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Rochester Immediate Care now accepts Excellus insurance plans at Greece and soon-to-open Webster locations

Hours of operation have been extended based on current and expected demand for services

Subscribers to all Excellus Blue Cross Blue Shield and HMO health plans are now covered should they seek care at Rochester Immediate Care's Greece and soon-to-open Webster locations.

Officials from Rochester Immediate Care and Excellus have recently agreed on contract terms for insurance coverage and reimbursement; the agreement went into effect on Monday, May 16. Excellus joins MVP (the former Preferred Care) and Medicare in providing insurance coverage for subscriber visits to Rochester Immediate Care. Discussions with other insurers are continuing.

While the out-of-pocket co-pay for a visit to Rochester Immediate Care will vary depending on which insurance plan a patient presents, the co-pay will likely be significantly less than for a visit to an emergency department.

The agreement with Excellus comes at a time when primary care physicians such as internists are shrinking in number and are not always immediately available to treat urgent medical situations and minor injuries. Further, independent studies of emergency department use in upstate New York show that at least 43% of visits to the ED are not necessary and are costing the community millions of dollars; suggested alternatives to the ED include urgent care centers such as Rochester Immediate Care.

Located at 2745 West Ridge Road in Greece (immediately east of the Ridgmont Plaza Wegmans) and at 1065 Ridge Road in Webster (across from Dick's/Target Plaza), Rochester Immediate Care offers fully appointed and staffed medical facilities that provide medical care and treatment for non-life threatening injuries and illness. They offer 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 as well as cost considerably more.

More...

Rochester Immediate Care accepts Excellus, extends hours (continued)

Typical of the illness 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, and abdominal and back pain. Rochester Immediate Care conducts school, employment and sports-related physical exams.

“By treating low-acuity patients, we help to alleviate overcrowding at local emergency departments, allowing them to treat the more urgent matters,” says Dr. Janet Williams, Rochester Immediate Care - Greece medical director.

Hours Extended

In a related development, Rochester Immediate Care has extended its hours of operation to accommodate current and expected demand for services.

Rochester Immediate Care - Greece is now open from 9:00 am to 9:00 pm Monday through Friday and 9:00 am to 8:00 pm Saturday and Sunday, 365 days a year. Rochester Immediate Care - Webster will have the same hours when it opens on Monday, June 20th.

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