

NEWS RELEASE FOR IMMEDIATE RELEASE

FROM: **BAY VALLEY MEDICAL GROUP**

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Photo Available via E-mail

BAY VALLEY MEDICAL GROUP CELEBRATES
55 YEARS SERVING HAYWARD & EAST BAY COMMUNITIES
Compassionate Care Since 1954

HAYWARD, CA - Bay Valley Medical Group celebrated its 55th anniversary serving the Hayward and East Bay communities. The medical group held a week-long celebration of activities for employees culminating with a luncheon BBQ for its staff of 180.

Originally called Hayward Medical Group, the group was founded in 1954 by four physicians: Ronald Slater, M.D., ob/gyn, Donald Parker, M.D., internal medicine, Lionel Pfeffer, M.D., internal medicine, and Edward Roberts, M.D., general surgeon. Franklin Close, M.D. pediatrician, joined the group shortly thereafter.

The vision of the founding physicians was to form a large, multi-specialty medical group. They were physicians ahead of their times and noted the importance of offering services under one roof, or "one-stop shopping" for the patient. Over the years, the group has included other specialties such as radiology, urology, cardiology and podiatry.

Today, Bay Valley Medical Group is comprised of 30 employed physicians who provide care in four office locations: Castro Valley, Danville, Hayward and Pleasanton. The physicians and employees reflect the diversity of our community with bi- and

multi-language skills in Spanish, Hindi, Cantonese, Mandarin, Vietnamese, Farsi, Portuguese and other languages. Hayward also offers all-female

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obstetrics/gynecology and pediatric departments. In addition, the Group manages an independent physician association consisting of over 350 physicians located throughout southern Alameda and Contra Costa counties.

“Bay Valley has always strived to be the leader in providing quality, coordinated medical care with a personal touch to all its patients,” said Eric S. Kohleriter, M.D., Bay Valley Medical Group’s president and medical director. “It is a privilege to serve the East Bay communities, and we look forward to providing care to many more individuals and families in the years to come.”

Since 1954, Bay Valley Medical Group has provided compassionate care and service to its patients through partnership with physicians, hospitals and health plans. It is one of the oldest multi-specialty group practices in Alameda and Contra Costa Counties, and one of only a few in northern California that remains physician-owned and governed. For more information on Bay Valley Medical Group, office hours and services, please phone customer service at 510-785-5000 or visit

www.bayvalleymedicalgroup.com.

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