

## SAMPLE PRESS RELEASE

### *A “Hearty” Twist on Healthcare*

*When you think of seeing your doctor there’s probably a few things that come to mind. Long waits, rushed appointments, mafia like fees. Well not anymore. Dr. [full name] is making that a thing of the past by putting a modern twist on old fashioned medicine, the way it’s should be.*

*The ever growing model of direct primary care is coming to [city] and is going to change the way you look at healthcare. With Dr. [name]’s practice, [clinic name], located at [address] patients pay a monthly membership fee from \$10-\$100 and have unlimited access to their doctor in person, by phone or through social media channels. There’s also no copays with access to wholesale medications, labs and free in house procedures like stitches, biopsies, joint injections, ekg’s, ultrasounds, etc.*

*Dr. [name] decided to open [clinic name] with a direct primary care model because [heart felt story of WHY, 50-100 words].*

*[clinic name] will open on October 1<sup>st</sup> and Interested patients can Pre-enroll now at [website], space is limited to 600 patients.*

*You can contact Dr. [name] directly at [phone #] or at [email].*