

YOU SHOULD KNOW

ZendyHealth

by Arselia Gales, Assistant Editor, *Dentaltown Magazine*

Dentaltown Magazine interviewed Dr. Vish Banthia, the founder and chief medical officer of ZendyHealth. Banthia's company provides a platform that helps providers fill their appointment slots with cash-paying patients, and helps patients find an affordable method to receive dental care, whether or not they have insurance.



*Dr. Vish Banthia, the founder
and chief medical officer of ZendyHealth*

Tell me about ZestyHealth, and what you provide.

Banthia: ZestyHealth.com is a platform that allows doctors (including cosmetic and plastic surgeons), dentists, chiropractors, and radiology facilities to accept cash bids for health-care appointments directly from consumers. This helps bypass health-care insurance politics and give consumers a better price on health care, while filling providers' empty appointment slots.



You are in an elevator. A woman asks what your company does. You have 15 seconds before the door opens. What do you say?

Banthia: ZestyHealth is a Los Angeles-based technology company that puts patients in control of their health-care costs. With our patented algorithm, we allow consumers to choose how much they pay for medical, dental and cosmetic procedures, and match them with top doctors, dentists and plastic surgeons.

What is the philosophy at ZestyHealth?

Banthia: To provide access to affordable health care.

What would you consider to be the best-kept secret about ZestyHealth?

Banthia: Our best-kept secret is how we help providers get around the hassle of health insurance companies by working directly with the consumer, benefitting both parties.

What kind of service can dentists expect when they pick up the phone and call you?

Banthia: If you do not get someone on the line right away to help you, our policy is to always get back to providers the same day. We work with every provider to make sure that [he or she is]

matching up with consumers in the area. This is not a "deals" site, so dentists will get serious bidders and have another resource for filling appointments.

Anything else you'd like to add or tell us about ZestyHealth?

Banthia: ZestyHealth offers various dental procedures, the most popular of which are implants, teeth whitening, teeth cleaning and Invisalign. The company also offers other medical services, like sleep studies, allergy tests and CT scans.

Should a provider decide that the patient is not a candidate for a particular procedure, [he or she is] not obliged to perform it. Providers also get a premium listing on ZestyHealth's site, which boosts the

provider's own website through search engine optimization.

ZestyHealth is offering its services complimentary to providers, and those [who] are accepted into the network will have free access for a lifetime. After the initial phase, the company will likely switch to a subscription-fee model for new providers.

How can a practice begin working with you?

Banthia: A provider can sign up for an account to be reviewed through the ZestyHealth website, Myzesty.com. Not every provider who applies gets accepted to the platform. ZestyHealth has a medical advisory team that looks up each practitioner's qualifications, including academic background, licensure, credentials, and a combination of commercial and health-specific review websites. ■

