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### **Western New York Immediate Care opens fourth facility in Buffalo area**

*New medical facility on Transit Road in Cheektowaga offers a fast alternative for treatment of non-life threatening illness and injury, especially in light of the decreasing availability of primary care physicians*

On December 13, 2010, people living, working, and playing in Cheektowaga, Depew and Lancaster and its surrounding areas will have a new option for the treatment of non-life threatening illness and injury: Western New York Immediate Care-Cheektowaga.

Located at 5014 Transit Road (between Como Park Blvd. and Losson Road, immediately north of Wegmans), WNY Immediate Care-Cheektowaga is a new, fully appointed and staffed medical facility providing medical care and treatment for non-life threatening injuries and illness; it offers 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 an arm and a leg!)..

WNY Immediate Care-Cheektowaga is open 365 days a year, weekdays from 10:00 am to 10:00 pm and weekends from 9:00 am to 8:00 pm. 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 significantly lower than the cost of a visit to an emergency room. The phone number is 716-684-2273; the web site is [www.wnyimmediatecare.com](http://www.wnyimmediatecare.com)

Typical of the illness and injuries treated at WNY Immediate Care facilities 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. WNY Immediate Care conducts school, employment and sports-related physical exams.

### **Emphasis on Kids**

Though the WNY Immediate Care–Cheektowaga’s board–certified physicians and nurses treat people of all ages, the Cheektowaga facility has a special emphasis on children: a waiting area exclusively for children, child–friendly exam rooms, specialized pediatric equipment, and a medical staff with extra training in pediatrics.

### **Access and Capacity**

The opening of this Immediate Care facility comes at a time when primary care physicians are under–numbered and over–burdened and hospital emergency departments are busier than ever. The number of primary care physicians - internists, pediatricians and family practice physicians - is declining and shortages are projected both locally and nationwide. Hence, appointments with primary care physicians are being scheduled several days or weeks in advance, and many PCP practices are closed to new patients. So, where does this leave patients with non–life threatening injuries or illness who need care *right now*?

Another factor affecting capacity is the push by insurers to minimize unnecessary visits to emergency rooms. A wide–reaching study of emergency room visits in upstate New York, published in May by upstate New York insurer Lifetime Health/Excellus (Univera in Buffalo), finds close to 43% of ER patient visits could be cared for elsewhere, citing alternative settings such as urgent care centers.

“As we see these shifting trends of physician capacity and access to care, we point to the growth of urgent care centers and their value to primary care physicians, insurers and patients,” says WNY Immediate Care–Cheektowaga medical director Joseph Chow, MD. In fact, the Urgent Care Association of America charts growth from an estimated 8,100 facilities in 2007 to an estimated 8,700 today, and those figures include facilities in Buffalo.

“Let the emergency departments do what they do best – care for patients with serious injury and illness such as heart attack, stroke and major trauma,” adds Dr. Chow. “Let primary care physicians do what they do best – maintain health and manage complex illness.

“And look to urgent care centers to offer patients quick access for their immediate medical needs.”

### **More on the facility**

The new 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.

Managed by Exigence LLC of Williamsville, WNY Immediate Care is the company's seventh facility; it now manages four Immediate Care facilities in the Buffalo area, one in Austin, Texas, one in Las Vegas, Nevada and one in Rochester, NY.

"The communities we serve have embraced the Immediate Care concept and we fully expect the Cheektowaga, Lancaster and Depew areas 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, our newest Western New York Immediate Care will meet consumer demand for this kind of medical service."

The other Buffalo-area Immediate Care locations are:

**Williamsville**

7616 Transit Road  
Williamsville, NY 14221  
716.204.2273  
Mon-Fri 9am-10pm  
Sat-Sun 9am-8pm

**Orchard Park**

3050 Orchard Park Road  
Orchard Park, NY 14224  
716.675.3700  
Mon-Fri 10am-10pm  
Sat-Sun 9am-8pm

**Amherst**

2099 Niagara Falls Blvd.  
Amherst, NY 14228  
716.564.2273  
Mon-Fri 10am-10pm  
Sat-Sun 9am-8pm

A fifth WNY Immediate Care, to be located on Delaware Ave. in North Buffalo, is in the pre-construction stage.

**Occupational Medicine**

Sharing space with WNY 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.

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.

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