

FOR IMMEDIATE RELEASE

Riverside is Expanding Where Others are Shrinking: New Primary Care Practice to Open at WISC

Williamsburg, Va.--Riverside Health System is set to open a new primary care clinic at the Williamsburg Indoor Sports Complex (WISC) on Warhill Trail in Williamsburg. Led by nurse practitioner Kimberly Maigi and sports medicine physician Dr. J.R. Barley, Riverside Family Practice at WISC will open in August offering primary care and orthopedic services for adults and children.

The relationship, while innovative, is a natural progression for both entities since Riverside has been working with WISC since 2011. "Riverside has always placed a great emphasis on overall wellness and disease prevention through active, healthy lifestyles," says Steve McCary, Vice President of Riverside Doctors' Hospital in Williamsburg. "When the WISC approached us with the idea, it made complete sense to add this component to our ongoing relationship."

Riverside Family Practice at WISC will accept appointments and walk-ins. Transitioning from Riverside Norge Internal Medicine and Pediatrics Center, which will oversee the new clinic, Kimberly Maigi, a Certified Family Nurse Practitioner, views the clinic as a foundational resource for building healthy families. "Family medicine is quickly reemerging as the center of health care," she says. "Being 'where the people are' makes health care accessible for modern, on-the-go generations."

In addition to healthy lifestyles, Maigi has particular interests in diabetes management, orthopedics, nutrition, weight management and acute illnesses. "My special interests fit in seamlessly with the focus of WISC: building healthy families to create a healthy community, and doing so as conveniently as possible."

The same is true of Dr. Barley, a fellowship-trained primary care sports medicine specialist and former Division I athlete who will provide orthopedic services at the practice. "I am excited to work with families whose passions mirror my own. It's a privilege to channel my knowledge and experience into helping patients remain engaged in whatever active pursuits they enjoy." In addition to general orthopedics, Dr. Barley's interests include concussion diagnosis and management, diagnostic ultrasound and ultrasound-guided injections such as cortisone.

And there are plenty of activities to choose from. WISC currently offers an exhaustive list of exercise, sports and wellness programs for children and adults, and soon clinical services will be available under the same roof. "WISC's members are already making their health and wellness a priority. Now they are just steps away from first class health care, too," says WISC manager Chris Haywood. Maigi adds, "Whenever you can make wellness as uncomplicated as possible, you're going to increase your chances for success. Receiving primary care and orthopedic services where you can also maintain your fitness is a very simple formula for good health."

Non-WISC members will also have access to the clinic. "Not only is this partnership exceptionally convenient for the nearly 2,000 WISC members, it's also an easy way for the entire northwest side of town to receive Riverside-quality services," says McCary. "The partnership with WISC allows us to merge our strength--uncompromising clinical services--with WISC's expertise on active lifestyles."

McCary shares Riverside's mission to care for people how and when it works for them. "We're excited to keep finding new ways of making great care easily accessible to the entire community." For more information, call (xxx) xxx-xxxx.

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