

**FOR IMMEDIATE RELEASE**



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### **PRIORITYCARE IS NOW PARTICIPATING WITH CAPITAL BLUECROSS**

Philadelphia, PA – Jan. 9, 2011– PriorityCare, a network of urgent care centers, which provides quality, convenient and affordable medical treatment, announced a partnership with **Capital BlueCross** early last month.

Capital BlueCross has provided members in Central Pennsylvania and the Lehigh Valley with maximum value in health insurance since 1938. “The PriorityCare network is committed to broadening consumer options for immediate care,” says Andrea Hanaway, M.D., board-certified Emergency Medicine physician and PriorityCare’s medical director. “We are honored to partner with such a reputable full-service health insurer.”

PriorityCare locations are now a part of Capital BlueCross’ physician network. Subscribers are now able to bill up to 100% of PriorityCare services. This is important because when it’s not an emergency, but still an urgency, an urgent care clinic can supplement a family doctor’s care after office hours or on the weekend. Although no appointment is necessary, patients may choose to pre-register online to allow PriorityCare staff to be prepared for their arrival and expedite their PriorityCare patient experience.

PriorityCare provides treatment for acute illnesses or injuries, as well as preventive and wellness efforts. Services include: immunizations and allergy shots, physicals (annual or for work, school, camp or sports), administration of intravenous fluids (for dehydration), digital X-rays and EKGs, lab work (including alcohol and drug screenings), and other minor treatments or procedures.

PriorityCare treats virtually all non-emergency conditions including but not limited to: sprains, strains and broken bones, cuts and abrasions, burns, colds and flu, respiratory conditions such as bronchitis, pneumonia and asthma, dehydration, allergic reactions, infections and viral illnesses, and more.

PriorityCare also offers a unique service for patients who do not feel better within three days of the initial visit, and who ultimately need additional treatment or services for their injury or ailment. PriorityCare pledges to help those patients identify, access and

navigate additional health care options, such as diagnostic imaging, advanced lab testing or specialty referrals.

Patients will have access to PriorityCare services in all four locations from 8 a.m. to 8 p.m. weekdays, 9 a.m. to 5 p.m. Saturdays, and 10 a.m. to 4 p.m. Sundays. Both offices are staffed by a physician, nurses and an X-ray technician.

Priority Care at Bethlehem is located at 2151 Emrick Boulevard, Suite 102, Bethlehem, PA 18020, and Priority Care at Wind Gap is located at 951 Male Road, Wind Gap, PA 18091.

Two new locations will open late January at Exeter, 110 East Swedesford Rd. Wayne, PA 19087 and Devon, 5001 Perkiomen Ave. Reading, PA 19606.

#### **ABOUT PRIORITYCARE**

PriorityCare is a network of urgent care centers providing quality, convenient, cost-effective medical care for non-emergency illnesses and injuries, as well as occupational health, preventive and wellness services including physicals, drug testing, and immunizations. For more information about PriorityCare, please visit [www.prioritycare.net](http://www.prioritycare.net)

#### **ABOUT CAPITAL BLUECROSS**

Capital BlueCross has provided the people of their 21-county service area with maximum value in health insurance products since 1938. Today, Capital BlueCross is a full-service health insurer—committed to offering a wide variety of easy-to-use, comprehensive and innovative health-care products for employer groups and their members. For more information, please visit [www.capbluecross.com](http://www.capbluecross.com)