

I worked with an agency to support re-design and re-write of Central Maine Healthcare's website. To serve the project goal of connecting with patients, I used metaphor and concrete, relatable language.

Scroll down to see samples.



Primary Care

[HOME](#) > [MEDICAL SPECIALTIES & SERVICES](#) > [PRIMARY CARE](#)

Primary Care

How to Choose a Primary Care
Provider

Family Medicine

Internal Medicine

Pediatrics

Primary care is your first line of defense against day-to-day illnesses and chronic conditions. Think of it like an ongoing maintenance program for your body and your health – the same way you think of spring cleaning for your home or oil changes for your car.

At Central Maine Healthcare, we make primary care easy and accessible to community members like you. We believe in providing compassionate, quality care from board-certified practitioners you can trust. Whether you have the flu, your child has an ear infection, or your parent needs help managing ongoing pain, we've got you covered.

Why Choose Us?

Many of our providers live right in the Lewiston, Bridgton, Rumford, Topsham and surrounding areas we serve. As your neighbor, we have a personal interest in your well-being and that of our community.

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Commitment to community

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Direct access to leading specialists






If your primary care provider determines you need an evaluation by specialist like a cardiologist or neurologist, they can refer you to one within our integrated health system. This streamlines your treatment, adds convenience and ease to your appointments and ensures you receive the same high-quality care at every step.

Care for the Whole You

Central Maine Healthcare has many primary care physicians who are DO's, or Doctors of Osteopathic Medicine. DO's focus on prevention by gaining a deeper understanding of your lifestyle and environment, rather than just treating your symptoms. DO's are trained to promote the body's natural tendency toward health and self-healing. We practice according to the latest science and use the latest technology. But we also consider options to complement pharmaceuticals and surgery. We have additional training in [Osteopathic Manipulative Treatment](https://doctorsthatdo.org/difference/osteopathic-manipulative-treatment) (<https://doctorsthatdo.org/difference/osteopathic-manipulative-treatment>)(OMT) and use this tool to help diagnose, treat and prevent illness and injury. This is form of manual, or hands-on therapy that helps patients with acute and chronic musculoskeletal conditions such as neck, back and hip pain to name a few.

Flexible appointments to meet your needs

Most of our doctors are accepting new patients and offer extended evening and weekend hours, as well as [telehealth services](https://www.cmhc.org/services/telehealth-services/) (<https://www.cmhc.org/services/telehealth-services/>).

 (<https://www.facebook.com/centralmainemedicalcenter/>)  (https://twitter.com/CM_Healthcare) 
(<https://www.youtube.com/user/CentralMaineMedical>)  (<https://www.instagram.com/centralmainehealthcare/>) 
(<https://www.linkedin.com/company/central-maine-medical-center/>)

About Our Health System

Central Maine Medical Center (<https://www.cmhc.org/cmmc/>)
Bridgton Hospital (<https://www.cmhc.org/bridgton-hospital/>)
Rumford Hospital (<https://www.cmhc.org/rumford-hospital/>)
Topsham Care Center (<https://www.cmhc.org/topsham-care-center/>)
Physician Practices (<https://www.cmhc.org/find-a-location/>)

I Want To...

Find A Provider (<https://www.cmhc.org/find-a-provider/>)
Find a Location (<https://www.cmhc.org/find-a-location/>)
Find a Job (<https://www.cmhc.org/health-professionals/careers/>)
Pay My Bill (<https://rcps.loyale.us/RCPS/Patient/#/user-login/Centralmaine>)
Make a Gift (<https://www.cmhc.org/ways-to-give/donate-now/>)
Find a Class or Event (<https://www.cmhc.org/classes-and-events/>)
Contact CMH (<https://www.cmhc.org/about-us/contact-cmh/>)
CMH News (<https://www.cmhc.org/news/>)

For Our Community

CMH Privacy Policy (<https://www.cmhc.org/about-us/cmh-privacy-policy/>)
Social Media Policy for Site Visitors (<https://www.cmhc.org/about-us/social-media-policy/>)
Interpreter Services & Assistive Devices (<https://www.cmhc.org/about-us/interpreter-services-assistive-devices/>)
Non-Discrimination Notice (<https://www.cmhc.org/about-us/non-discrimination-notice/>)
Your Rights & Responsibilities (<https://www.cmhc.org/patients-visitors/your-rights-and-responsibilities/>)

For Healthcare Professionals

Join Our Team (<https://www.cmhc.org/health-professionals/careers/>)
Graduate Medical Education (<https://www.cmhc.org/health-professionals/residency-programs-and-fellowship/>)

For Employees

Employee Portal (<https://citrix.cmhc.org/vpn/index.html>)