The Riverside Clinic and Twin City Clinic today announced plans to consolidate effective January 1, 1974. Present plans include medical service in the new clinic building being built by the Twin City Clinic in Menasha and at the present Riverside Clinic site in Menasha.

According to Robert E. Dedmon, M.D., President of the Twin City Clinic, the merger will make access to medical care easier for the people of both Menasha-Menasha and the surrounding area. Emphasis will be placed on in-depth availability of primary care for both adults and children, as well as consultation services.

Frederic L. Hildebrand, M.D., President of the Riverside Clinic, felt that the merger would improve the efficiency of health care delivery in a multispecialty clinic setting. With provision for ancillary services there will be more emphasis placed on outpatient and ambulatory care.

According to Mr. Alan D. Irving, Business Administrator of Twin City Clinic, that group was founded in 1959 by three Menasha physicians and has grown steadily to its present staff of 12. He felt that the composition of both groups is such as to complement one another in a most effective way. "Primary care for acute medical problems will be provided in both the Menasha and Menasha locations," according to Irving.

Mr. John G. Heinsch, Business Administrator of the Riverside Clinic, stated the Riverside Clinic was established in 1962 by five Menasha physicians. Heinsch stated that "the level of medical care now provided to the Twin Cities will be augmented by the merger."

The staff of the new clinic will be composed of:

Family Medicine - W.E. Hildebrand, M.D.
Internal Medicine - J.F. Bachman, M.D., E.E. Dedmon, M.D.,
D.S. Rathway, M.D., F.L. Hildebrand, M.D., J.F. Konseck, M.D.,
L.S. Scanlan, M.D., W.F. Sickels, M.D., and G.F. Stelter, M.D.
Allergy - C. Charm, M.D.
Pediatrics - J.L. Anderson, M.D., J.E. Noggett, M.D., H.L. Kidd, M.D.,
L.L. Mccutcheon, M.D. and G.F. Reilly, M.D.
Surgery - L.G. Canacho, M.D., J.R. Gray, M.D., J.J. McGlinn, M.D.,
and G.F. Schwei, M.D.
Urology - J.T. Campbell, M.D.
Obstetrics and Gynecology - C. Hammond, M.D., D.J. Fansch, M.D.,
and F.I. Fansch, M.D.
Ophthalmology and Otolaryngology - J.E. Conway, M.D., K.G. Newby, M.D.
Psychiatry - T.J. Malueg, M.D. and R.W. Stafford, M.D.
A. D. Irving
Twin City Clinic
211 N. Commercial St.
Neenah, Wisconsin 54956

Dear Al:

Thank you very much for your February 9th letter, along with the information on your new building program. We sincerely appreciate your bringing this information to our attention, and be assured we definitely plan on including this material in one of the next several issues of Medical Group Management, Journal of the MGMA.

Sincerely yours,

Fred E. Graham

FEB/kg