



For more information, contact:  
Kathy Winn  
Director of Marketing  
208-955-6509

**FOR IMMEDIATE RELEASE**

**PRIMARY HEALTH MEDICAL GROUP OPENS NEW BROADWAY CLINIC.**

Boise, June 5, 2008 – Primary Health Medical Group is opening a new medical clinic in Boise, Idaho. The new 4,300 square foot clinic, located at 1907 S. Broadway Avenue (across from Garfield Elementary), will replace the Primary Health Medical Group clinic located at Broadway and Beacon, near Boise State University. The new clinic, scheduled to open on Wednesday, June 11<sup>th</sup>, will feature additional and larger exam rooms, facilities for Dr. Mark Michaud, an appointment-based family practitioner, and a larger waiting room. The current Broadway location will close at the end of the business day on June 10<sup>th</sup>, ensuring continuity of care for patients needing service.

The new clinic will be a consolidation of two Primary Health Medical Group clinics. The Parkcenter clinic, located at 701 E. Parkcenter Blvd. in Boise, will be consolidated into the new Broadway clinic as well. The Parkcenter clinic will close on Thursday, June 5<sup>th</sup> in preparation for the move.

“The building of a new clinic will allow us to better serve our patients in the area,” said David Peterman, MD, President of Primary Health Medical Group. “The cross-section of the population that utilizes our current Broadway clinic is very diverse. Families, BSU students and members of the business community all visit our current location. By building a new clinic, we will be able to increase the number of patients seen, decrease wait times and integrate a better patient flow – all leading to a better experience for our patients.”



Steve Judy, Director of Operations for Primary Health Medical Group, stated “With the implementation of our Electronic Health Records system company-wide in 2007, we’ve been taking a closer look at how to improve patient flow in all of our clinics – and thus, improving customer satisfaction. By consolidating two clinics (Broadway and Parkcenter) into the brand new location, we can better utilize resources and better address the health care needs of the community.”

Boise-based Primary Health Medical Group is a multi-specialty medical group that was created by physicians who have practiced in Idaho for more than twenty years. The group sees over 230,000 patient visits a year through multiple clinics located in Boise, Meridian, Eagle, Nampa, and Caldwell. The majority of the clinics offer appointment family practice and urgent care services and are staffed by family practitioners, physician assistants and nurse practitioners. The group also has physicians in pediatrics, obstetrics and gynecology, dermatology, occupational medicine, and ear, nose, and throat. Learn more about Primary Health Medical Group at [www.phmgidaho.com](http://www.phmgidaho.com).

# # #