



NEWS RELEASE  
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## PHYSICIANS IMMEDIATE CARE MAKES URGENT CARE PRICING SIMPLE AND AFFORDABLE

*Leading urgent care provider in the Midwest introduces  
easy, worry-free pricing for uninsured patients*

**ROSEMONT, Ill., September 4, 2013** – Physicians Immediate Care today announced its new, three-tiered set pricing plan for self-pay patients -- those who either do not have health insurance or have a high-deductible plan and prefer not to use their insurance. Unlike most emergency room or health care visits, Physicians Immediate Care's patients now know what to expect to pay without worrying about billing surprises.

"In the Midwest states we serve, about 15% of the population is uninsured. With high unemployment rates and people deciding not to enroll in COBRA, we're seeing more patients who are responsible for the entire cost of their visit," said Cindy Donohoe, Physicians Immediate Care customer experience officer. "Patients shouldn't have to delay care or worry about surprise charges, and that's why we're adjusting our self-pay pricing to ensure it's not only fair and affordable, but also easy to understand."

"In a retail setting, consumers expect to know the price upfront. That's hard to do in healthcare because physicians don't know what care you need until they examine you and diagnose your condition," explains Donohoe. "So we're taking some of that uncertainty away by openly publishing prices for conditions most commonly treated at our Physicians Immediate Care clinics."

Physicians Immediate Care's affordable, worry-free pricing is based on the level of care the patient needs. Starting at \$125, the medical team treats a wide variety of injuries and illnesses at set rates. Every Care Level includes a medical history, vital signs, examination and take-home instructions.

- **Care Level 1 (\$125):** Clinical visit with instant lab tests for illness like bronchitis, flu and strep throat or injuries like abrasions, burns, sprains and strains.
- **Care Level 2 (\$175):** Level 1 treatment, plus diagnostics or services such as an X-ray, EKG, breathing treatment or blood draw.
- **Care Level 3 (\$225):** Level 2 treatment, plus minor procedures like stitches, foreign object removal, intravenous rehydration, incisions or excisions.

Due to a higher cost of doing business in certain retail districts, the Care Level price is \$25 more per tier at just 5 of the 22 Midwest clinics.

"A key part of transparency is being straightforward about what is not covered, too," says Donohoe. "That's why we provide examples of things that could lead to additional charges and we do our best to keep our patients informed throughout their visit."

Additional charges may apply due to complications, unforeseen circumstances or complex procedures like broken bones, dislocations or extensive lacerations. Add-on goods and services, such as outside lab tests, vaccinations, take-home or injectable medications and take-home supplies or equipment (like crutches or splints), may cost more.

Payment in full is required at the time of service – limiting back-end collection costs so Physicians Immediate Care can offer low-cost, self-pay pricing. Patients can pay with cash, credit, debit or personal check.

For those who choose not to use the self-pay pricing plan, Physicians Immediate Care will continue to accept most health insurance plans and Medicare.

To see the worry-free self-pay pricing at your nearest clinic, go to [visitphysicians.com/clinics](http://visitphysicians.com/clinics).

### **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).