



Priority Private Care: New York's premiere members-only urgent medical facility opens on the Upper East Side

NEW YORK—September 15, 2016—Priority Private Care, New York's premiere members-only urgent medical service provider, has opened its doors on the Upper East Side. Founded by Dr. Bernard Kruger—one of the country's top oncologists and internal medicine specialists, as well as a pioneer of concierge medicine—the groundbreaking facility operates under an exclusive model that allows members to have immediate access to top doctors, specialists and services 24 hours a day, seven days a week.

"Even if you have access to top-level personal physicians, when urgent medical situations come up outside of regular hours or cannot be addressed in a normal office setting, it can be extremely difficult to get the kind of care that patients need and deserve," Dr. Kruger says of his observations over 30 years of practicing medicine in New York. "During some of the most vulnerable and challenging moments in life, patients often must endure the long wait times and uncomfortable environments that typify hospital emergency rooms."

From Priority Private Care's discreet location on the Upper East Side, patients are provided with complete, personalized and private healthcare services to handle almost all medical needs—from everyday illnesses like colds and the flu to treating serious situations like broken bones, lacerations and even cardiac and appendicitis rule-outs. In addition to its impressive roster of emergency room doctors, including medical director Dr. Douglas Kaiden, Dr. Rich Lappin and Dr. Stephan Lynn, the spacious, light-filled facility offers direct access to the most advanced diagnostic imaging equipment, including MRI, CT, Ultrasound and X-rays. "I opened the center to provide immediate care and diagnostic imaging to patients in a private and peaceful environment," Dr. Kruger says. "Under my supervision, we staff best-in-class ER physicians and provide access to an extensive hand-picked network of specialists to ensure that members' needs are addressed by the best medical professionals any time of day or night without wait."

After gaining approval and paying an annual fee (both individual, family and corporate memberships are available), patients have unlimited access to Priority Private Care for any medical need that does not require an ambulance. When an issue arises, members contact the center by phone or video to prepare staff for their visit, then immediately upon arrival, a doctor will treat the medical issue and perform any necessary lab work or imaging onsite. PPC will also consult with a

patient's primary physician and, following a diagnosis, go over any next steps. And if necessary, the staff will arrange for immediate treatment or follow-up by a specialist in its exclusive network or utilize its VIP relationship with the best local hospitals for transfer and admission.

"Until now, if your kid broke an ankle playing soccer on a Friday afternoon, you cut your finger cooking, or you woke up at 3 AM with a stomach flu, the only option was the ER," Kruger says. "We provide world-class medicine with no wait and none of the hassle."

Next up, Priority Private Care has plans to expand with additional locations throughout New York, as well as Los Angeles, and will be offering Hamptons house calls to members for the summer season.

Learn more about Priority Private Care at www.priorityprivatecare.com.

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About Dr. Bernard Kruger, Founder

Board certified in oncology and internal medicine, and on faculty at Weill Cornell, Dr. Kruger has been serving the needs of his patients for over thirty years from his office on the Upper East Side. As one of the pioneers of concierge medicine, Dr. Kruger is tireless in his attention to the needs of his individual patients.

About Dr. Douglas Kaiden, Medical Director

Board certified and associate professor of emergency medicine at Mt. Sinai, Dr. Kaiden has practiced since 1995 in the best emergency rooms in New York, including Beth Israel, St. Vincent's & NY Presbyterian/Cornell. He has run a network of urgent care centers in NYC and was supervising medical physician for the US Open.

Priority Private Care

Founded with one of the leading concierge physicians in New York, Dr. Bernard Kruger, Priority Private Care staffs a private 24/7 medical center on the Upper East Side with best-in-class emergency physicians, a state-of-the-art lab, and advanced radiological imaging. Because PPC is by membership only, the center is able to limit the number of patients so there is never a wait. They also provide members with their network of the best specialists and VIP access to some of the finest academic hospitals in New York. Annual membership includes a wellness consultation as well as unlimited visits with PPC physicians, with patients only paying for significant interventions (such as diagnostic imaging and minor surgeries).

Priority Private Care
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