



## **MEDICAL NEWS UPDATE**

### **FOR IMMEDIATE RELEASE**

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### **Healthcare Industry Veteran Bruce Kirby Named CEO/COO at Cowles Clinic**

GREENSBORO, GA (November 3, 2005)—Healthcare industry veteran Bruce Kirby has joined the management team at Cowles Clinic after stepping down from his position as President and COO of Interim Physicians, Inc., an Atlanta-based physician staffing company and owned subsidiary of Interim Healthcare, Inc. Kirby comes to the Cowles Clinic with a long and impressive list of health care credentials, qualifications and accomplishments from a career in healthcare that spans more than 30 years.

“Cowles Clinic is one of the best managed specialty healthcare concepts I have ever worked with during my thirty-year career in the industry,” Kirby stated. “I admire Dr. Cowles’, talent and integrity. I simply could not pass up the opportunity to work with a team of such high caliber healthcare specialists.”

In addition to health care staffing and operations management, Kirby also has experience and expertise in health provider contract negotiations, health provider professional relations, human resources management, training development and management, information systems design, organizational planning and development, and public relations. A graduate of the University of New Hampshire Business Administration Undergraduate Program, Kirby earned a Master of Science degree from the Central Michigan University affiliated U.S. Army Health Care Administration Program. He is also a graduate of the U.S. Army Command and General Staff College, Fort Leavenworth, Kansas.

“Bruce Kirby possesses the knowledge and experience needed to bring Cowles Clinic to the next level,” stated Dr. Robert Cowles, founder and Medical Director of Cowles Clinic. “His industry savvy will help every facet of this organization grow and thrive.”

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Kirby retired from the U.S. Army Medical Department in 1994 after spending more than two decades in Army Health Care Administration positions of increasing responsibility. Highlights of Kirby's successful military include service in three separate combat campaigns during the Vietnam Conflict (as a Combat Medical Platoon Leader) and in key staff positions at the U.S. Army Medical Command and the U.S. Army Surgeon General's Office.

During his single combat campaign in the Persian Gulf War, Kirby served as a medical staffing consultant to The U.S. Army Surgeon General during the largest buildup of healthcare personnel resources in the history of the U.S. Kirby retired from the U.S. Army at the rank of Lieutenant Colonel with numerous awards to include the Bronze Star Medal with Valor and the highest peacetime award for performance, The Legion of Merit Medal.

Bruce Kirby will be joined by Jo Ann, his wife of 30 years, as he moves to their new home and community in Eatonton, Georgia.

### **About Cowles Clinic**

*Developed as cottages on nine acres on Lake Oconee, The Cowles Clinic Medical Campus is the ultimate destination for comprehensive, state-of-the-art medical services. Positioned centrally within an hour's drive of Georgia's four largest cities—Atlanta, Athens, Augusta and Macon—Cowles Clinic has assembled an expert medical team housed in a world-class facility offering complete health evaluation, early detection and prevention of disease. This community resource provides specialty diagnosis and advanced treatment for patients locally, regionally, nationally and internationally. Cowles Clinic houses a complete multi-specialty clinic, offering care in urology, cardiology, oncology, internal medicine, plastic surgery, women's care and reproductive surgery, general surgery, sports medicine, pain management, radiology, and a lab facility.*

*In addition to creating high quality facilities for the growing Lake Oconee area, Cowles Clinic is filling another niche: executive health care. An emerging health care service at top-level institutions, the Cowles Clinic Executive Health Care Program provides comprehensive and confidential health evaluations for executives worldwide. Cowles Clinic can be found on the web at [www.cowlesclinic.com](http://www.cowlesclinic.com).*

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