

## **FOR IMMEDIATE RELEASE**

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

### **CEP America begins emergency department partnership with Feather River Hospital in Paradise, California**

Emeryville, CA - CEP America, one of the nation's largest providers of emergency department (ED) management and staffing solutions, has announced the addition of Feather River Hospital in Paradise, California to its growing list of hospital emergency departments throughout the U.S.

The signed contract is effective June 1, 2010 and is the latest emergency department partnership in 2010.

"We're excited to be working with the local physicians in the Feather River Emergency Department and the medical community of Paradise," stated Dr. Mark Alderdice, the Regional Director for Feather River's emergency department, "CEP America will bring the management support and leadership needed to provide top quality, efficient and compassionate emergency care to the entire community."

CEP America, an emergency physician-owned partnership, will provide Feather River Hospital with a wide range of clinical, staffing and administrative expertise designed to increase clinical quality and service excellence. Utilizing CEP America's proprietary Rapid Medical Evaluation® (RME) program, the average time-to-provider wait at partner hospitals is 20 minutes below the national average.

Feather River is a 101-bed acute care hospital in Northern California and has an ED volume of roughly 20,000 patients per year. Part of Adventist Health system, the hospital received a Gold-Level Award for performance excellence in 2008 – the only hospital in California to win such an award. Located in the Sierra Nevada foothills, Paradise, California is 90 minutes north of Sacramento and 15 minutes east of Chico.

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