

FOR IMMEDIATE RELEASE

Media Contact: Chris Hannan
Chief Marketing Officer
510-350-2679
hannanc@medamerica.com

Despite a shaky national economy, CEP America continues impressive growth in first half of 2009

-- Company Reports Three New Emergency Department Contracts since January, 2009

EMERYVILLE, Calif. (June 15, 2009) – CEP America, one of the nation's premier providers of emergency department (ED) management and staffing solutions, has announced the addition of Stevens Hospital in Edmonds, Washington, and Beverly Hospital in Montebello, California to its growing list of managed emergency departments.

Both of the new contracts are in addition to MacNeal Hospital in Berwyn Illinois, which began its contract with CEP America in January of 2009. With the three new contracts, CEP America now provides emergency department staffing and management services for 65 client sites in seven states including; Arizona, California, Georgia, Illinois, Oregon, and Washington.

Emergency medical care remains a highly regulated, complex business with difficult financial pressures, high patient demand, and strained resource availability. Yet, while the U.S. is facing challenges in the provision of emergency medical care, CEP America continues to thrive.

“Our success is based upon our ability to successfully manage change,” stated CEP America Chief Executive Officer Wesley A. Curry MD. “The programs and technologies we’ve put in place have resulted in shorter wait times, higher quality care, and a positive patient experience. In fact, I like to say that we’ve saved over one million hours of pain and suffering for our patients over the past 12 months.”

CEP America focuses solely on developing emergency department staffing and management solutions for hospitals around the country. Headquartered in the Bay Area city of Emeryville, California, the organization provides a variety of physician staffing, consulting, and management services. Utilizing CEP America’s Rapid Medical Evaluation® (RME) program, the average time-to-provider wait at CEP America partner hospitals is 20 minutes below the national norm, making CEP America the industry leader in decreasing ED wait time.

The key, according to Curry, is that these statistics are being reproduced at CEP America emergency departments regardless of patient volume, physical building limitations, demographics, or varied hospital systems. All members of CEP America – including senior management – are practicing ED physicians, which gives them important insights into the challenges hospitals face every day.

“Despite the current financial climate where hospitals and emergency departments are cutting back on spending or shutting their doors, we’re anticipating continued growth,” continued Curry. “The fact that in just six months we’ve signed contracts for three emergency departments is a testament to CEP America’s model for providing consistently superb clinical, operational and staffing excellence to our patients, and EDs.”

For more information about CEP America, please visit www.cepamerica.com
You may also visit their blog at www.cepamericablog.com