



“Accessible, Affordable, Quality Care @ Patient Centered Medical Home”

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Dear Parents,

October 2, 2015

We are working diligently to address many concerns of our patients at Kidzcare Pediatrics in providing quality and convenient pediatric care to all in Coastal NC. Please accept our apologies for any recent inconvenience that you may have experienced. We are engaging resources in an effort to respond actively to your concerns, as well as contact many of you personally, that have immediate needs, or upon respective requests.

Effective September 1, 2015, Kidzcare Pediatrics was afforded the opportunity to expand operations with merger of Coastal Pediatric Associates, with locations in Wilmington, Leland and Hampstead, NC. In a constantly changing medical environment, the merger happened quickly to prevent imminent closure of Coastal Pediatrics Group, and in an effort to extend the Kidzcare Pediatrics group’s reach to 26 counties across the state, where patients can visit any KidzCare office and receive consistent high-quality care from providers who know their medical histories and who share a common commitment to excellence. We are faced an uphill task on Coastal Pediatrics’ System Practice Management System /Electronic Health Records - conversion and integration into Kidzcare System due to Limited-cooperation by the IT/software vendor (EHS Medical-Greenway). This has caused some inefficiencies internally at Front Desk, Nursing-Clinical, and at provider level who has to look up 2 different systems and enter patients’ data manually into Kidzcare System which is causing significant bottle neck/delays. We are diligently working on resolution, have recruited additional staff at all 3 levels, and have signed off on an integration plan which will be completed by end of November 2015.

We sincerely appreciate your constructive feedback and will actively respond to it. Your patience in this process is appreciated, as we appropriately seek resolution and subsequent response to your concerns. Your concerns and feedback are important to us.

Given the many current means of active communication available, such as Facebook, Google Plus, etc., we are doing our best to stay abreast of documented concerns, and respond accordingly. This being said, we encourage all to direct your constructive feedback and concerns to our website at [www.kidzcarepediatrics.com](http://www.kidzcarepediatrics.com) . Click on our survey button on the website <https://www.surveymonkey.com/r/?sm=j8bFFIGPmU59%2fvGMgdTtgKlpOUKo1cu9pnEwphn2EZU%3d> and inform us directly of your situation. We have prioritized our efforts to respond and resolve all concerns.

As you know with recent Medicaid cuts of 27% (NC and Federal ACA payments Cuts) many practices are choosing to close, shrink or be more selective in their patient selection methods, Kidzcare Pediatrics will continue to remain open to accept all patients. As an example, NC Medicaid insures more than 2 million Americans and most of them are infants and children to

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whom we provide care every day at all our locations. Similarly many of our patients have Tricare because of their parents’ loyal – patriotic service to our country. These Infants and Children (with Medicaid and Tricare coverages) have a severe difficult time finding physicians/Providers to treat them and they end up going to emergency rooms for their routine treatment and this severely increases cost of health care for all. I am sure you all agree with us that’s “it’s not child’s fault if they are on Medicaid or Tricare and when they fall sick”. At Kidzcare Pediatrics we strictly follow our promise of Accessibility for all of our patient to provide high quality comprehensive healthcare services to infants and children of each community without regard to race, color, religion, nationality, and ability to pay. It is our goal to assure that all patients’ needs are met in our patient centered medical home (Quality Care) and hence we have same day appointments and also have slots for walk in patients (to reduce urgent care/ER visits) to make healthcare Affordable for all. In a recent Star News publication dated September 19, 2015, our own Dr. David L. Hill, M.D. notes the industry complexities and changes that pediatricians are facing in the midst of serving their patients. This may be accessed at <http://www.starnewsonline.com/article/20150919/ARTICLES/150919644/0/search?p=2&tc=pg>

Many of you must have noted the recent developments in Wilimington, NC, where several of our fellow pediatric colleagues practicing in the community were terminated by their employer. Also beyond Wilmington, FixKids Inc closed its operations in Greensboro, NC and sent all their patients to Kidzcare Pediatrics for their care and these providers have joined Kidzcare Pediatrics team due to these severe cuts by the government.

Kidzcare Pediatrics group has continued on its mission of providing “Accessible, Affordable, Quality care in a nationally recognized (NCQA) Patient Centered Medical Homes and will provide care to 100,000 children in 2015.

We sincerely ask for your patience during this sensitive time of transition, as we strive to consolidate our environment and we look forward to finding new ways to provide our patients the personal, convenient, and holistic care that has won us their loyalty for nearly more than 38 years in many communities across NC.

Again, we thank you for your patience, and we look forward to the opportunity to serve you and your family.

Sincerely,  
Ashok Jain, MD, FAAP, CPE, MBA  
President - KidzCare Pediatrics PC

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