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Physicians Plus wants you to be healthy. Your primary care physician (PCP) can help you live a healthier life. They give you general medical services and manage your overall health care. If you need help choosing a PCP, call Member Service at (608) 282-8900.

At times you may have a need for non-emergency or urgent care. Some examples of urgent care needs are: minor cuts and burns; joint pain; ear pain; sore throat; sprains; and rashes. If you are unable to be seen by your PCP, please visit one of the following Physicians Plus network urgent care centers:

UW Health-East Towne - Urgent Care  
4122 East Towne Boulevard  
Madison, Wis.

UW Health-Pediatric After Hours Clinic  
2880 University Avenue  
Madison, Wis.

UW Health-West Towne - Urgent Care  
7102 Mineral Point Road  
Madison, Wis.

Stoughton Hospital Urgent Care  
900 Ridge Street  
Stoughton, Wis.

Stoughton Hospital Urgent Care - Oregon  
990 Janesville Street, Suite I  
Oregon, Wis.

If care is needed right away because of an injury or sudden illness, emergency care may be necessary. Some examples of emergency care needs are: trouble breathing; severe burns, pain, or bleeding; choking; unconsciousness; suspected poisoning; heart attack; stroke; and seizures.

If you need emergency care, please visit one of the following hospitals in the Physicians Plus network:

Meriter Hospital  
202 S. Park Street  
Madison, Wis.

UW Hospital  
600 Highland Avenue  
Madison, Wis.

Stoughton Hospital  
900 Ridge Street  
Stoughton, Wis.

If you are outside of Dane County and need emergency care, go to the nearest hospital emergency room for treatment.

Remember, hospital emergency rooms are for true emergencies only. Call your doctor or our 24-hour NursePlus information line at 866-775-8776 before you go to the emergency room to determine if an emergency room visit is necessary.