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FOR IMMEDIATE RELEASE:

North Medical Honored with ‘Gold’ Award by American Heart Association as a Start! Fit-Friendly Company

Syracuse, N.Y., June 3, 2011 — The American Heart Association has awarded North Medical Family Physicians with the ‘Gold’ recognition as a Start! Fit-Friendly Company and leader in workplace wellness. This prestigious honor was presented to North Medical during the Start! Heart Walk kick-off at Crouse Hospital’s Marley Education Center.

The American Heart Association’s Worksite Recognition Volunteer Advisory Panel, consisting of field experts, develops the criteria and evaluates organizations’ applications at its national center in Dallas, TX.

North Medical has a strong commitment to employee wellness, focusing on workplace physical activity support, healthy eating options, and the promotion of a healthy driven culture. This award recognizes the hard work North Medical has done to instill the importance of workplace wellness with all staff members.

“We are delighted to receive the annual Gold award as a Start! Fit-Friendly Company,” said Derrick Murry, MPH, CHES, Chief Operating Officer. “It further reinforces our dedication to the health and wellness of our employees, a culture in which North Medical takes great pride. We encourage and support our employees in their personal commitment to lead healthy, active lifestyles and continue the excellence in customer care that is provided at North Medical.”

North Medical received “Gold” recognition due to its various walking programs, fitness classes, discounted memberships to local area gyms, healthy meal choices including vegetarian and low-carb options, on-site injury policy and occupational therapy. North Medical supports staff participation in community wellness activities such as the Heart Walk, Great Race, Chase Corporate Challenge, and many more.

As a recipient of the Fit-Friendly award, North Medical employees can further benefit with access to program resources and materials for promoting a healthy lifestyle.

The American Heart Association created the Fit-Friendly recognition program as a way to reward employers who offer their employees an alternative to sedentary work environments by promoting healthy lifestyles and behaviors.

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About North Medical

North Medical is the leading comprehensive primary care practice in Central New York bringing sophisticated healthcare into patients' neighborhoods and communities through its Liverpool and Fayetteville locations. North Medical includes North Medical Family Physicians, North Medical Urgent Care, North Medical Orthopedics & Rehabilitation, The Women's Place, and Living Proof Longevity Centre. For more information, please visit www.northmedicalpc.com.

About American Heart Association

The American Heart Association is a national voluntary health agency whose mission is: "Building healthier lives, free of cardiovascular diseases and stroke." The National Center is located in Dallas, Texas with eight affiliate offices within the United States and Puerto Rico. The Start! Fit-Friendly Company' program founded by the American Heart Association seeks to recognize employers exemplary in their efforts towards achieving employee health and well being. The American Heart Association also spearheads the 'Go Red for Women', 'Go Red Por Tu Corazon' and the 'Power To End Stroke' initiatives. For more information, please go to: <http://www.heart.org/HEARTORG/>

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Left: Robin Young, CFO, AJM Management Services
Center: Derrick Murry, MPH, CHES - COO
Right: Nelson Bauersfield – AMA Board of Directors Pres. CNY Region