

Consumer Health Services:

Matthew Duch
(212) 850-5758
Matthew.duch@fd.com

Empire BCBS:

Lisa Greiner
(212) 476-7011
lisa.greiner@empireblue.com

**EMPIRE BLUECROSS BLUESHIELD PARTNERSHIP WITH CONSUMER HEALTH SERVICES INC.
PROVIDES MEMBERS WITH EXPANDED ACCESS TO CARE AND IN-NETWORK COVERAGE**

NEW YORK, NY, and WASHINGTON, D.C. – Jan. 17, 2008 – Consumer Health Services, Inc. (CHS), the premier manager of on-site physician centric consumer health care clinics, today announced that it has partnered with Empire BlueCross BlueShield, the largest health insurer in New York State. All current and future CHS managed retail-based physician practices will be recognized as Empire in-network health care providers, increasing accessibility to convenient, high-quality, immediate care for plan members and providing an option for those who are unable to access non-emergency care services.

“Non-emergency care administered by an emergency room is a costly and often a time consuming event for the patient,” said James D’Orta, M.D., chairman and CEO of CHS. “The partnership between Empire and CHS gives Empire plan members access to high-quality, physician-centric care *within* their network, which reduces costs to both the consumer and the insurer. Attaining preferred provider status with Empire validates the CHS convenient-care model on a new and important level, and helps in providing the optimal customer experience.”

Research has shown that consumers will often seek health care services through the emergency departments of local hospitals when they are unable to visit their own physician. According to a 2004 study by the Centers for Disease Control and Prevention, only 13 percent of visits to emergency departments are considered true emergencies. Most ER-treated incidents cited in the research were for minor cuts, high fevers, back pain, nausea and vomiting, all of which could be treated by a primary care physician if one were readily available.

In May 2007, CHS worked with Duane Reade and Endres Bowers Medical Group, PC to launch *DR Walk-in Medical Care*. CHS currently manages four DR Walk-In Medical Care sites within Manhattan. The physician’s, and other health care providers practicing at these sites, offer an alternative to the ER and provide New Yorkers with convenient high-quality access on a walk-in basis to routine physical exams and basic treatment services, along with health screenings, medical tests and vaccinations. CHS has plans to expand to the outer boroughs in the early part of 2008, in addition to launching partnerships with other major New York health systems.

DR Walk-In Medical Care’s current Manhattan locations are affiliated with Continuum’s St. Luke’s-Roosevelt Hospital Center. Physicians at affiliated locations have admitting privileges at the St. Luke’s-Roosevelt Hospital Center providing patients with the opportunity to have greater access to specialists at some of New York City’s top health care facilities.

“Empire BlueCross BlueShield is pleased to partner with CHS and provide a broader range of affordable, convenient health care access to our customers,” said Mark Wagar, president and CEO of Empire BlueCross BlueShield. “These centers are a helpful and complimentary addition to what is already the largest health care network available to New Yorkers—both locally and nationwide.” Wagar also emphasized that physicians practicing at these sites will be affiliated with major local health systems throughout New York and will ensure optimal continuity of care for the patients they serve by utilizing an electronic medical record which can subsequently be referenced by the patient’s primary care physician.

Current DR Walk-in Medical Care locations:
(<http://www.drwalkin.com/locations.html>).

All are open seven days a week:

- 86th and Lexington – Mon. - Fri. 8 a.m. -8 p.m.; Sat. 9 a.m. -.5 p.m.; and Sun. 11 a.m. – 5 p.m.
- 97th and Broadway – Mon. - Fri. 8 a.m. -8 p.m.; Sat. 9 a.m. -.5 p.m.; and Sun. 11 a.m. – 5 p.m.
- 63rd and Broadway – Mon. - Fri. 8 a.m. -8 p.m.; Sat. 9 a.m. -.5 p.m.; and Sun. 11 a.m. – 5 p.m.
- 50th and Broadway – 8 a.m. – 8 p.m. seven days a week

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About Empire Blue Cross Blue Shield

Empire Blue Cross Blue Shield (Empire) is the trade name of Empire HealthChoice Assurance, Inc., and Empire blue Cross Blue Shield HMO is the trade name of Empire HealthChoice HMO, Inc., independent licensees of the Blue Cross Blue Shield Association, serving residents and businesses in the 28 eastern and southeastern counties of New York State. Empire Blue Cross Blue Shield, the largest health insurer in New York State based on PPO and HMO membership, is a subsidiary of WellPoint, Inc. Additional information about Empire is available at www.empireblue.com.

About Consumer Health Services

Launched in 2006, Consumer Health Services, Inc. (CHS) has emerged as the nation's premier manager of on-site consumer health centers. CHS implements its model through extensive collaboration and work with leading, insurance companies, local health care delivery systems, doctors, nurses and physician assistants to offer quick, convenient, physician-directed care for individuals where they shop, work and travel. Today, more national retailers, like Duane Reade, hospitality companies and large employers are turning to CHS as a partner of choice to launch and manage successful consumer health centers that deliver an exceptional customer experience. To learn more about CHS, visit us online at www.chscorp.com.

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