

## Up and coming Healthcare alternative fit for college lifestyle

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### **In the face of rising health insurance costs, one new company strives to offer a better option.**

In one way or another, the issues of healthcare and health insurance expenses have touched everyone. While it's not likely that this prevalence will decrease in the near future, peoples' value of innovation is far from diminished. Ardina is an example of such innovation.

For some, traditional health insurance is not easy to obtain. Ardina was created for that segment as an affordable healthcare option that is available 24/7. It's a digitally-based service that connects members to doctors, counselors, dentists, and more.

Patients can discuss their symptoms with a doctor in their home state via the "Teledoc" app, then can compare medication prices at nearby pharmacies before selecting a pick up location. It cuts out several middlemen in the system. Despite the current insurance requirement, many people are finding Ardina to be a more affordable form of health security.

"A lot of people are choosing to pay the extra tax and use Ardina because it's still cheaper than most insurance deductibles," says Stephanie Murnin, a co-creator of the service. She once worked in a traditional health insurance agency, and wanted to present people with an easier, more attainable option.

The service has proven great so far for family and established-individual users, but what does Ardina mean for those who are younger? Many college students don't give much thought to health insurance, as they are covered by their parents' plans until age 26. However, Ardina could be beneficial supplement during their years at school.

"It can offer parents peace of mind while their child is away" Murnin said, likening an Ardina membership to the 24/7 roadside assistance that AAA offers.

For a relatively low monthly fee, students are ensured simple and effective care where it would otherwise be difficult to fit appointments into their schedule. Illnesses rarely strike at convenient times, and when a student is constantly on the go, there is little time to commit to traveling to doctor appointments, picking up prescriptions, and of course getting back to good health.

The grassroots company, positing itself as access to healthcare for the "digital age", has already been acclaimed by Columbus. Ardina now sets its sights on a demographic which the founders feel could really benefit from its services: college students.

It seems like an ideal fit for a group that is highly tech-inclined.

For more information on what Ardina is and what it offers, visit [myardina.com](http://myardina.com)