

June 28, 2011

Rochester Immediate Care starts Pediatric Service for after-hours weekend care

Beginning on July 1, a new pediatric service ensures that a board-certified pediatrician will see children during times when most pediatricians' offices are closed

New service represents a new model in Monroe County for extending access and availability of pediatric care

The pain and agony of a child's ear ache, violent cough or injury is often complicated by another factor: bad timing. A child's illness or injury can occur anytime, including times when the pediatrician may not be available or when their offices are closed, such as on Saturday and Sunday afternoons and evenings.

To ensure timely and appropriate weekend care for infants and children, Rochester Immediate Care - Greece will launch a pediatric urgent care program on Fridays from 5:00 p.m. to 10:00 p.m., and on Saturdays and Sundays from noon to 8:00 p.m. During these times, a board-certified pediatrician will be on duty for the express purpose of treating children – the very times when most pediatric offices are closed.

At all other times, pediatric patients are welcome at Rochester Immediate Care and are treated by board-certified emergency medicine, internal medicine or primary care physicians and other highly qualified providers.

The service begins on Friday, July 1, 2011 at Rochester Immediate Care's Greece facility (2745 West Ridge Road, next to Ridgemont Plaza; 585.225.5252).

The pediatricians staffing the weekend hours at Rochester Immediate Care are Tim Hessert, M.D., Gretchen Smith Burke, M.D., Paul LeHoullier, M.D., Monica Henoch, M.D. and Dana Work, D.O. These pediatricians will augment Rochester Immediate Care's own medical staff of physicians, nurse practitioners, physician assistants and technicians.

Drs. Hessert and Burke are part of Parkway Pediatrics & Adolescent Medicine (353 Island Cottage Road in Greece; 585.225.2610), whose own office will be closed Saturday and Sunday afternoons and evenings. Drs. LeHoullier is on the pediatrics staff at Rochester General Hospital. [Dr. Work is a former chief resident and currently a pediatric fellow at the University of Rochester.](#) Dr. Henoch sees patients at Lifetime Health Medical Group.

New Model of Care

This pediatric service introduces a new model of pediatric care to the Rochester area "as it extends the scope and reach of private pediatric offices in an efficient and cost-effective manner," says Rochester Immediate Care medical director Janet Williams, M.D. "Now, when their offices are closed, all area pediatricians can refer patients to Rochester Immediate Care, where they'll be seen by board-certified pediatricians, enabling parents to avoid the high-cost long-wait scenario of an emergency department.

Rochester Immediate Care starts Pediatric Service (continued)

“Even though our own staff physicians are trained to care for both adults and children, the availability of a board certified pediatrician goes a long way to reassuring area pediatricians and parents that their infants and children will receive expert and appropriate care,” says Dr. Williams.

Typically, infants and children need immediate attention for ear ache, respiratory problems including pneumonia, asthma, digestive issues, cuts and lacerations, animal bites, sports injuries and “just about anything else that needs immediate attention but doesn’t require hospitalization,” says Dr. Williams.

No appointments are necessary at Rochester Immediate Care and most patients are treated in about an hour. Insurance plans accepted at Rochester Immediate Care include MVP (formerly Preferred Care), Excellus BlueCross BlueShield, CIGNA, POMCO and Medicare plans. When compared to a visit to an emergency department, a visit to Rochester Immediate Care typically requires a significantly lower out-of-pocket co-pay.

Collegial, Non-Competitive Approach

The pediatricians who rotate through Rochester Immediate Care have a collegial, non-competitive approach to caring for other practices’ patients. “By our participation in this new service, we assure appropriate urgent care for all the infants and children we see,” says Parkway’s Dr. Tim Hessert. “Plus, we’re helping our pediatric colleagues from other practices enjoy a Saturday or Sunday afternoon off knowing their patients will be seen in a state-of-the-art facility by qualified colleagues.

“Further, we’ll invite pediatricians from other practices to participate with us by taking a shift on a Saturday or Sunday,” he adds.

A tenet of Rochester Immediate Care’s care model is to send a follow-up report to the patient’s primary care physician within 24 hours, so the PCP is fully informed and can direct continuing care as needed.

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