



# Pediatrics

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## INTRODUCTION

Welcome to our practice! We appreciate the trust you have placed in us and we will make every effort to honor that trust by providing the quality of care for your children that they require and deserve.

This pamphlet has been prepared for your use, as the first of many handouts we will give you at age-appropriate times, when they will be most meaningful and useful to you. Also, we want you to know about our policies and methods of practice. If there are any questions, however, please ask because we do want to be of help.

## GENERAL INFORMATION

### Physicians

**Dr. Fredric T. Serota**, a graduate of the Temple University School of Medicine, completed his residency in Pediatrics at the Children's Hospital of Philadelphia and is Board Certified in Pediatrics. He also received subspecialty certification in Pediatric Hematology and Oncology (disorders of the blood system and malignant diseases of children). Certification required three full years of specialty training in Pediatrics after obtaining the M.D. degree, followed by the passage of a two-stage examination conducted by the American Board of Pediatrics. Three further years of training in Hematology and another examination was required for certification in Hematology/ Oncology. In addition, Dr. Serota served as an Attending Staff Pediatrician at the Children's Hospital of Philadelphia for 8 years before entering private practice. He is also a graduate of Temple University Law School, receiving an LL.M. in Trial Advocacy. His areas of specialization are Patient's Rights, Health

Care, Insurance and Family law. Dr. Serota is a Fellow of the American Academy of Pediatrics, and the Philadelphia and Pennsylvania Medical Societies. He has been admitted to the Bar in Pennsylvania, the Federal Courts, and the United States Supreme Court. He is also a member of the Philadelphia, Montgomery County and Pennsylvania Bar Associations. Dr. Serota resides in Blue Bell with his wife, Jo Ann, and three children, Matthew, Emily and Andrew; their Old English Sheepdogs -Zoe, Winston and Oliver; parakeets named Bonnie & Clyde; and Speedy the turtle.

**Dr. Jaime Johnson** is a graduate of Thomas Jefferson College of Medicine, is Board Certified in Pediatrics, and recently completed her pediatric residency at St. Christopher's Hospital for Children in Philadelphia. Before entering medical school, she attended Brandeis University, and taught preschool at Brandeis' Lemberg Children's Center. Dr. Johnson is a native of the Philadelphia area, currently residing in Roxborough with her two badly-behaved cats. In her spare time, she enjoys watching zombie movies, riding horses, and Shotokan Karate.

### Certified Pediatric Nurse Practitioners

A certified pediatric nurse practitioner (CPNP) is a registered nurse who has acquired knowledge and clinical skills in child health care through successful completion of a Masters Degree in nursing plus additional training in physical examination and common disease assessment. Working with physicians and other health professionals, PNP's provide a broad range of primary health care services

for children from birth through adolescence. PNs perform physical examinations, developmental assessments, and treat common childhood illnesses. The nurse practitioner also coordinates the care of common chronic illnesses in children such as asthma and diabetes and counsel families about normal childhood growth and development, safety and nutrition.

**Jo Ann Serota, DNP, CRNP** is a graduate of the College of DuPage (Illinois) School of Nursing. She worked for more than 7 years as a staff nurse on the infant and toddler unit and the Emergency Room at the Children's Hospital of Philadelphia while earning her Bachelor's degree in Nursing at Gwynedd Mercy College. Jo Ann was the Nurse Manager of the Pediatric Unit at the Abington Memorial Hospital for two years. She received a Masters in Nursing Administration and a Pediatric Nurse Practitioner certificate with Honors from Gwynedd Mercy College and became certified by the NCBPNP/N, a national certifying board for nurse practitioners. Further, she has since become a board certified lactation consultant having qualified before the International Board of Lactation Consultants. She is currently a clinical preceptor for the PNP students from the University of Pennsylvania and Gwynedd Mercy College. Jo Ann is a fellow of the National Association of Pediatric Nurse Associates and Practitioners (NAPNAP). She is a past president of the Delaware Valley chapter of the National Association of Pediatric Nurse Associates and Practitioners (NAPNAP) and past National P-R chairperson. She currently sits on the Editorial Board of the national PNP journal. Jo Ann's hobbies are gardening, working with stained glass, and quilting. Mrs. Serota, the mother of four children: Jennifer, Andrew, Emily and Matthew, is

available, by appointment, for routine baby, child and adolescent health care and discussion of parenting, behavioral, breast feeding, school and other health issues.

