

## PINECREST BUSINESS ASSOCIATION

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# New look urgent care center a cheaper, faster alternative

BY LINDA RODRIGUEZ BERNFELD

Former Baptist emergency room physician Dr. Hossein Joukar thinks he has a better way for South Miami-Dade residents to receive urgent medical care. It's called RiteCare Medical Center, located at 14201 S. Dixie Hwy., and it's faster and cheaper than going to the emergency room.

"I used to be an emergency room doctor," Joukar says. "I was looking at all these people. I would see them in the hallway and I would see them in the hallway the next when I went in."

At the time, he thought there had to be a better way.

"I decided to open an urgent care center and I decided to open up in South Miami-Dade," he says.

There are major differences in the wait time at RiteCare and that for other urgent care centers. At most centers, the wait for care can be as much as four to six hours, and the emergency room wait may be far longer.

"We can see people within 60 minutes," Joukar says. And our co-pay is less than at an emergency room."

RiteCare is affiliated with a several of health insurance companies, including Blue Cross Blue Shield, United, Etna, Humana, AvMed, Neighborhood Health Partnership and, soon, Beechstreet.

The independent urgent care center has all the needed equipment to deal with urgent care cases.

"We do splinting, we do x-rays, we do suturing, all without the headache of waiting," Joukar says. "And you have a lot friendlier staff."

Most of the time, Joukar sees all the patients. In some instances, such as checks for strep throat, the medical assistant will take care of the patient. However, patients can request to be seen by Joukar.

Once a patient has been examined and if medicine has been prescribed, he can buy the medicine before he leaves the clinic.

"We do have a pharmacy here," Joukar says.

His patients have been happy with the service. They send thank you cards and even cookies on occasion.



The RiteCare staff assists all who come in for urgent medical care.

"My goal is to become the neighborhood clinic, like in the good old days where everyone knew the physician," Joukar says. "Rather than having you go to the emergency room where you don't know whose who."

Along with being an urgent care center, RiteCare also deals with work-related injuries. RiteCare has contracts in place with local businesses such as car dealerships, so if someone gets injured on the job, they are sent there to be seen. RiteCare also does drug testing for some companies, utilizing a specific way of collecting urine samples that reduces the possibility of cheating by potential employees. The center also does physicals.

Since opening more than a year ago, the center has become busy enough for Joukar to hire another physician.

Joukar attended UCLA for his undergraduate degree, Chicago Medical School, and did his residency at the NYU Bellevue Residency Program. He is originally from Iran but has been in the U.S. for years. He has lived in Miami for six years.

"I love this city," he says. "When I came here six years ago, I saw the potential."

For more information, call 786-242-2479 or visit <[www.RiteCareMC.com](http://www.RiteCareMC.com)>.