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FOR IMMEDIATE RELEASE

NORTH MEDICAL, P.C. UNVEILS NEW URGENT CARE MODEL TO STREAMLINE
URGENT CARE IN CENTRAL NEW YORK

Current and future improvements will enhance the level of non-emergency care

SYRACUSE, N.Y.—January 18, 2010— A new director of urgent care and new improvements to the patient processing procedure have made healthcare “on demand” a reality for Central New York families at the North Medical, P.C. (NMPC) Urgent Care facilities in Liverpool and Fayetteville.

Dr. John K. Sullivan, a former second lieutenant in the U.S. Army Medical Field Service Corps, applied his emergency medicine training to redesign the triage process in October when he started as NMPC’s director of North Medical Urgent Care. Rolled-out on December 1, the triage transformation reduced the patient wait time by 50 percent in the first two weeks. “We want to enhance the care we provide,” Dr. Sullivan said. “Our goal is to deliver the highest quality healthcare available to our community.”

Based on emergency room standards, patients are immediately triaged by one of the clinical staff upon arrival and then registered for their visit.

“The change ensures that all patients are evaluated in a timely manner and registered based on the seriousness of their condition,” said Dr. Sullivan. “This model allows us to be available to the community and provide acute care when people need help – not waiting until the office is open. This is especially helpful for the many families who don’t have a primary care doctor. North Medical Urgent Care frees up the hospital’s ERs for life-threatening traumas and helps non-emergency patients be seen quicker.”

Illness and injury are never convenient, especially when the doctor’s office is closed or no appointments are available. North Medical Urgent Care fills the gap between a primary care doctor and the emergency room. In a time when lawmakers, consumers and the health care industry debate over the best strategy for health care reform, North Medical Urgent Care already reflects President Obama’s vision of quality, affordable health care for all.

“Our urgent care centers provide patients with what they need, when they need it, at an affordable price,” said Derrick Murry, MPH, CHES, North Medical, P.C.’s chief operations officer.

Offering services for acute, non-life threatening illness and injury, North Medical Urgent Care handles more than 60,000 patient visits per year. In addition to redesigning the urgent care triage process, Dr. Sullivan says he is planning further improvements in 2010.

Formerly a second lieutenant in the U.S. Army Medical Field Service Corps and a private practice lawyer in the 1970s, Dr. Sullivan attended medical school at Columbia University in New York City. Starting with residency training and continuous Board Certification in Emergency Medicine, Dr. Sullivan has focused his career on emergency medicine. He joined North Medical, P.C. in mid-October.

“We are pleased to have someone of John’s caliber to direct our urgent care as we continue to raise the bar on the level of care we provide the community,” said Murry.

Urgent care is the provider of choice for many people when the doctor’s office is closed and, for some without a primary care physician, it is their only option for non-emergency medical treatment. There are more than 8,000 urgent care centers in the United States and that number is increasing by about 100 per year, according to the Urgent Care Association of America.

North Medical Urgent Care has two locations, at the North Medical Center in Liverpool and at the Northeast Medical Center in Fayetteville. The centers are open year-round from 7 a.m. to 11 p.m, including all holidays and on weekends.

For more information about North Medical Urgent Care centers, contact Betsy Bedigian at 315-452-2000 ext. 4006 or bbedigian@northmedicalpc.com.

About North Medical, P.C.

North Medical, P.C. is the leading comprehensive primary care practice in Central New York bringing sophisticated ambulatory healthcare into patients’ neighborhoods and communities through its Liverpool and Fayetteville locations.

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