

Ambler Pediatrics

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HOURS: MONDAY: 9AM TO 8PM
TUESDAY: 9AM TO 5PM
WEDNESDAY: 9 AM TO 8 PM
THURSDAY: 9 AM TO 5 PM
FRIDAY: 9 AM TO 5 PM
Saturday: 9 am to 1 pm

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. We will become your child's medical home and help all parents coordinate care with the appropriate and necessary follow up for your child's medical concerns.

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 on the Oncology Unit and Bone Marrow Transplant Unit 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, and 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. He has four children, Matthew, Emily and Andrew, and Jennifer, and Grandson, Sam. He has Old English Sheepdogs -Zoe, Winston and Harley and a parrot, Pi.

Dr. Serota is an active and lifelong member of the Amateur Radio Society, as well as, as an amateur photographer.

Dr. Jaime Johnson is a graduate of Thomas Jefferson College of Medicine, is Board Certified in Pediatrics. Dr. Johnson 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 Glenside with a menagerie of pets including her dog, Moo-Moo and several cats. She is very involved with the local animal shelter and helps raise abandon kittens in her home. In her spare time, she enjoys baking, gardening, 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 Master's Degree or Doctoral Degree in Nursing with an emphasis on physical assessment and common disease management. Working in collaboration with physicians and other health professionals, PNP's provide a broad range of primary health care services for children from birth through young adulthood. Pediatric nurse practitioners perform physical examinations, developmental assessments, and diagnosis and treat common childhood illnesses and have prescriptive authority. 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, RN, CRNP, IBCLC, FAANP, has been a primary care pediatric nurse practitioner since 1984. As a doctoral prepared nurse practitioner, Jo Ann has a holistic nursing perspective in primary care. She has a wide range of clinical experience from working at Children's Hospital of Philadelphia on the infant unit and the emergency room, visiting home care nurse, pediatric nurse manager, educator, preceptor, author, editor, and lactation consultant which have all enhanced her nursing expertise. Jo Ann has been an active member of the Delaware Valley Chapter of NAPNAP and nationally at NAPNAP (National Association of Pediatric Nurse Practitioners) as NAPNAP President and the NAPNAP Foundation President. She is a clinical associate faculty at the University of Pennsylvania, Villanova University, Drexel University, and Gwynedd-Mercy University precepting nurse practitioner and medical students. Also, she is the primary care case study editor for the Journal of Pediatric Health Care and on the advisory board of NAPNAP's lay publication "Ready, Set, Grow". As a mother of 4 grown children and one grandson, she enjoys her family immensely. She has been a partner with her husband at Ambler Pediatrics since its inception. The family sheep dog, two parakeets, and a parrot keeps her busy at home. She is very involved with her nurse practitioner association, enjoys gardening, quilting, stain glass and outdoor activities. Dr. Serota is available by

appointment for well-child visits, lactation and breastfeeding consults, discussion on adolescent behaviors, sleep, toddler behaviors, school concerns and other health issues.

Maura McDermott, MSN, RN, CPNP, is a graduate of Villanova University, where she received her BSN, and The University of Akron, where she received her MSN. She has been a dual certified pediatric nurse practitioner since 2013. Maura practiced at University Hospitals, Rainbow Babies and Children in Cleveland, OH on the Oncology/Hematology unit prior to starting at Ambler Pediatrics. Before becoming a nurse practitioner, Maura worked as a registered nurse in the Pediatric Intensive Care Unit both at University Hospitals and The Children's Hospital of Philadelphia for 7 years. She is also a member of the Delaware Valley Chapter of NAPNAP as well as the Association of Pediatric Hematology/Oncology Nurses. Maura has 2 young boys, Finn and Jack, and her daughter, Maeve. Maura enjoys spending time with them and her husband. She also enjoys reading, running, and traveling.

Ambler Pediatrics is a Training Site

Ambler Pediatrics is a clinical education site for the University of Pennsylvania School of Medicine for their medical students and residents. In addition, from time-to-time, we host medical students and residents from Temple University School of Medicine and Thomas Jefferson Medical School. Similarly, our nurse practitioner's precept nurse practitioner students each year from the University of Pennsylvania School of Nursing, Gwynedd Mercy University, Villanova University, Drexel University and Villanova University. 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.

