



## **ALTERNATE HEALTH CORP. ANNOUNCES STRATEGIC CHANGE TO ITS GROWING TESTING LABORATORY STRUCTURE**

**Toronto, ON, July 4, 2017** – Alternate Health Corp. (the 'Company') (CSE:AHG) (OTC:AHGIF) today announced strategic changes in the operational structure of its wholly-owned clinical laboratory, Alternate Health Laboratory, Inc. ('**AHL**'). These changes will maximize profitability while also positioning AHL to service a potentially larger base than currently available.

AHL will be transitioning from a reference laboratory servicing hospital clients to a full-service clinical laboratory providing toxicology, blood, and pharmacogenetics testing on samples sent directly to AHL by physicians and other healthcare providers. We believe this change in our business model will better position AHL for sustainable growth in a rapidly changing healthcare environment.

AHL has applied to become a participating provider with Medicare and will apply to other federal insurance carriers and commercial carriers to provide services to beneficiaries covered under their insurance plans. By positioning our laboratory to bill directly from the payers, we eliminate massive third-party expenses and increase our revenue per sample. We are actively developing our physician referral base for federal and commercial samples.

We anticipate the transition to a full-service laboratory will take several months and may cause a decrease in AHL revenue during the third quarter, but we are embracing this change and making the necessary adjustments to move us forward in a more efficient and profitable manner. We believe revenue will increase during the fourth quarter and continue as a larger, more secure source of revenue in the future.

### **About Alternate Health Corp.**

Alternate Health Corp. (CSE:AHG, OTCQB:AHGIF) is an international medical cannabis company that uses best in class technology, research, education, production and laboratories to increase the awareness, regulatory compliance, and appropriate usage of cannabinoids in modern medical practices. The Company is strategically positioned in all facets of the medical cannabis value chain through the innovative integration of proprietary technology and know-how, acquisitions and partnerships, deep direct knowledge of and experience with improving patient outcomes, and management expertise.

Alternate Health is well positioned to reinvest internal operating cash flow in its platform over the long term, creating an attractive investment profile for its shareholders. The Company is headquartered in Toronto, with operations in the Dallas Metroplex, San Antonio, and in Los Angeles.

For more information about Alternate Health Corp., visit [www.alternatehealth.ca](http://www.alternatehealth.ca)

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