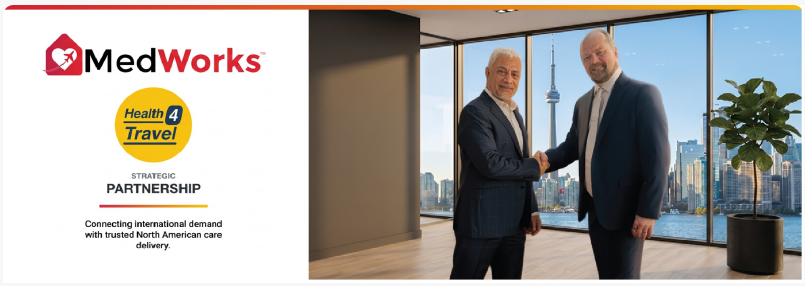
MedWorks and Health4Travel Establish Strategic Partnership Framework to Expand Cross-Border Healthcare Access

MedWorks' AI-enabled patient-engagement platform and N. American network join with Health4Travel's digital healthcare access platform and 55-country network.



George Barakat, Founder & CEO of MedWorks, and Marko Kauppinen, Founder & CEO of Health4Travel, shake hands following a partnership discussions in Toronto.

TORONTO, ONTARIO, CANADA, September 10, 2026 / EINPresswire.com/ -- MedWorks Inc. and Health4Travel B.V. today announced an agreed framework for a strategic partnership designed to improve how travellers, insurers, third-party administrators, assistance companies and medical providers access and coordinate healthcare across borders.

> "This partnership connects two genuinely complementary strengths: MedWorks' North American platform and provider network, and Health4Travel's technology and international network."
>
> *George Barakat, Founder & CEO, MedWorks*

The partnership is designed to accelerate growth on both sides of the market. More international demand makes participation more valuable to healthcare providers, while a broader provider network makes the combined offering more useful to insurers and assistance organisations. This reinforcing cycle positions the partnering companies for growth in a market where booking care abroad still means phone calls, email chains and spreadsheets.

The collaboration follows leadership and operational working sessions held in Toronto in August 2026. Under the framework, each company leads in its own region: MedWorks across North America, and Health4Travel across its international markets. It brings together MedWorks' North American leadership, clinic and healthcare organisation relationships and patient-engagement technology with Health4Travel's international technology, provider access and payer relationships to create a more connected

model for cross-border care.



George Barakat, Founder & CEO of MedWorks, and Marko Kauppinen, Founder & CEO of Health4Travel, following partnership discussions in Toronto.

International mobility has returned to historic scale, with UN Tourism's January 2026 World Tourism Barometer recording an estimated 1.52 billion international tourist arrivals in 2025, while the cross-border healthcare market represents an estimated USD 342 billion annual opportunity according to market research leader ResearchAndMarkets. Yet there is no shared infrastructure behind it: providers are found by phone, availability is confirmed by email, and cases are tracked in spreadsheets, regional contact lists and other disconnected channels. This leaves travellers navigating unfamiliar healthcare systems while assistance teams, payers and providers repeat work across separate processes. The partnership is designed to reduce this friction through a common operating model while preserving their respective clinical, insurance and assistance responsibilities.

Health4Travel provides the global infrastructure: an operational layer that gives insurers, assistance companies and their members access to doctors in 55 countries. The platform manages the insured member's digital identity and the coverage of their insurance product, books a doctor instantly, shows transparent prices across the provider network, and settles medical costs cashlessly between clinic and insurer. A member app guides the traveller through the whole journey, from finding a doctor to walking out of the clinic without paying a bill.

MedWorks provides the North American platform and network. Its Health Passport and AI-enabled patient-engagement platform handle scheduling, insurance verification and digital navigation, onboarding clinics and guiding members through unfamiliar healthcare systems from first contact through to follow-up. Behind it sits an established network of clinics and healthcare organisations across Canada and the United States, together with the demand generated by MedWorks' own traveller, student, employer and insurer relationships. Members carry a single health identity across every visit, so records, coverage and care history travel with them.

Each company serves its own members through its own platform, with a combined provider network behind both. Health4Travel's insurer, TPA and assistance clients book participating North American clinics through the Health4Travel platform. MedWorks travellers and insurance partners book care beyond North America through the MedWorks platform, carrying their Health Passport, coverage and records with them. Commercial and operational terms for network access will be set out in the definitive agreements.

“This partnership connects two genuinely complementary strengths: MedWorks’ North American platform and provider network, and Health4Travel’s technology and international network. Together we can make access to care more consistent for travellers and the organisations supporting them.” says George Barakat, Founder & CEO of MedWorks.

In North America, the first workstream will focus on connecting participating clinics in Canada with international demand through the Health4Travel platform. MedWorks will lead clinic participation, onboarding and care coordination across North America, while Health4Travel will provide the international technology and network layer. The Canadian implementation is intended to establish a scalable blueprint for subsequent expansion into the United States and other markets.

During the fourth quarter of 2026, the companies plan to develop a joint onboarding roadmap covering both networks: participating North American clinics onto the Health4Travel platform, and Health4Travel’s international provider network onto the MedWorks platform. They also plan to align the technical interfaces required for consistent booking flows in both directions, and to define responsibilities for provider readiness, information exchange, workflow ownership and operational support. A joint steering committee drawn equally from both companies will oversee account coordination, go-to-market alignment and the initial workstreams. The phased approach will allow the model to be validated and refined before broader expansion.

“The agreed framework gives us a practical route to extend Health4Travel’s technology and provider-network model into North America with a strong regional partner," says Marko Kauppinen, Founder & CEO of Health4Travel. "The focus now is disciplined implementation: aligned onboarding, connected booking flows and a model that scales.”

The companies’ standardised workflows can make cross-border healthcare access more transparent, connected and affordable over time. Rather than replacing insurers, assistance companies or medical providers, the model is designed to connect their existing roles more effectively and provide a repeatable foundation for cross-border outpatient care. Both companies expect to report on implementation progress following the Q4 2026 planning phase.

About MedWorks

MedWorks Inc. is a healthcare technology and patient-engagement company connecting travellers, international students, employers and insurers to care across North America. Its Health Passport enables booking, insurance verification, records access and guided follow-up through a growing network of clinics and healthcare organisations. MedWorks is headquartered in Toronto, Canada. Learn more at medworks.com.

About Health4Travel

Health4Travel is a digital healthcare access company connecting insurers, TPAs, global assistance organisations and medical providers. Its technology and rapidly expanding international network support more structured access to outpatient care for globally mobile populations. Learn more at health4travel.com.

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