**Tracy Molloy, RN, MSN, CPNP-** After graduating from Immaculata College (Magna Cum Laude) with a Bachelor's Degree in Nursing, Tracy worked as a staff RN at the University of Pennsylvania; then at Abington Memorial Hospital for 14 years. She went on to serve as a school nurse at St. Jude Church in Chalfont, Pa, for more than 6 years, while earning her Master's Degree and CRNP at Gwynedd Mercy College. She did her clinical nurse practitioner training at several local practices, including here at Ambler Peds. JoAnn was one of her instructors. Tracy lives in Chalfont with her husband and two daughters, and a dog & cat. In her spare time, she loves to travel.

### **Ambler Pediatrics is a Training Site**

Ambler Pediatrics has been selected by the University Of Pennsylvania School Of Medicine to serve as one of their training sites for Penn Medical Students and Residents. In addition, from time-to-time we host medical students and residents from Temple University School of Medicine and Jefferson Medical College. Similarly, our PNP's host several students each year from the University of Pennsylvania School of Nursing and Gwynedd College of Nursing for their practicums. We feel proud to have been selected as a training site for these students and feel it is our responsibility to help provide quality training for the next generation of practitioners. We hope you will welcome them into your family as well. If for some reason you prefer not to, just let us know.

The Pediatricians and Pediatric Nurse Practitioners maintain current certification through participation in the American Medical Society's Physician Recognition Award, the American Academy of Pediatrics' Recertification Program or the National Certification Board for Pediatric Nurse Practitioners. Ambler Pediatrics is also a five time winner of the Reader's Choice Award given by Montgomery Newspapers.

### **Lactation Consultations**

Ambler Pediatrics is fortunate to have Jo Ann Serota serve as our own Lactation Consultant. Certified by the International Board of Lactation Consultants, she is available for consultation regarding infant feeding problems.

### **Hospital Affiliations**

Dr. Serota is an Attending Staff Pediatrician at the Children's Hospital of Philadelphia and Abington Memorial Hospital. Whenever appropriate, we consult specialists at these hospitals, at the St. Christopher's Hospital for Children or at the duPont Hospital for Children. If you prefer one of these centers, please discuss this with your healthcare provider.

### **Nurses and Office Manager**

Our nursing staff includes full and part time registered nurses, or licensed practical nurses, who staff the office during routine office hours on weekdays, evenings and Saturday mornings. The nurses have been given special training regarding childcare and children's common illnesses and can therefore answer many routine questions.

The nurses will routinely ask a physician's advice about any more complicated concerns. If you would prefer to speak with either a PNP or a pediatrician, a receptionist or nurse will arrange for one of them to return your call.

### **The Receptionists and appointment scheduling**

Our office staff is trained to make appointments and to answer questions concerning billing or insurance forms. Please tell the receptionist if this is to be your first visit to the office. The first visit takes longer because we must obtain a detailed medical history and get to know your child.

Please arrive 10 minutes early for your initial visit so that we may obtain the necessary information required to make a permanent file for your family. During this office visit, we will ask you for personal and general health information on all family members. This information provides a baseline profile to aid us in providing you with comprehensive, family oriented, Pediatric care. Please keep us informed of any new family health issues, or changes in your name, address and/or telephone numbers. A copy of your child's medical record is required before administering medication or immunizations.

When making an appointment, inform the receptionist of the nature of the visit, so that sufficient time can be scheduled to adequately handle the problem. Similarly, please let us know before the visit if more than one child needs to be seen. If, for any reason, you are unable to keep your appointment, please telephone ahead so that we may reschedule your child for a later

time. In addition, this may free-up the time for someone else who needs it. Please be prompt. We are only able to hold your child's appointment time for 15 minutes. Rarely, an emergency may arise when your doctor, unexpectedly, may be called to the delivery room and have to leave the office. In this event, we may have to reschedule patients. However, sick patients who must be seen will be accommodated. In this situation, you will be given the choice of rescheduling your appointment or seeing another of our pediatricians or pediatric nurse practitioners.

