

May 6, 2010

For Further Information:

Robert Loeb, 585.586.8840, 585.261.8840 (cell)
Claire Jones, 716.204.4500, 716.480.2529 (cell)

Rochester Immediate Care opens in Greece, NY

New medical facility offers a fast alternative to the emergency department for treatment of non-life threatening illness and injury

On May 10, 2010, adults, teenagers and children living, working, and playing in Greece, New York and its surrounding areas will have a new and fast option for the treatment of non-life threatening illness and injury: Rochester Immediate Care.

Located at 2745 West Ridge Road (immediately east of the Ridgemont Plaza Wegmans), Rochester Immediate Care is a new, fully appointed and staffed medical facility. Independently owned and operated, it provides medical care and treatment for non-life threatening injuries and illness, offering both access and speed when a personal physician is not available and a trip to the emergency department will likely disrupt an entire day or evening.

The newly renovated 10,000 square foot facility features a warm and welcoming lobby and waiting area and 16 new exam and treatment rooms, and is equipped with X-ray, laboratory and other diagnostic capabilities. Board-certified physicians assisted by nurses, physician assistants and lab technicians care for all patients.

Further, it is expected that 15-20 new jobs will be added to the area's workforce, contributing to the local economy.

Rochester Immediate Care is open from 10:00 am to 9:00 pm Monday through Friday and 9:00 am to 7:00 pm on weekends, 365 days a year. No appointments are required. In most cases, patients are treated and released in about an hour. The cost to both the patient and insurance provider is significantly lower than the cost of a visit to an emergency room. The phone number is 585-225-5252; the web site is www.rochesterimmediatecare.com.

Typical of the illness and injuries treated at RIC are cuts and lacerations, animal and insect bites, sprains and fractures, eye injuries, minor burns, ear infections, cold and flu symptoms, pneumonia and bronchitis, urinary tract and other infections, abdominal and back pain. RIC conducts school, employment and sports-related physical exams.

Managed by Exigence LLC of Williamsville, NY, RIC is the company's fifth facility; it manages three Immediate Care facilities in the Buffalo area and one in Austin, Texas. The expansion into Rochester is fueled by Immediate Care's acceptance by area physicians, residents and insurers as a viable alternative to the emergency department for many illnesses and injuries. Historically, patients treated at these facilities have registered a 96% satisfaction rate.

"The communities we serve have embraced the Immediate Care concept and we fully expect the Rochester area to embrace us as well," said Gregory Daniel, M.D., M.B.A., Chief Executive Officer of Exigence. "By providing convenient, quality healthcare by board certified physicians and experienced staff, and a friendly and welcoming experience, Rochester Immediate Care will meet consumer demand for this kind of medical service."

"We're pleased have Dr. Janet Williams as our medical director," he adds. "She's an experienced emergency physician who has worked in a variety of emergency and immediate care settings. Dr. Williams assures that each and every patient receives high quality medical care and has a comfortable and satisfying experience at our new Greece facility."

"By treating low-acuity patients, we help to alleviate overcrowding at local ERs, allowing them to treat the more urgent matters," says Dr. Janet Williams, RIC's Medical Director.

Rochester Immediate Care is in the process of earning accreditation by the Joint Commission, the only national organization that sets standards for quality and safety in full service urgent care centers.

Occupational Medicine

Sharing space with RIC is another Exigence–managed company, Pulse Occupational Medicine, which helps businesses reduce injuries, lower costs, and promote a safe workplace. Pulse offers customized programs and individual case management support to hundreds of companies, from small start-ups to large corporations with thousands of employees.

Pulse’s occupational health team includes board-certified physicians and specially trained nurses and technicians who stay current with federal and state workplace safety and workers compensation regulations. Pulse offers a range of customized services including injury care, case management, pre-placement evaluation, drug screening, DOT physicals, Medical Review Officer (MRO) services, executive physicals, educational programs and health and wellness programs.

Exigence LLC

Headquartered in Williamsville, New York (a suburb of Buffalo), Exigence is national healthcare management organization owned and managed by physicians. With clients throughout the United States, Exigence develops and manages Emergency Medicine, Hospitalist, Urgent Care and Occupational Medicine programs. In addition, Exigence provides consulting services in areas such as emergency department design, information technology infrastructure, electronic medical record systems, on-call panels and more.

###