

For Immediate Release

Southern Home Medical Introduces a Technology-Powered Model to Digitize the Healthcare Industry

[June 28, 2021]— After three years of preparation, Southern Home Medical, Inc. (SHOM) emerged as a personalized health coach and functional medicine platform during the COVID-19 pandemic.

While the global crisis upended the healthcare industry, it created telehealth and wearable medical device business opportunities. Ever since the pandemic started, people have adopted a remote lifestyle and have become more concerned about their health and wellness than ever. The past two years saw a boom in demand for private health coach services.

Jumping at the opportunity, SHOM came forward with a new, more advanced version of healthcare for chronic conditions. The company aims to raise the overall healthcare standard by empowering individuals to improve their health and achieve wellness. It offers personalized coaching and support for chronic health conditions with the optimal level of care both online and in person.

Dr. Lei Yang, the new COO of SHOM, is a licensed acupuncturist who boasts over three decades' worth of experience managing multiple successful medical practices and other related businesses. In the past two years, his focus has shifted to integrating functional medicine and health coach programs into his practice.

SHOM takes pride in offering digital health coach programs and in-office medical care. The services include Primary care, Occupational Therapy, Chiropractic Treatment, and Physical Therapy, and Acupuncture. The idea is to make healthcare services accessible for everyone, regardless of their location.

SHOM has established the first clinic in Brooklyn, New York. We anticipate that our headquarter will go live in Highland Park, New Jersey soon. A couple of satellite clinics are also underway to provide health coach training and in-office visits to those in need. The company plans to expand its satellite office network throughout the tri-state area and in other states.

Commented Dr. Lei Yang, "The best thing about SHOM's health coach program is that it creates several job opportunities for people laid off during these unprecedented times. Clients can sign up for their annual membership program that offers seamless access to digital health services 24/7 paired with in-office care covered by commercial health insurance programs."

SHOM's tech team works to facilitate proactive digital health outreach and responsive on-demand virtual and in-office care. Their clinically integrated partnerships with health networks ensure better health outcomes and high member retention.

"We are excited to serve the people with premium quality health coach services and medical care. Our tech-oriented, client-centered model is highly scalable. By the end of 2021, we plan to build at least eight physical offices, including employer on-site clinics. We hope to train up to 1000 health coaches and enroll approximately 100,000 members across the globe," says Dr. Lei Yang.

About SHOM

SHOM is a thriving health coach and functional medicine platform offering a digital health coach program and in-office medical care for the commercially insured and working population and associated dependents. It strives to make digital health services accessible 24/7 nationwide.

Forward-Looking Statements

Certain statements in this news release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933 and Rule 3b-6 under the Securities Exchange Act of 1934 and are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this release, including, without limitation, statements regarding potential plans and objectives of the Company, anticipated growth and future expansion, are forward-looking statements that involve risks and uncertainties.

There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements.

Technical complications, which may arise, could prevent the prompt implementation of any strategically significant plan(s) outlined above. The Company undertakes no duty to revise or update any forward-looking statements to reflect events or circumstances after the date of this release.

Contact Details

- **Website:** <https://www.shomusa.com/>
- **Email:** info@shomusa.com
- **Phone:** 1-718-768-3838