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**FOR IMMEDIATE RELEASE**

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**Page Memorial Hospital Offers Affordable After-Hours Healthcare Clinic**

**Luray, VA** (June 1, 2008) Area residents now have access to affordable, after-hours health care at Page Memorial Hospital's new Convenient Care clinic. Patients can walk in without an appointment for treatment of non-life-threatening conditions, such as bone fractures, lacerations, flu or asthma, without taking time off from work or waiting in the emergency room. Located next to PMH's Emergency Department, the clinic is open from 6:30 pm to midnight, seven days a week.

"Our goal is to provide care to the community when and where they need it most," says PMH's chief medical officer, Jeffrey Feit, MD. "We're responding to an important need that fills the gap between daytime primary care and the emergency department. Not only does Convenient Care help working families who can't take the time off from work or get an appointment right away with their primary care physician, it also provides an affordable alternative to the emergency room. A medical condition like a laceration, a fracture, or a sinus infection may not be life-threatening, but people should have the opportunity to get care urgently if they think they need it."

With evening hours until midnight, patients can be seen for earaches, flu, rashes or other minor illnesses that would normally have to wait until the next day or longer to be treated.

A major advantage of PMH's Convenient Care, compared to other urgent or convenient care centers, is the location. If a patient has an illness or injury that is too serious or life-threatening, they are next to the emergency room. "This assures continuity of care," says Dr. Feit. "A patient will be assessed upon registering and will be immediately sent to the Emergency Department, if necessary." Dr. Feit adds that the clinic is not recommended for children 3 and under, and seniors over 65 with serious medical conditions. "These patients typically require more intensive care than Convenient Care will provide, and we will be happy to have them seen in the Emergency Department."

Another advantage to Convenient Care is affordability compared to an emergency room visit. Most insured patients will have a co-payment similar to a clinic visit.

Nurse practitioners, Janelle Hibson and Tabitha Garrison, staff the clinic and bring over 30 years of combined clinical experience, and other specialties such as emergency medicine and neurology.