



SURF PEDIATRICS, PC

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Surf Pediatrics, PC

- “ Established in 2008
- “ Physician owned pediatric practice located in Nags Head, NC
- “ 2 providers . 1 MD and 1 PA
- “ 2 clinical support staff . 1 LPN and 1 MA
- “ Office manager, 1 FT and 2 PT front office staff



Scope of Practice

- “ Providing medical care to infants, children, adolescents, and young adults up to the age of 21 years
- “ Providing health care to a large geographic area including Dare, Hyde, Currituck, Pasquotank, and Terrell Counties (surrounding 5 counties)
- “ Providing pediatric care both in the office and in conjunction with local hospitals and urgent care centers
- “ Both providers are fluent in Spanish, providing care to the Spanish speaking population in the surrounding area

Services



- “ Well Child Care and Guidance
- “ Immunizations/Vaccinations
- “ Acute/Sick Care
- “ Sports Medicine/Physicals
- “ Allergies/Asthma Management
- “ Behavioral/Developmental Care
- “ Nutrition and Weight Management
- “ Hearing and Vision Testing
- “ Care to Tourists and Walk-Ins

Patient Insurance Demographics

- “ 2% uninsured/self pay
- “ 55% governmental-subsidized insurance (medicaid)
- “ 43% private insurance (BCBS, Aetna, Cigna)
- “ Community Care of North Carolina (CCNC)-
Practitioner
- “ Blue Quality Physician Program - BCBS

Unique Aspects of Our Practice

- “ The only non-hospital based pediatric practice in Dare and surrounding counties
- “ One of 1,120 in NC and 15-20,000 practices nationwide achieving National Committee for Quality Assurance (NCQA)-Patient-Centered Medical Home (PCMH) Level III Standards
- “ EMR/Interactive website



Dare County Patient Risk Factors

- “ Childhood Obesity . assessment and referrals/ YMCA program/grant . sidewalk installation
- “ Substance Abuse . 55% HS admit use of THC
75% HS admit use of alcohol
SBIRT questionnaire w/ New Horizons
- “ Asthma . AAP, med refills, care management and education, 5% of patient base, NC Improving Performance in Practice (IPIP) program
- “ ADHD . 5% of patient base, meds/referrals, ADHD toolkit project for Quality Improvement Innovation Network (QuIIN)/National Initiative for Children's Healthcare Quality (NICHQ)

Community Involvement

- “ Providers serve on the Dare County Board of Health and the Dare County Children and Youth Partnership
- “ Practice as a whole is involved in sponsoring teams for
 - “ March of Dimes
 - “ Relay for Life
 - “ Surfing for Autism
 - “ KidsFest
- “ Providers volunteer evenings for ~~to~~ Dinner with the Doctor+ through the Outer Banks Hospital
 - “ Local initiative to educate patients regarding a variety of health topics
- “ Preceptorship . HS/ PA and medical students, Duke program

Surf Pediatrics Foundation

- “ A registered 501(c)(3) non-profit organization
- “ Primary mission to provide respite retreats to children and their families with chronic and/or terminal illnesses
- “ Provide local scholarship program to pursue education in health field



NC Medical Society CPP

- “ Provide support and guidance for initial business startup and program management
- “ Continued education via webinars/emails for health reform and changes
- “ Financial debt relief which enabled Surf Pediatrics to continue/expand community involvement
- “ Possible future pediatric expansion into surrounding HPSA counties, i.e., Currituck County
 - . attract primary care provider

Our Office



Our Office (cont.)

