

# Business Connection



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## Business Spotlight

### Medical Care When You Need It, Where You Need It

**A**t American Family Care®, the mission is to provide the best healthcare possible in a kind, caring environment. You can't always plan when you need medical care. Your American Family Care Center in Pleasanton makes seeing a medical provider simple and convenient. Just walk right in. They are open nights and weekends. You don't need an appointment, although you can make one if you'd like. You don't need a doctor's referral, and they can refer you to other doctors if needed. They provide convenient healthcare for everyone, and they take most insurances, including Medicare, Medi-Cal, and Kaiser.

The Pleasanton location opened this past summer, and is a locally owned, family-owned small business (franchise). As sponsors of the Amador Valley High School boosters club, AFC Urgent Care Pleasanton is committed to the families of its local community. Offering sports physicals for all student-athletes and TB skin tests for school volunteers at a discounted cost, AFC is extremely cost-effective and has affordable cash-pay prices for those without insurance.

Robert Dickinson, owner of AFC Urgent Care Pleasanton, had a 20-year career with pharmaceutical and medical device companies as a consultant, working with them on how to serve their customers better, both healthcare providers (like doctors) but also their patients. "I found during that work that one of the biggest impediments to better



ACF Urgent Care Pleasanton is located at 5311 Hopyard Road in Pleasanton, at the intersection of Owens Drive.

health for all is access to healthcare," said Dickinson. "It's the multiple months wait for an appointment with a primary care provider or even longer to see a specialist. It's the terrible experience that you have as a patient in the healthcare system, whether it's the rushed doctor office visit, or the long wait at an emergency room," he said.

Dickinson found the AFC opportunity as a way to design the healthcare service around the patient's preferences and convenience, not the doctor's preference and convenience. "We call it Urgent Care because that is the term that most people recognize, but what we really are is a Retail Medical experience," said Dickinson.

American Family Care Pleasanton has lab services, x-ray machines, EKG, and a procedure room all

onsite. They can diagnose broken bones and sprains, and supply you with any needed braces, splints, immobilizers, boots, and crutches. They test for infectious diseases (flu, COVID-19, strep, RSV, mono). They can also draw blood for all manner of blood tests. Most basic blood tests can be done onsite, but they can also send out complex x tests to a local lab for rapid turnaround results. They provide the most common injection medications, IV fluids, IV medications, nebulizers, and tetanus shots. They also have flu shots and will soon have Pfizer COVID boosters when they become available.

AFC Urgent Care Pleasanton is located at 5311 Hopyard Road in Pleasanton. Call them at 925-202-2478 or visit them online at [www.afcurgentcare.com/pleasanton](http://www.afcurgentcare.com/pleasanton).



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