Walk-In Clinic
Highland Family Medicine (HFM) patients have exclusive access to our Walk-In Clinic, letting you see a doctor quickly with no appointment needed, on a first-come, first-served basis. Stop in if you have an earache, sore throat, congestion, or similar symptom. The clinic fills quickly; if you don’t have time that day to wait, we will schedule the next available appointment for you.

By Appointment
Every moment matters when you need to see a doctor, and we can get you in quickly. Call our main desk, listed on the back, or request an appointment in MyChart. We encourage you to keep your appointments and arrive 15 minutes early so we can avoid any unnecessary delays. Just call us at least 24 hours before your appointment if you have to cancel.

Office Hours
Monday – Thursday: 8 a.m. – 9 p.m.
Friday: 8 a.m. – 5 p.m.
Saturday: 8 a.m. – 12 p.m.

Walk-In Clinic Hours
Monday – Friday
Opens at 8:20 a.m. – Last opening 4 p.m.
First-come first-served basis.

Saturday
Opens at 8:20 a.m. – Last opening 11:30 a.m.

One of our doctors is always available for emergencies. If the office is closed, you will be directed to our after-hours answering service. For medical emergencies that cannot wait until regular office hours, call 911.

Contact Information
Main Number: (585) 279-4800
Fax: (585) 279-4705
Billing Phone: (585) 758-7650
Lab: (585) 461-9129
Pharmacy: (585) 279-4790

Be sure to sign up for MyChart to view test results, contact your doctors, and more. Visit mychart.urmc.rochester.edu

Highland Family Medicine
777 Clinton Avenue South, Rochester, NY 14620
Highland.urmc.edu/FamilyMed
Caring for Your Entire Family

Our highly qualified and compassionate team is specially trained to care for everyone in your family through every stage of life. Families often find this relationship helpful because the whole family can be seen during one trip to the doctor, helping us build strong, trusting relationships.

Your Team

As your primary care physician (PCP), your Highland Family Medicine (HFM) doctor has access to a team of specialists ranging from obstetricians and gynecologists to sports medicine physicians and behavioral health professionals. We work together to make sure we all understand your unique physical and emotional needs and design a treatment plan just for you.

Preventive Care

We believe in keeping you healthy by actively working with you to prevent serious health issues. This starts with regular check-ups and screenings for cholesterol, heart disease, diabetes, cancer, osteoporosis, and more. Of course, we’re here for you when you’re sick by appointment, in our Walk-in Clinic, or at Highland Hospital.

Comprehensive Care for Women

At HFM, women see the same team for routine health care as for specialized care, such as breast cancer screening, pap smears, and care during pregnancy and delivery. If you’re pregnant or considering a pregnancy, our Family Medicine doctors will be with you every step of your pregnancy.

Complete Care for Children

We care for children of all ages, beginning with your newborn in Highland Hospital. Whether you deliver at Highland or not, you should schedule your baby’s first visit to our office before you leave the hospital. We treat illnesses and injuries, and also emphasize annual physicals, checkups, and immunizations to keep your child healthy.

Care Management

Care Management is a set of clinical services designed to help patients and their support system in best managing medical conditions and the behavioral and social problems that can arise from them. Our care management team works with patients to improve health status, enhance coordination of care, eliminate duplication of services, and achieve patient-centered goals related to health.

Hospital Care

We partner closely with Highland Hospital, and your HFM team can visit you if you are admitted there. If a visit isn’t possible, your HFM doctor has the ability to monitor your progress and be in close contact with your Highland doctor – a key benefit of being an HFM patient. As part of UR Medicine, Highland offers world-class medicine in the comfort of a smaller, community hospital and an emergency department that has immediate access to your records. This helps us treat you more quickly in our state-of-the-art emergency department designed with your comfort in mind. Our close relationship with Highland Hospital makes it our preferred partner should you need hospital care.

On Site Pharmacy

Highland South Wedge Pharmacy is located right next door, offering not only convenience but also increased coordination of care for our patients. It also offers free next-day delivery anywhere in Monroe County. If you use a different pharmacy and need a refill, have your pharmacy fax the request to your doctor.

Insurance Coverage and Billing

To make your visit as smooth as possible, please complete all forms in advance, with your printed name, date of birth, and signature completed. We accept most insurance plans; please bring your insurance card with you and check with your insurance to ensure we are participating providers. Uninsured patients may qualify for assistance that can cover office visit costs. If you do not have insurance coverage, a social worker is available by appointment to help you with insurance options.