Our primary care team provides care for children from birth through adolescence into young adulthood. We routinely provide:

- well-baby and well-child and adolescent/young adult exams
- daycare, school, sports, and camp physicals

- same-day appointments for sick and injured children
- a full-time telephone nurse for advice on common questions
- management of chronic illnesses (asthma, diabetes, ADHD, migraines)
- primary care for children and youth with special health care needs
- all required (and some optional) vaccines
- hearing, vision, developmental, and behavioral screening
- newborn care at Abington Memorial Hospital
- coordination of tests and services (physical therapy, MRI)
- coordination of referral care for children requiring pediatric specialists
- Alternative appointment types (group visits, telemedicine, etc.)
- Lactation consults by a certified lactation consultant.
- an on-call physician available by phone 24 hours a day, 365 days a year

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. Fred Serota is an Affiliate Staff Pediatrician at the Children's Hospital of Philadelphia and Abington Memorial Hospital. Whenever appropriate, we consult specialists at the Children's Hospital of Philadelphia, St. Christopher's Hospital for Children or at the DuPont (Nemours) 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. The nurses have special training regarding childcare and children's common illnesses and can therefore answer many routine questions. The nurses will ask a provider for advice regarding more complex issues or when a child needs further attention. If you would prefer to speak with either a nurse practitioner 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 available to make appointments and to answer questions concerning billing or insurance forms. Please tell the receptionist if this is your first visit to our practice. 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 child. 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. We request that patients arrive on time for their appointments. We strive not to keep patients waiting but there may be times when an emergency may occur in the office which may delay your appointment.

INSURANCE POLICIES

Different insurance plans have different definitions of what is covered. *Please be aware of the limits and conditions of your own policy!* In the event your health plan determines a service to be "not covered," you will be responsible for the fee. In that event we will bill you, and payment is due upon receipt of that statement.

We cannot accept any insurance that cannot be verified. **Please bring proof of insurance to each and every office visit!** Without it, we will have to bill you directly until you can provide proof of insurance.

Due to insurance rules, all required payments and co-payments must be collected *at the time you arrive for the appointment.* Any other arrangements must be made in advance with our billing staff.

The parents or legal guardians of the child are responsible for fees incurred for the child, whether accompanying the child to the visit or not. If your child will be brought to the appointment by his babysitter, grandma, etc., be sure he or she is aware of this policy.

For families whose custody agreement specifies which parent is responsible for co-pays, deductibles, insurance premiums, etc., please bring a copy for our files to prevent any misunderstanding.

Please contact our billing staff if you have a question about insurance or billing matters.

Form Fees:

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

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

Our website is www.amblerpeds.com. This is where 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 health care which may be of interest to you.

Electronic patient portal

We are proud to offer our families electronic access to medical records, a summary of your health care in our office, and a secure way to contact us with medical concerns. This service also allows you to request to schedule your appointments on line.

There is no charge for these new services. We only need the email address that you would like to use to communicate with us. If you have any questions about these services, of course, just ask. As always, all of your confidential information will be protected.

Fees and Payment for Services INSURANCE POLICIES

Different insurance plans have different definitions of what is covered. *Please be aware of the limits and conditions of your own policy!* In the event your health plan determines a service to be "not covered," you will be responsible for the fee. In that event we will bill you, and payment is due upon receipt of that statement.

We cannot accept any insurance that cannot be verified. **Please bring proof of insurance to each and every office visit!** Without it, we will have to bill you directly until you can provide proof of insurance.

Due to insurance rules, all required payments and co-payments must be collected *at the time you arrive for the appointment.* Any other arrangements must be made in advance with our billing staff.

The parents or legal guardians of the child are responsible for fees incurred for the child, whether accompanying the child to the visit or not. If your child will be brought to the appointment by his babysitter, grandma, etc., be sure he or she is aware of this policy.

For families whose custody agreement specifies which parent is responsible for co-pays, deductibles, insurance premiums, etc., please bring a copy for our files to prevent any misunderstanding.

Please contact our billing staff if you have a question about insurance or billing matters.

Health insurance is intended to cover some, but not necessarily all, of your medical care. Most families have insurance plans that have co-pays, deductibles, or co-insurance fees that are due at the time of service. Some families have a health savings plan (HSP) which our practice accepts. Not all office procedures are covered by all insurance companies. We will help you get the maximum benefits to which you are entitled. Your insurance company determines what is covered and what the patient's responsibility is. Please be sure you know and understand your insurance plan coverage. We request your current insurance information at each

visit. We make every effort to keep your medical costs down. Please have your insurance card and co-payment for 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.

