

Dear Nicole,

Rochester Immediate Care Set To Open

[Western New York Immediate Care](#) is proud to welcome its newest urgent care center, [Rochester Immediate Care](#) into our family.

Located at 2745 West Ridge Road in Greece, Rochester Immediate Care features a warm and welcoming lobby and waiting area, 16 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.

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. The phone number is 585.225.5252, and you can find them on the web at <http://www.rochesterimmediatecare.com/>. Tell your Rochester friends! You can also find them on [Facebook](#).



WNY Immediate Care At The Buffalo Bills Field House

Learn about healthier living the fun way! Visit WNY Immediate Care at the [Buffalo Wellfest](#) on Saturday, May 15 at the Buffalo Bills Field House. This event will feature interactive sports stations to test your fitness and endurance levels at a professional practice facility. In addition to numerous vendors, a farmers market will be open for visitors to make purchases and medical professionals will even be on hand to answer health and wellness questions. Come say hello!

Tripping Over Pets Sends Thousands to ER

Taking your faithful pet dog for a stroll may be good for cardiovascular health, but it can also be dangerous. According to a CDC report, many people get hurt every year when chasing or tripping over their pets—cats as well as dogs.

The study, published in the *Journal of Safety Research*, shows that dogs and cats contribute to injuries that send an estimated 87,000 people to emergency rooms every year.

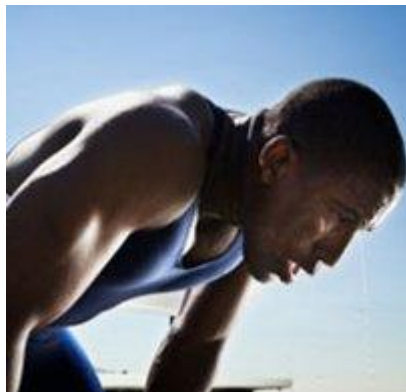
The study also shows that:

- Dogs are more dangerous to their owners than cats, associated with 7.5 times as many injuries as felines.
- Women are 2.1 times more likely to be injured by pets than men.
- Injury rates are highest among people age 75 and over, but pets are a hazard for people of all ages.

The problem isn't insignificant, the researchers say, because 43 million American households own dogs and 37.5 million cats. And nearly 64% of households have more than one pet.



Source: Bill Hendrick, [WebMD Health News](#)



5 Ways to Keep Your Cool When the Mercury Spikes

The sporting community has long assumed that drinking large amounts of H₂O helps keep body temperature down when outside temperatures soar. Not so, say British scientists. You can drink water until you're blue in the face, but unless the water is cold to begin with, it won't have the slightest effect on body temp. And that can have dangerous repercussions—more people die each year from heat stroke than from all natural disasters combined. So before you strap on a sweatband and brave the next heat wave, make sure you've cooled your heels with these five guidelines.

Check Yesterday's Heat Index

Your risk of heat stroke rises sharply if the previous day was hot, according to a recent study by the U.S. Marine Corps. Researchers found that victims of heat-related illnesses often became dehydrated the day before they were stricken

with heat stroke. Being dehydrated not only prevents you from sweating efficiently, increasing your risk of overheating, but also causes your body to redirect blood from your muscles to your skin to aid cooling.

Mind the Water Temperature

In order to stay cool, you must drink beverages that are colder than room temperature. Researchers have found that cyclists who drink refrigerated beverages were able to work out longer and harder.

Don't Overhydrate

Gauge your body's hourly sweat rate by weighing yourself before and after an hour workout (1 pint of sweat = 1 pound lost). Aim to replace only as much as you've sweat during every hour of exercise.

Find Good Cover

Ditch cotton T-shirts in favor of fabrics that wick away sweat, ventilate the body, and block the sun. Sunburned pores are less efficient at releasing sweat.

Precool Your Core

If you're competing in any endurance events this summer, take a cue from the U.S. Olympic track-and-field team. When temperatures topped 104°F in Athens, the marathoners donned vests containing frozen gel sticks to cool their cores prior to competition.

Source: [Men's Health](#)

WNY Immediate Care Online

For the latest WNY Immediate Care events and health news be sure to friend them on [Facebook](#) or follow @ExigenceGroup on [Twitter](#)!



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