



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

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**PHYSICIANS IMMEDIATE CARE OPENS SPECIAL PEDIATRIC ROOMS  
IN LOCAL CLINICS**

*Leading urgent care provider in the Midwest offers kid-friendly features and expert staff trained in treating patients under the age of 7*

**ROSEMONT, Ill., June 30, 2013** – Physicians Immediate Care is aiming to make trips to the urgent care a little less scary for young children – and their parents – with the introduction of special pediatric exam rooms in several clinic locations in suburban Chicago, including Plainfield, Aurora, Joliet, New Lenox and Orland Park. These clinics now offer specialized equipment and staff experienced in treating children, as well as engaging features designed to help young patients feel more comfortable.

“It’s frightening to suffer an injury or illness at any age, but it’s especially frightening for children and their parents, who want to be reassured their little ones are getting specialized care,” said Dr. John Koehler, Chief Medical Officer of Physicians Immediate Care. “With our dedicated pediatric exam rooms, we can treat children quickly and comfortably when they can’t get in to see their pediatrician, especially on evenings and weekends.”

Specialized equipment in the pediatric exam rooms includes baby scales – which register quickly without the need to also weigh the parent – and pulse oxygen monitors, which allow the staff to measure blood-oxygen level without drawing blood. Supplies such as slings and splints also are readily available in smaller sizes for children.

To create a more enjoyable experience during scary situations, these child-friendly exam rooms feature a unique wall mural with colorful fish for a fun diversion – a feature in nearly all Physicians Immediate Care locations – as well as a TV with entertaining DVDs and take-home scratch-off activity books and stickers to put young patients at ease. In addition, all children ages 6 and under receive pint-sized hospital gowns to wear during examinations. Parents also have the peace of mind of knowing that a clinical staff member will follow up by phone within 24 hours after the appointment.

“While all of our clinics are equipped to serve patients of all ages, these locations are in communities with many families with small children,” explained Dr. Julie Stark, staff physician in the Physicians Immediate Care Southwest Chicago clinics. “While some local health care providers don’t treat children under 18 months, our expert medical team is trained in treating infants and young children. We take pride in reassuring parents and our little patients even when things are a bit scary.”

The Physicians Immediate Care medical teams treat non-life threatening injuries and illnesses, no appointment necessary, seven days a week. To diagnose a fracture or broken bone, all clinics have a digital X-ray system operated by a licensed radiologic technologist. Physicians Immediate Care also offers minor surgical procedures like

stitches, on-site lab work, some prescription drugs and supplies such as crutches, slings, splints and back supports.

For more information and clinic locations, go to [www.visitphysicians.com](http://www.visitphysicians.com).

**About Physicians Immediate Care**

Physicians Immediate Care, also known as Physicians Urgent Care, is a Midwest leader in urgent care and occupational health. For over 25 years, it has provided affordable, convenient medical care to more than one million patients. The company is dedicated to building healthy communities by providing remarkable care you can count on, when and where you need it. Its network of more than 20 clinics are each fully-equipped to provide X-rays, lab work, minor surgical procedures, immunizations and drug and alcohol tests. In 2012, Physicians Immediate Care LLC received a growth capital investment from private equity firm LLR Partners and WellPoint, one of the nation's largest health benefits companies. For locations and services, go to [visitphysicians.com](http://visitphysicians.com).