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**Beth Israel Establishes 24-Hour, Seven Days-A-Week  
Walk-In Primary Care Facility**

*Designed to Meet the Healthcare Needs of New Yorkers – Any Time of Day or Night*

**NEW YORK, NY – October 1, 2008** – Beth Israel Medical Group (BIMG), formerly known as DOCS, a multi-site medical practice created by and run by Beth Israel Medical Center, will turn its' Chelsea location into a 24-hour, seven days a week facility starting on Monday, October 13, 2008. The medical practice, located at 202-204 West 23<sup>rd</sup> Street at 7<sup>th</sup> Avenue, is responding to what its patients have asked for – medical care at any hour, day or night.

“These days, offering people medical care at anytime on any day, especially during the late evenings and overnight, shows the very best in quality healthcare for the people of New York,” explained David J. Shulkin, MD, President and CEO, of Beth Israel Medical Center. “It’s highly important that people know that they have a place to go during the off-peak hours”.

“Beth Israel has undertaken an important initiative to provide open access to patients seeking non-emergent healthcare when their physician is unavailable,” said Tom Poole, Executive Director of BIMG. “People can get sick at anytime and Beth Israel is taking the steps necessary to address patients’ needs at any given hour, day or night”.

In addition to the new hours at the 23<sup>rd</sup> Street office, BIMG is in the planning stages for further expansion and development at the 55 East 34<sup>th</sup> Street location. For more information about the new 24-hour/seven-days-a-week facility, the general public can call toll free at 1-877-362-7692.

**About the Beth Israel Medical Group**

Affiliated with Beth Israel Medical Center and formerly known as DOCS, the Beth Israel Medical Group concentrates on building long-term, on-going relationships between our doctors and patients. The Beth Israel Medical Group services include primary care, orthopedics, cardiology, gastroenterology, rehabilitation medicine and pain management, surgery, urology, ophthalmology, endocrine, and pulmonary. The primary care and specialties offer same day and advance appointments. The Beth Israel Medical Group physicians focus is on the well being of their patients and work to ensure the utmost in quality.