

FOR IMMEDIATE RELEASE

Contact: Jessica Volchok
WeissComm Partners
(415) 518-7006
jvolchok@wcpglobal.com

CEP America Introduces ER Forum Blog

ED Management Leader Launches Online Forum Focusing on Emergency Medicine

EMERYVILLE, Calif. – June 16, 2009 – CEP America, one of the nation's largest providers of emergency department (ED) management and staffing solutions, announced today that it has launched a blog titled ER Forum (www.cepamericablog.com), which will provide insight into emergency medicine and the challenges of managing a profitable and efficient emergency department.

Designed as a free-flowing vehicle to discuss healthcare issues as they relate to emergency management, ER Forum is written by the physician management of CEP America, who also practice in emergency rooms from hospitals across the country. The inaugural post, authored by Dr. Wesley Curry, chief executive officer of CEP America, highlights the impact of the recent H1N1 flu scare on how U.S. emergency rooms cope with a sudden increase in patient volume.

"The launch of ER Forum is such a great opportunity for us to interact with our peers through real-time dialogue," said Dr. Curry. "The ability to address the most urgent and timely topics affecting the industry as they happen makes this venture all the more interesting because, as practicing emergency medicine physicians, we live and breathe these subjects every day."

Future postings will highlight topics such as work/life balance for ED physicians, health care reform and reimbursement trends in emergency medicine. The blog will also include regular features on Health Information Technology and ED Management Challenges as well as guest bloggers.

CEP America is one of the nation's largest providers of emergency medicine physician services and emergency physician staffing for hospital ERs. CEP America has developed the Rapid Medical Evaluation® (RME) program which enables a hospital's emergency room practice to lower its time-to-provider (TTP) and Left-Without-Being-Seen (LWBS), improve patient satisfaction, patient volume, nurse retention, while reducing ambulance diversion.

About CEP America

Founded in 1975, CEP America is the national partnership practice model of California Emergency Physicians (CEP) Medical Group. They are a premier provider of physician staffing, management, and consulting services for 65 Emergency Department and Ambulatory Care Practices in Arizona, California, Georgia, Illinois, Oregon, Texas, and Washington. For more information, visit www.cepamerica.com or www.cepamericablog.com.

###