



“Once patients experience
emergency care at Bronson,
they won’t go anywhere else.”

Joseph Keithley, MD

You can’t judge a book by its cover.
Likewise, you can’t judge a hospital’s emergency
department from out in the waiting room.
It’s what’s on the inside that counts.

At Bronson, what’s inside are board certified
emergency medicine physicians and skilled nurses
who have decades of experience treating patients
quickly, effectively and safely—all in the comfort
of private rooms.

Also inside are some of the most satisfied
emergency patients. That’s one reason people
in Kalamazoo prefer Bronson 2 to 1 for
emergency care.

I know my family wouldn’t go anywhere else.