Hospitals vying for spots in booming north Oakland County communities

Hospital groups have been setting up satolitic clinics and centors throughout metropolitan Detroit over the past decade in an effort to tap into communities removed from their primary facilities, but the trend has only recently hit the Clarkston area. There is a certain excitement about this market. But if you look at the health care system, there is keen competition so heapitals are vying for position, said POH's medical director

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Nearby hospital groups are vying for a spot in Clarkstan in hopes of capitalizing on its booming population.

The evidence is an influx of hospital-affiliated clinics and expanded medical services.

"Everybody's moving in," said anthony Aenlle, M.D., a local internist who recently bought the Clarkston Clinic and, in addition to expanding its medical services, moved it to the intersection of Dixie Highway and M-15, an area that is quickly becoming a health care hub.

Aenlle's facility is a stone's throw from the Mid-Oakland Medical Center where this month Clarkston physician dames O'Neill, M.D., will open an urgent care and 24-hor emergency center.

At the same Independence Township intersection, Pontiac Oxecopathic Hespital has proposed a comprehensive medical examples with an emergency room, assisted-living facility and control of the community of the community of the community rather than have community and the community of the only doctors from the community periods in the community rather than have transported by the community of the community of the only doctors from the community and the community of the only doctors from the community of the only doctors from the community of the community of the only doctors from the community of the community of the only doctors from the community of the

which residents can choose a primary-care physician.
Pontiac-based North Oakland Medical Centers expects to offer residents a variety of local services within a few months, said Johan DiGlovanni, administrator for physician practices, North Coakland Medical Centers.
In addition to primary care and OB/GYN services, the group will offer full radiology services, CAT scans, minor surgery and surgical consultations.

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Like Aenlle, their expansion is being combined with a relocation — from a Deer Lake Road clinic to the Mid-Oakland Medical Center. The hospital group's pediatries clinic on Sashabaw Road will remain in its current lecetion.

Road will remain in its current location.

"We're anxious to get in," said DiGiovanni, "It's a growing community, and we consider it to be our future area.

Likewise, William Beaumont Hospital in Royal Oak and Genesys Health System, based in Flint, are trying to establish local presence.

Beaumont has plans to open two primary care practices at Citation Drive and M-15 and expects to open one by late summer, said Colette Stimmell, Beaumont public affairs assistant.

Beaumont public attairs assistant.
Genesys has construction of a 9,000-square-foot medical facility on Waldon Road near Sashabaw under way and expects to open by mid-summer, said Genesys spokesnam Marthartis. The center will house six primary care physicians from

Genesys including local family practitioner Shawn K. Conner, M.D., and rotate specialty physicians like cardiologists and near cologists based on demand.

Also hoping to get an edge on the specialists market, POH last month opened a family practice clinic on South Main, where primary care and specialty physicians will be on site.

By rotating medical specialists at the clinice, residents won't have to travel outside the community for such services, giving POH and Genesys a competitive condition of the positials.

"It is a way of being competitive and getting the market share for health care systems, Kiffer, of POH, said. "We're all aware of the increase in population growth in north Oakland County and what appears to be family migration from the south to north.

"As those families move, they're going to need medical services, and so health care providers are going to position themselves accordingly," he said.

Map-reading contest tests students' skills

Nearly 100 students from 16 schools across the state will participate in AAA Michigan's "How to Read a Map" State Championship Road Rally. Oakland County schools represented at the event will include East Hills Middle School in Bloomfield Hills, Reuther Middle School in Rochester Hills and Warner Middle School in Farmington. The indoor road rally will be held from 8:30 a.m. to 2 p.m., Thursday, April 23, at the Hill Center for Academics and Technology, Lansing.

"Thanks to educational efforts like this one, geography is making a comeback in our classrooms," AAA Michigan Community Relations Manager Susan Carbin said. "We hope this event will continue to enlighten people regarding the need for a strong geography curriculum

Nearly 100 students from 16 chools across the state will articipate in AA Michigan How to Read a Mary State championship Road Rally Raders reached the proficient achievement level. In March 1994 AAA Michigan Insurance its "How to Read In Insurance its "How to Read In Insurance its "How to Read In Insurance its "How to Read Insur

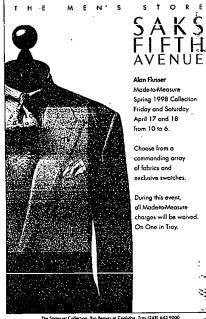
hunched its "How to Read a Map" program. The 1998 State Champt-onship Road Rally is an exten-sion of this program, testing basic geography skills stu-dents need when studying or

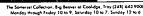
dents need when studying or traveling.

The top three winning teams will receive cash prizes tranging from \$100 to \$500 for classroom use), and school and individual plaques. All team membors will receive "How to Read a Map" long-sleeve T-shirts and certificates, as well as a AAA Connect phone card good for 33 free minutes.













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