

To Keansburg Borough Planning Board:

### PROPOSAL FOR KEANSBURG WELLNESS CENTER

It is our goal to create a warm and inviting resource in the heart of the community that can address the primary healthcare needs of the residents of Keansburg. The highly trained medical professionals are skilled in recognizing medication seeking behavior. The goal is to offer accessible and ethical healthcare services that the community needs and deserves, with a focus on the prevention of misdiagnosing and over-prescribing.

The primary care medical services will include annual and regular check-ups, and general physical exams. The medical team will offer health promotion, disease prevention, health maintenance, patient education, and the diagnosis and treatment of acute and chronic illnesses. Services are projected to also include specialty care services (i.e., IV drips, nutrition services, acupuncture, etc.). Medicaid, Medicare, and private insurance policies will be accepted to ensure that limited finances will not be a barrier to healthcare. Telemedicine options will be available when applicable. The Wellness Center intends partnerships with local providers, such as Bayshore, for purposes, among others, of securing a referral source and source of transport in the unlikely event an emergency occurs on premises. It cannot be overstated that the essential purpose of the Wellness Center is preventative medicine; care that reduces the need for emergency services.

We will operate during normal business hours between 9am-6pm Monday-Friday. The Wellness Center will employ one medical doctor, three nurse practitioners, one certified medical assistant, and two receptionists. The medical doctor will not be on-site full time. Scheduling patients by appointment only will ensure that no more than 15 people will be in the building at any given time. For purposes of accommodating this relatively small number of staff and patients that may occupy the premises at any given time during hours of operation, the structure will undergo minimal alterations, to include: partitioning for four examination rooms, a reception desk and area, two offices, a small lab, storage room and rest rooms.

The Wellness Center is a local resource geared towards the residents of Keansburg; therefore, parking will not be an issue. Individuals can also use transportation services that are offered through insurance. Such transportation services, combined with the use of telemedicine, will greatly reduce the need for physical parking.

#### Key Points:

- By appointment only.
- No emergency services.
- Not an urgent care center.
- Target population is local residents. Transportation can also be provided via insurance-covered transportation services.
- Telemedicine available.
- Limited number of individuals inside the building at any given time.
- No demand upon local emergency resources.

Our long-term objectives are to improve the overall wellness of the community while maintaining the longstanding charm that has been part of the town's history for generations.

Michael Palmieri  
917-525-9494  
[michael@kwcnj.org](mailto:michael@kwcnj.org)