



**OPTIMA VACATION RENTALS endorses
Sharecare Health Security verification for hotels**
*VERIFIED™ “seal of approval”
developed in partnership with Sharecare and Forbes Travel Guide
verifies consistency in hotel health safety standards*

MARCH 26, 2022 – OPTIMA VACATION RENTALS,LLC, A LOS ANGELES BASED PRIVATE CONCIERGE TRAVEL AGENCY, is proud to join leading digital health company [Sharecare](#) and [Forbes Travel Guide](#), the global authority on hospitality, to validate the health safety procedures and protocols at the hotels within its network. As a health security endorsement partner, hotels that have earned the [Sharecare VERIFIED™ badge](#) will be prioritized when booking reservations on behalf of OPTIMA VACATION RENTAL clients in an effort to promote consumer safety and minimize the risk and impact of COVID-19 and other acute public health events.

In 2020, Sharecare and Forbes Travel Guide developed a strategic partnership to empower the hospitality industry to mitigate the operational and health safety challenges introduced by the COVID-19 pandemic. The comprehensive Sharecare Health Security VERIFIED™ solution developed by both partners covers more than 360 standards across health and hygiene protocols, cleaning products and procedures, ventilation, physical distancing, the guest experience, and health safety communication with guests and employees. By joining Sharecare and Forbes Travel Guide to assist hotels within its network in achieving verification, OPTIMA VACATION RENTALS aims to restore and maintain confidence among its clients to support staff and guests.

“When we discovered that there was a more sure way to help our clientele feel at ease about the health security of their stay at our luxury properties, we immediately took action to team up with the Sharecare and Forbes Travel Guide VERIFIED™ program in further effort to optimize the way our company approaches the quality of vacationing. Our clients want to get out and relax at their favorite holiday destinations; now, the excitement of being on vacation can finally be a reality again.” said John Glen, CEO/Founder of Optima Vacation Rentals.

To date, hotels, resorts, restaurants, and sports and entertainment venues in more than 65 countries have been VERIFIED™, and to maintain this designation, facilities re-verify their health protocols routinely to ensure ongoing compliance with the most up-to-date global health standards. Once each facility achieves the Sharecare VERIFIED™ designation, it earns the right to display an easily identifiable “seal of approval” – the Sharecare VERIFIED™ badge – on their official websites and on property, assuring guests and staff that the property has adopted comprehensive measures to protect and prioritize their health and safety.

“By scaling our dynamic solution to help the hospitality and travel industries align on a common, comprehensive approach to health security verification, we are making significant progress in establishing a platform of third-party verification through on-property operations teams,” said Hermann Elger, executive vice president of travel, entertainment and health security at Sharecare. “With the tool’s effectiveness for hotels and resorts, we are able to build a culture of accountability and transparency that will bring us forward in recovery.”

TO DIVE INTO LUXURY AND BOOK YOUR STAY AT AN EXCLUSIVE OPTIMA VERIFIED™ PROPERTY, VISIT **WWW.OPTIMAVACATIONRENTALS.COM**

About Forbes Travel Guide

Forbes Travel Guide is the only independent, global rating system for luxury hotels, restaurants and spas. Started as Mobil Travel Guide in 1958, the company created the first Five-Star rating system in the United States. Today, Forbes Travel Guide’s incognito inspectors travel the world, evaluating properties based on up to 900 rigorous, objective standards. Forbes Travel Guide also supports the hospitality industry and other service-oriented businesses such as luxury residential, healthcare and private clubs with bespoke training solutions, evaluation services and the creation of custom service standards. For more information about health security, please visit forbestravelguide.com/health.

About Sharecare

Sharecare is the leading digital health company that helps people – no matter where they are in their health journey – unify and manage all their health in one place. Our comprehensive and data-driven virtual health platform is designed to help people, providers, employers, health plans, government organizations, and communities optimize individual and population-wide well-being by driving positive behavior change. Driven by our philosophy that we are all together better, at Sharecare, we are committed to supporting each individual through the lens of their personal health and making high-quality care more accessible and affordable for everyone. To learn more, visit www.sharecare.com.