.

Hapy, will be distributed exclusively by Pay TV and broadband Internet Operators, initially in the Latin America region and the US Hispanic Market, and will provide its users with a number of tools that will help protect their health and the wellbeing of the whole family. **Hapy** subscribers will be able to consult a doctor 24/7 through a virtual healthcare platform that includes communication via video calls, chat, email, and telephone. Users will also be able to share images and files with the physicians. In addition the platform will provide access to psychologists and dietitians for basic questions and quick advice on demand.

Operators will offer **Hapy** as a flat-fee Premium Service that will be charged directly to the subscriber's monthly bill. **Hapy** is available immediately and will be officially introduced to the market on January 20, during NATPE-Miami, one of the most important media and television global events.

"With the extraordinary infrastructure they have built over the years and with the direct relationships they have established with consumers, the Pay TV and Internet Operators are uniquely positioned to lead the offering of telehealth and virtual healthcare services directly into the home. This is one of the fastest-growing business segments globally and we are very proud to be the first ones to provide them with a cutting-edge service designed specifically for their platforms", said Guillermo Sierra, Founder and CEO of Alentha.

When subscribers join the service, a physician will work with them to complete their medical history and to incorporate it into an Electronic Health Record. This in-the-cloud service empowers users to have better control of their own health by consolidating all of their information into a single source where they can permanently access and update it. They will also be able to share it with their caregivers if needed.

Hapy also provides its subscribers, at no additional cost, a number of active wellbeing programs that will inform them about their health choices and encourage them to adopt positive habits. Subscribers will receive frequent invitations to participate in online panel discussions and will be able to ask questions in real-time. International experts will discuss wellbeing issues like nutrition, childcare, sexuality, chronic illness management and many other topics. There will also be local events where subscribers will be invited to attend in person. All subscribers will regularly receive newsletters, informational emails and other educational materials. They will also have access to a number of dedicated digital and social media platforms.

Hapy subscribers will be able to request a number of important *à-la-carte* services that will be provided through the same platform. These include Medical Second Opinion Consultations with specialists from some of the most prestigious institutions in the United States, diagnostic image interpretations, lactation support, dermatology evaluations, design of personalized nutritional plans, psychological therapies and many others.

About Alentha Inc.

Alentha Inc. is a US-based company with global reach that provides virtual healthcare services and population health management solutions for medical institutions, employers, and consumers. It was founded by media experts, physicians and healthcare specialists. It is headquartered in Miami, Florida and has offices in Mexico and Peru. It can be found at www.alentha.com and on www.facebook.com/alenthainc.

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