



FOR IMMEDIATE RELEASE

**On Demand Urgent Care Rebrands as vybe urgent care,  
Opens Two New Philadelphia Locations**

*New name and brand reflect innovative commitment to patient care, with expanded service  
in Center City and South Philadelphia*

**PHILADELPHIA, PA – January 13, 2017** – On Demand Urgent Care, a network of community-based urgent care centers in Philadelphia, today announces its new name – [vybe urgent care](#). While consumers typically rely upon urgent care providers for accessible, affordable, and immediate healthcare service, vybe’s new brand highlights an enhanced focus on patient experience. From the lobby decor and tablet check-in process, to the skilled medical professionals who provide the warmth of one’s family physician, vybe is committed to a truly patient-focused atmosphere that eases the stress that comes with an illness or injury.

Later this month, vybe will also add to its current locations in Roxborough and Port Richmond with newly constructed centers at **1420 Chestnut Street in Center City** and **1217 South Broad Street in South Philadelphia**, with plans to bring more than 100 new jobs to the region. Mayor Jim Kenney will join vybe for an official ribbon cutting at the South Philadelphia location on Thursday, January 26.

“Most people who visit an urgent care clinic don’t want to be there – they’re sick or injured, nervous, and perhaps anxious about the cost of their treatment,” said vybe urgent care President Peter Hotz. “vybe brings another layer of care that sets us apart from other clinics with a priority on easing those concerns through everything we do. From coffee, wi-fi, and other amenities in the waiting room, to larger exam rooms to accommodate families, we are defining the new way to be seen.”

“Ensuring accessible and affordable healthcare in the City of Philadelphia is a priority in my Administration,” said Mayor Kenney. “Through these openings, vybe is bringing a new level of quality urgent care to our city and helping to strengthen the region through new development and job opportunities.”

vybe urgent care provides treatment for a broad range of illnesses and injuries, with on-site x-rays, lab tests, vaccinations, and physical exams available for adults and children. To further support its patient-centered commitment, vybe has recently implemented a suite of services



from athenahealth, experts in systems and tools proven to improve overall clinic efficiency in areas including registration, patient engagement, and billing.

vybe President Peter Hotz is a seasoned business leader who most recently served as president of Take Care Health Systems, the Healthcare Division of Walgreens. He brings extensive experience in retail medicine, digital health, and integrated ambulatory care practice management, combined with a keen understanding of the evolving healthcare industry and the growing role of community-based care. With vybe, Hotz is using his expertise to increase access to quality healthcare services for the Philadelphia residential and business communities.