



FOR IMMEDIATE RELEASE

Baptist Health Care's First Intuitive Health-Partnered Dual ER and Urgent Care Facility Nearing Completion

New Clinic to Open in Navarre on Sept. 28 at 7 a.m.

PENSACOLA, Fla. (Aug. 11, 2020) – Plans for the opening of Baptist Emergency Room and Urgent Care in Navarre announced last September are on track. The facility will open in September at Baptist Medical Park – Navarre, located at 8888 Navarre Parkway.

A partnership between Baptist and Intuitive Health will bring the first hybrid emergency room and urgent care clinic to Northwest Florida. Texas-based Intuitive Health has partnered with established health systems nationwide since 2008 to build, operate, launch and retain health care facilities that provide urgent care and emergency room services under one roof. The dual emergency and urgent care facilities eliminate the need for patients to self-diagnose the severity of their health concern before selecting the most appropriate medical center for care. The new patient-centered model is designed to simplify the way patients access immediate, appropriate care while also lowering out-of-pocket costs.

"We've witnessed a growing issue across Northwest Florida and the entire country surrounding trying to guide consumers to the appropriate level of care," said Brett Aldridge, vice president of business development at Baptist Health Care. "Requiring patients to determine the level of care they require by choosing either a freestanding ER or urgent care is neither feasible nor safe. Through our partnership with Intuitive Health, Baptist Health Care is eliminating the guesswork and improving patient experience with a full-service emergency room and urgent care under one roof."

Baptist Emergency Room and Urgent Care, open 24 hours a day, seven days a week, will be equipped with on-site lab equipment, a radiology suite with X-ray and multi-slice CT scanners, and staffed with board-certified, ER-licensed physicians who will see each patient and determine if the appropriate care is emergent or urgent care. Patients are transparently billed accordingly, only paying for the level of care they need, which eliminates unnecessary emergency room visits.

"In addition to receiving the highest quality of care, patients want convenience, immediate access to care, better customer service and greater transparency in the billing process," said Thom Herrmann, CEO of Intuitive Health. "Partnering with Baptist Health Care to bring our dual urgent care and emergency care clinics to Pensacola is an exciting step toward making high-quality and transparent patient care more accessible nationwide."

Baptist Emergency Room and Urgent Care represents the future of health care by empowering patients to make informed decisions about their health and revolutionizing the way patients find, receive and are charged for care. The model helps convert unnecessary ER visits into urgent care-billed visits, minimizing out-of-pocket patient costs.

More information about Baptist Health Care is available at ebaptisthealthcare.org. More information about Intuitive Health is available at iheruc.com.

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For more information about this press release or to schedule an interview, please contact Kathy Bowers at 850.791.5254 or BHCMediaRelations@bhcpns.org.

About Baptist Health Care

Baptist Health Care is a community-owned, not-for-profit health care organization based in northwest Florida that is committed to helping people throughout life's journey. The organization is a proud member of the Mayo Clinic Care Network. A 2003 Malcolm Baldrige recipient, Baptist continuously strives to be a national leader in quality and service. Baptist Health Care includes three hospitals, four medical parks, Andrews Institute for Orthopaedic & Sports Medicine, Lakeview Center and a large network of primary care and specialty physicians. With more than 7,300 employees and employed physicians, Baptist Health Care is the second largest non-governmental employer in northwest Florida.

Baptist Health Care • Baptist Hospital • Gulf Breeze Hospital • Jay Hospital • Lakeview Center • Baptist Medical Park – Nine Mile • Baptist Medical Park – Navarre • Baptist Medical Park – Pace • Baptist Medical Park – Airport • Andrews Institute • Baptist Medical Group • Baptist Heart & Vascular Institute • Cardiology Consultants • Baptist Health Care Foundation

About Intuitive Health

Founded in 2008, Intuitive Health partners with established health systems nationwide to build, operate and launch retail healthcare facilities that provide urgent care and emergency room services under one roof. Intuitive Health's patient-centered retail-care model is built on a proven business system focused on concierge-level customer service and transparency. Each facility has onsite- lab equipment, a radiology suite with X-ray and multi-slice CT scanners and are open 24 hours a day, seven days a week. Every patient is seen by an ER trained physician. An objective criterion determines if the appropriate care is emergent or urgent care. Patients are billed accordingly, only paying for the care they need which eliminates inappropriate emergency room utilization. This proven model establishes a cost-effective, more personal and time-efficient way to deliver high-quality medical service at the appropriate cost which garners long-term patient loyalty. The Intuitive Health model increases market share for partnered healthcare systems by expanding their footprint with conveniently located centers. Currently, Intuitive Health has nine open locations in Texas, New Mexico and Indiana. For more information, please visit www.iheruc.com.