Payment for office services is expected at the time of service unless prior arrangements are made. All HMO plans require the co-pay to be paid at time of service. A surcharge of \$12.00 will be charge for any insurance copay not paid at time of service.

We accept MasterCard, Discover, 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 or a designee mutually agreed upon by both parents. 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. HIPPA regulations on 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.

Office and Facilities

Our office is located in the Ambler Professional Center, 602 South Bethlehem Pike, Building D, 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 pulmonary function testing 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 may be obtained in the office to be picked up by the laboratory's courier service. If we are unable to perform various testing, the patient will be sent to a lab drawing site. Results, depending upon the test, may be available in 24 hours. We maintain a direct computer link with various laboratories, permitting the downloading of laboratory test results when they are available. 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 at our practice.

The Telephone and Doctor Availability

Our office has not established a set time for telephone calls, preferring to permit you to call during business hours for routine or other health care inquiries. We are always available during office hours to make well and sick appointments and will make every effort to accommodate your schedule.

If you wish to speak with a particular provider during office hours, the nurse or receptionist will transfer your call to the provider's voice mail for a return call later in the day.

After hours, or whenever we are not in the office, our emergency call system is activated. Parents should call our main office phone number (215-643-7771) and press option #3 for the emergency option. Kindly leave your name and phone number (please repeat the phone number) on the emergency extension and the

provider on call will return your call within 10-15 minutes. If you do not receive a return call within this time frame, please call again and leave another message.

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 general voice mail option for a reply during office hours. However, if you have an urgent issue, please ask to speak to one of us directly.

We now offer scheduled Alternative Types of Clinical Encounters

You may now schedule time with one of the providers to ask questions, receive advice, show photos and discuss your prescriptions. While there may be times that it is important to see your child to give correct advice, many times simple matters can be handled by phone, email, or video chat if you have the capability. Call for further advice on when such an encounter is safe, and how to schedule at a time is convenient for you.

OUR SAME-DAY VISIT POLICY

We know that when your child is sick, you worry about his or her health. Sometimes you want to have him seen right away to make sure it's not serious. So, you won't have to go to the ER, we offer same day sick appointments for children.

Our Policy Is...

Established patients of our practice who call ahead for a "sick visit" appointment will be seen the same day.

Please Note

- We will try our best to accommodate you, but *we can't guarantee that the time will be your first choice*. We must offer appointment slots on a first-come, first-served basis.
- *Your appointment may be scheduled with any of our providers.*
- If you are *more than 30 minutes late* for your slot, we can't guarantee that you'll be seen.

OUR "ON-TIME" & "LATE" POLICY

We understand that even the most organized mom or dad can run late sometimes. If that's the case, call us before your appointment time. We can reschedule your appointment for a time that's better for you. If you are late for the appointment but don't call us, we will probably give your time away to another patient. We can often work you in to another later appointment slot, but we can't guarantee this.

- Patients arriving early, on time, or up to 10 minutes late will be seen in the order they were scheduled.
- Sick patients arriving 10-30 minutes late will be seen, but will have to wait while we see patients who were on time. "Well" patients (physicals, rechecks, etc.) may be asked to re-schedule.

Any patient arriving more than 30 minutes late, or unannounced walk-ins, may be asked to re-schedule.

E-MAIL POLICY

The possibilities of doctor-patient-parent communication using the Internet are exciting indeed. We want to make it as easy as possible for you to contact us using e-mail. However, due to concerns about confidentiality of information sent over the Internet, *we can only accept e-mail messages from families who have signed and filed a written consent* with us (available in our office.) Consent cannot be sent by e-mail.

Any e-mail received from a patient or family who has not signed consent will be returned.

Even after signing consent, families are expected to leave sensitive, very personal, or emergency topics for office visits or phone calls.

TERMINATION POLICY

We reserve the right to terminate the physician-patient relationship for:

- *Frequent no-shows or last-minute or "retroactive" cancellations.* People who continually fail to keep appointments prevent us from being able to offer those appointment slots to others.
- *Inappropriate behavior or language to staff or other patients.*
- *Falsifying insurance or health information.*
- *Repeated abuse of our office policies.*
- *Past due accounts* when the patient's family does not make a good faith effort to meet a payment schedule.

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. More than one patient visit:

We will see all children who are sick and need a same day 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 you're 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 do not be a "walk in" without a scheduled appointment.

We will always make time to see a sick 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.

3. 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.

4. 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.

5. 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!

