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**Rochester Immediate Care opens a second facility in the Rochester area**

*New facility in Webster offers a faster alternative to the emergency room for treatment of non-life threatening illness and injury, improves access to care in the face of an expected shortage of primary care physicians in the Rochester area*

On June 20, 2011, adults, teenagers and children living, working, and playing in Webster, 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 - Webster.

Located at 1065 Ridge Road (across from Dick's/Target Plaza), Rochester Immediate Care - Webster is a new, fully appointed and staffed medical facility providing medical care 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 and cost significantly more.

The opening of Rochester Immediate Care – Webster comes at a time when economic forces and practice trends are changing how care is delivered. A 2010 report by Excellus on the use of emergency rooms in upstate New York found at least 43% of emergency room visits in the Finger Lakes Region were not necessary, wasting millions of healthcare dollars, and could have been conducted in other settings. However, Medical Society and medical school surveys of the number of primary care physicians in practice, such as internists (who care for adults), show their numbers are declining. As these two forces converge, problems of access to care emerge. Who will provide care to people with non-life threatening illness and injury if ER visits are discouraged and fewer physicians are in private practice? One answer, both locally and nationwide, can be found with urgent or immediate care facilities.

The newly constructed Webster facility features a warm and welcoming lobby and waiting area, 12 new exam and two treatment rooms, and is equipped with X-ray, laboratory and other diagnostic capabilities. Led by medical director Pam Sullivan, M.D., nurses, physician assistants and other board certified physicians care for all patients. RIC accepts most insurance coverage, including Excellus BlueCross BlueShield, MVP, Medicare, POMCO, CIGNA and other health care plans.

Rochester Immediate Care – Webster is open from 9:00 am to 9:00 pm Monday through Friday and 9:00 am to 8:00 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 585-872-2273; the web site is [www.rochesterimmediatecare.com](http://www.rochesterimmediatecare.com)

Typical of the illnesses and injuries treated at Rochester Immediate Care 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. In addition, Rochester Immediate Care conducts school, employment and sports-related physical exams.

Managed by The Exigence Group, LLC of Amherst, NY, Rochester Immediate Care - Webster is the company's second facility in the Rochester area and eighth facility overall; it manages four Immediate Care facilities in the Buffalo area and one in Austin, Texas. Rochester Immediate Care – Greece (2745 West Ridge Road, next to Wegmans/Ridgemont Plaza) opened in May of 2010.

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

“We’re pleased to have Dr. Pam Sullivan as our medical director in Webster,” he adds. “She’s an experienced emergency medicine physician who has worked in a variety of emergency department settings in Rochester and has great rapport with both patients and the area’s physicians.

“Dr. Sullivan assures that each and every patient receives high quality medical care and has a comfortable and satisfying experience at our new Webster facility, the same way Dr. Janet Williams does for patients seeking care at our Greece facility.”

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 Rochester Immediate Care 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.

Led by Karl Auerbach, M.D., a locally and nationally prominent occupational health specialist, Pulse’s occupational health team includes 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 Amherst, New York (a suburb of Buffalo), The Exigence Group 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, Occupational Medicine, Wellness and Patient Centered Medical Home 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. [www.theexigencegroup.com](http://www.theexigencegroup.com)

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