



Priority Private Care launches Hamptons house calls and a partnership with Liberty Helicopters for the summer season

NEW YORK—June 5, 2017—Priority Private Care, New York City’s premiere members-only urgent medical service provider, is extending its reach to the Hamptons this summer by offering home visits from its exclusive network of best-in-class emergency room physicians on weekends from Memorial Day through Labor Day. Providing the utmost in convenience and efficiency, PPC’s home treatments may include everything from diagnosing illnesses and treating injuries to administering IV fluids and running blood tests. If patients require further care, PPC will facilitate transportation back to New York City via private car, ambulance or even helicopter, where they may receive treatment and imaging at PPC’s primary facility on the Upper East Side, as well as access to its select roster of specialists and VIP hospital relationships.

“Until now, nothing close to this level of service has been offered in the Hamptons,” says founder Dr. Bernard Kruger, one of the country’s top oncologists and internal medicine specialists, as well as a pioneer of concierge medicine. “Our mission is to provide members with both excellent and convenient health care, as well as ease of mind. In the unfortunate event that you require medical attention on the island this summer, Priority Private Care will be there.”

As part of this innovative new service, PPC has partnered exclusively with Manhattan-based Liberty Helicopters. Not only will PPC members be able to use the helicopters at cost in the event of an emergency, but they will also receive 30% discounts on chartered Liberty flights to and from the Hamptons throughout the summer. Additionally, Liberty frequent flyers will receive a discount on PPC membership (special Hamptons-only packages are also available).

Priority Private Care is a groundbreaking facility that opened in September 2016 on the Upper East Side with an exclusive model that allows select members to have immediate access to top doctors, specialists and services 24 hours a day, seven days a week.

“When urgent medical situations come up outside of regular hours or cannot be addressed in a normal office setting, it can be extremely difficult to get the kind of care that patients need and deserve,” Dr. Kruger says of his observations over 30 years of practicing medicine in New York. “During some of the most vulnerable and

challenging moments in life, patients often must endure the long wait times and uncomfortable environments that typify hospital emergency rooms.”

At PPC, patients are provided with complete, personalized and private healthcare services to handle almost all medical needs—from everyday illnesses like colds and the flu to treating serious situations like broken bones, lacerations and even cardiac and appendicitis rule-outs. The spacious, light-filled facility also offers direct access to the most advanced diagnostic imaging equipment, including MRI, CT, Ultrasound and X-rays. “I opened the center to provide immediate care and diagnostic imaging to patients in a private and peaceful environment,” Dr. Kruger says. “Under my supervision, we staff best-in-class ER physicians and provide access to an extensive hand-picked network of specialists to ensure that members’ needs are addressed by the best medical professionals any time of day or night without wait.”

Learn more about Priority Private Care at www.priorityprivatecare.com.

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About Dr. Bernard Kruger, Founder

Board certified in oncology and internal medicine, and on faculty at Weill Cornell, Dr. Kruger has been serving the needs of his patients for over thirty years from his office on the Upper East Side. As one of the pioneers of concierge medicine, Dr. Kruger is tireless in his attention to the needs of his individual patients.

Priority Private Care

Founded with one of the leading concierge physicians in New York, Dr. Bernard Kruger, Priority Private Care staffs a private 24/7 medical center on the Upper East Side with best-in-class emergency physicians, a state-of-the-art lab, and advanced radiological imaging. Because PPC is by membership only, the center is able to limit the number of patients so there is never a wait. They also provide members with their network of the best specialists and VIP access to some of the finest academic hospitals in New York. Annual membership includes a wellness consultation as well as unlimited visits with PPC physicians, with patients only paying for significant interventions (such as diagnostic imaging and minor surgeries).