Due to rising costs, there is now a charge for the following items:

School Forms	\$ 10.00
Sports Physical Forms	10.00
Driver's License Forms	15.00
Day Care Forms	10.00
Other miscellaneous Forms	10.00
'Same-Day' form without appt	15.00
A Year-end Summary of Account	15.00
Transfer of Records	30.00
Failure to pay copay at time of visit	12.00

*Unfortunately, these charges are made necessary by increased costs. These charges are NOT covered by insurance.*

*We require 24 hours notice for cancellation of appointments. There will be a \$25.00 charge for missing a confirmed appointment, and for repeatedly missed appointments without prior notice to our office.*

## **Parent and Child Health Information**

We provide a variety of educational

services. You may obtain books or videotapes from our lending library on topics such as breast feeding, child development, discipline, sleep disorders, infant care and behavior. In addition, numerous pamphlets are on display for your use. Seminars for parents and professionals are scheduled periodically and you will be notified by mail of upcoming events. If interested, please ask us about these services.

Our website is at [www.amblerpeds.com](http://www.amblerpeds.com). This is where you can read and download many of our informational handouts. There are also many links to other sites of interest to families and children. Check back often to see what's new in pediatric medicine of general interest.

## **Fees and Payment for Services**

We make every effort to keep your medical costs down. To do this, we ask for payment at the time of service. Please have your insurance card and co-payment to each visit.

Health insurance is intended to cover some, but not necessarily all, of your medical care. Most insurance plans have co-pays, deductibles, co-insurance and other expenses that are the patient's responsibility. Please be sure you know and understand your insurance plan. (We currently participate with over 550 insurance plans and cannot possibly know the details of each plan.) Not all office procedures are covered by all insurance companies. We will help you get the maximum benefits to which you are entitled. To do this, however, we need you to keep us up to date with your current insurance information at each visit.

A copy of our office and hospital fees is available on request. We participate with all

major health insurance plans operating in our area and will assist you in completing your insurance forms. However, **payment for office services is expected at the time of service unless prior arrangements are made.** Hospital care and office services that are covered by insurance and emergencies are, of course, an exception to this rule. *Again, it is the patient's responsibility to know which office procedures are covered by their insurance. We accept MasterCard and Visa for your convenience.*

### **When Parents are Separated or Divorced**

In the special case where a child's parents are either separated or divorced, the child must be accompanied by a parent or guardian who has custody rights. The parent or guardian who accompanies the child to his/her visit will be considered the responsible party for that visit. *Also, it is ultimately the responsibility of the parents to communicate about what happened at the child's visit.* At the discretion of the health care provider, there may not be time for the provider to call the non-present parent each and every time the child is seen. In fact, recent legislation (HIPPA regulations) regarding patient privacy and confidentiality now place strict limits on our ability to release information to inadequately identified persons and casual telephone contacts.

If you are having financial difficulties, please notify our office manager, our billing manager, or your provider. Strict confidence will be maintained and special arrangements will be made. Health care will never be denied an ill child.

There will be a \$30 fee for copying of records. Also, if you require a camp or

school form completed, please allow 2 weeks for our nurses to do so.

### **Office and Facilities**

Our office is located in the Ambler Professional Center, 602 S. Bethlehem Pike, Ambler, PA 19002-5886. The office is on the ground floor and is accessible to patients in wheel chairs or on stretchers. There are separate waiting rooms and examination rooms for sick and well children and their families.

### **Laboratory**

Facilities are available within the office to perform all routine testing, such as hemoglobin, urinalyses, blood sugars, urine and throat cultures and audiograms, vision screens and tympanometry. Pulse oximetry and peak flow pulmonary measurements are available to aid in the treatment of patients with asthma, croup, bronchiolitis and pneumonia. Specimens for more specialized tests are obtained in the office to be picked up by the laboratory's courier service. Results, depending upon the test, may be available to you the same day. We maintain a direct computer link with the laboratory, permitting immediate reporting of test results. Our laboratory participates with the American Association of Bioanalysts and the Pennsylvania Department of Health quality assurance programs on a quarterly basis, ensuring accuracy of all test results. Our laboratory is licensed by both the State and Federal agencies (CLIA) overseeing physicians' offices. In addition, our office is in complete compliance with the recent OSHA regulations regarding medical offices.

