



FOR IMMEDIATE RELEASE--FEBRUARY 3, 2014

The INCC Corp. is thrilled to announce that the Medical Centre at The Boardwalk opens today on the west side of Kitchener Waterloo. Seven local family physicians have patients from their existing practices booked for medical appointments in their new location. There are presently 27 doctors committed to the Medical Centre, with staggered start dates through 2014. They are at various stages in their careers, with 4 new medical graduates and some doctors within a few years of retirement who want a smooth transition of care for their patients. These doctors will enjoy the benefits of mentorship, informal consults, collegial support, and a culture of collaboration.

As one of Canada's largest privately-owned buildings dedicated to healthcare, the Medical Centre at The Boardwalk was built in response to community need. With 20,000 people in the region currently without a family doctor, this landmark medical building attracts new physicians to our community and entices graduating physicians to design and build their ideal office space.

With the intent of connecting orphaned patients with GPs accepting patients at the Medical Centre, The Boardwalk implemented a Wait List on www.the-boardwalk.ca/medical-centre/. To date, over 4,300 families have requested a physician. As well, there are two retiring physicians transferring all of their patients to new grads in the Medical Centre. Doctors are tackling this Wait List as aggressively as possible, however patients are not currently accepted on a walk-in basis.

The Medical Centre was designed and dedicated to patient healthcare by providing a number of services in one place. Patients will enjoy the convenience and familiarity of the location. Integrated technology will minimize wait time and expedite treatment. This is critical to access current medical records and test results with other healthcare providers.

In addition to the physicians at the Medical Centre, **The Boardwalk Pharmacy** opened to assist with continuity of care as its primary goal in the services offered to patients. Owner and registered pharmacist Andrew Awadalla assures patients of the direct line of communication with their doctor for accurate, fast and convenient submission and filling of necessary medication and critical directions.

Clinic owner Keri Martin Vrbanac and her enthusiastic staff opened **A Body in Motion Rehabilitation**, its second location in the region at the Medical Centre, providing physiotherapy, massage therapy, and pelvic health physiotherapy.

The Boardwalk Occupational Health opened to offer hearing tests, commercial license driver's physicals, and employer physicals. In the upcoming months, **Oxford Medical Imaging**, offering x-ray, ultrasound, mammography, fluoroscopy, and BMD, will open soon, as well as **Lifelabs** and **Toothworks Dentistry**.

Those visiting the Medical Centre by car will appreciate ample free parking surrounding the building, unique to most medical facilities and hospitals. The parking lots are in close proximity to the north and south side entrances. There are also convenient drop-off zones and a covered canopy for vehicles on the north side. Grand River Transit now provides five bus routes to The Boardwalk and has planned two more in order to meet increasing demand.

With the Medical Centre now open, patients can enjoy their healthcare surroundings in a welcoming atmosphere. As more physicians and specialists open in 2014, the doctor shortage will be reduced and hopefully eliminated. We anticipate that everyone in the region, including those providing and receiving healthcare, is captivated by what is emerging at the Medical Centre at The Boardwalk.

