



**Dr. David Brancati and the
EmergencyMD CAT Scanner**

The EmergencyMD *Difference,* **DELIVERED**

You can feel the anxiety creeping in, the beads of perspiration on your forehead. It's been hours since you arrived in the emergency room, yet no one has offered more than a passing glance. When will they finally get to you?

Feeling awful, whether it's a broken bone or bronchitis, can bring you to an emergency room out of desperation. Unfortunately, traditional emergency room service all too often adds to the frustration and anger. Doctors David Brancati and Jason Blasenak spent years working in traditional emergency rooms, watching these avoidable scenarios play out again and again. Finally, they resolved to change the system to meet the needs of the modern patient—and that's where the idea of EmergencyMD was born.

CARE, SQUARED

Expedient, affordable medical care and comprehensive services are the mainstays of EmergencyMD, a welcome new option in healthcare and an appealing alternative to expensive emergency rooms. EmergencyMD's new North Pleasantburg Drive facility near Cherrydale features 10 treatment rooms designed to mimic ER trauma treatment bays, plus two procedure rooms. It touts 42-foot ceilings to increase fresh air turnover, a "live wall" with plants providing a natural air filter, and an open-design nurses' station that

keeps both nurses and doctors in direct eye contact with patients in the group-seating-style waiting room complete with TV and snacks. The cost savings comes about thanks to the doctors' diligence in sourcing overstocked state-of-the-art equipment like their CAT scanner, able to meet their diagnostic needs, yet far shy of the typical \$8 million price tag a hospital might pay for research-grade equipment. Additionally, EmergencyMD bills as a doctor's office, not as an ER. This design model means cost savings passed directly to the consumer. Best of all, if they accept your insurance, their in-house pharmacy does too. Suddenly, saving money, time, and getting the care you need becomes a much easier endeavor.

An urgent care model informs the agenda here, but Drs. Brancati and Blasenak also felt comprehensive services had to be included to encompass all the needs their patients presented with. Equipped with a CAT scan, X-ray, ultrasound, full lab; emergency, trauma and ICU-trained staff, EmergencyMD provides treatment for anything short of a life-threatening emergency, including heart attacks or threatened limbs, that would typically send you searching for an ER. Creating a better patient experience is paramount, which is why Emergency MD's lab can produce results in five to 10 minutes, and CAT scan results in 10 minutes. They have the ability to consult with other medical specialists like orthopedists, neurologists or radiologists through a picture and archiving system (PAC), and feature a compounding pharmacy on site as well as a dental practice, encompassing

virtually all of a patient's needs in one convenient facility. As the doctors put it: "Here you're not somebody else's problem, you're our welcomed challenge. We're the area's first private practice of emergency physicians."

VERSATILITY & SPEED TO MEET PATIENT NEEDS

Cases coming in can range from various respiratory infections to bronchitis, severe pneumonia and more. EmergencyMD's staff has treated patients with viruses, bone fractures and even reattached a crushed finger. Run-of-the-mill physical exams are also routinely provided, including sports physicals.

The center's streamlined design and top-notch staff equip them to see up to 60,000 people per year, using the triage approach Drs. Brancati and Blasenak gleaned from their days in emergency rooms. It's an effective strategy when volume increases, allowing patients to sometimes be seen by doctor, nurse and registration personnel simultaneously and cutting waiting times to a fraction. A two-minute wait time isn't atypical, it's the standard they strive for as an independent practice. After all, if it was your mother walking through their doors in dire need, wouldn't you do the same?



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