X-ray studies are often performed at the Abington Memorial Hospital. Special studies are arranged through Children's Hospital and the St. Christopher's Hospital for Children. The specific site may be dictated by your insurance company.

We will make every effort to notify you of all laboratory results as soon as they become available to us. At the same time, please feel that you can call for additional information at any time you are concerned.

## **Parking**

Free parking is always available in front of the office.

## **The Telephone and Doctor Availability**

Our office has not established a set time for telephone calls, preferring to permit you to call whenever you feel a need. However, it would help everyone if you would call at the beginning of office hours if you think we may need to see your child. Please call between 9:00 and 11:00 AM if possible. However, if you have a question or a problem that cannot wait, please do not hesitate to call at any other time. The providers always carry a pager and can be reached at any time, 24 hours a day. In an emergency the doctor or PNP will speak to you immediately. Under other circumstances, you may be asked to speak with a nurse or other appropriate staff member. If you wish to speak with a particular provider, who is with a patient, the nurse or receptionist will request your name and telephone number, and that person will call you back as soon as possible. There is no charge for telephone consultation.

After hours, or whenever we are not in the office, our calls are routed by an answering machine that will call the physician's beeper if you have a medical emergency. Simply dial the office telephone number, 215-643-7771, and the tape will explain to you how the system works. You have the option of leaving your name and telephone number after a beep-tone, in which case the answering machine will signal the physician-on-call immediately. If for any reason you are not called back within ten minutes, please call again.

If you are ever in a situation when you do not feel you can safely wait for a return call from our office, call 911. If your child has possibly ingested a toxic substance, call Poison Control immediately. The telephone number is (800) 222-1222.

For less urgent matters, you may find it more efficient to communicate with us via email. Our email address is **apeds@amblerpeds.com**. We monitor this during regular office hours. Similarly, you may leave a message in our voice mail for later return. However, if you have an urgent issue, please ask to speak to one of us directly.

## **Office Waiting Time**

*We are sorry if you had to wait...*

We know it is not pleasant to wait at the doctor's office, especially if your child is ill. While we are always striving to reduce waiting-time, there are several things you can do to help:

- 1. Please bring only the child for whom you have an appointment.**

We realize there are times when you have more than one child who is ill. If you must bring a second child when only your first has an appointment, please call ahead. We will arrange a time when we can see both children without making other families wait. On average, we fit in more than 4-5 patients each day that do not have an appointment. This only makes others wait.

**2. Please undress your child prior to the examination.**

If your provider needs to wait one minute for each child examined during the day, the provider will be more than a half hour behind schedule by the end of the day for this reason alone.

**3. Please do not be a “walk in” without a scheduled appointment.**

We will always make time to see an ill patient. However, it is best for you to call ahead to schedule an appointment so that you are not kept waiting, and you do not keep others waiting.

**4. Please give at least 24 hours notice of cancellation.**

Appointments that are not kept only waste others' time. If you call ahead, we can reschedule your appointment when it is more convenient, and free the time for other sick children.

Thank you for your help. As always, we will make time to see your children whenever they are ill. If you feel you have special circumstances, please don't hesitate to talk with any of us. We will always make special arrangements.

**5. Please be on time for your appointment.**

Many patients assume that the doctor is running late. This, however, only produces a self fulfilling prophecy. By coming late yourself you only make others wait. Therefore, if a patient is more than 10 minutes late for an appointment, we will need to reschedule the visit.

**6. Please have your questions ready.**

You will benefit most from your visit if organized in advance. Of course if you forget to ask anything, please don't hesitate to call back.

**Please Ask!**

Most important of all, please feel that you can ask any question you would like. There are no silly questions. Never feel that you are bothering us. We will do our best to anticipate problems for you and to be available for you whenever you call. But the only way we can understand your concerns, and devote extra time to them, is through you. Feel free to be candid with us. We are here for you!