# 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**

- <sup>~</sup> Providing medical care to infants, children, adolescents, and young adults up to the age of 21 years
- <sup>~</sup> Providing health care to a large geographic area including Dare, Hyde, Currituck, Pasquotank, and Terrell Counties (surrounding 5 counties)
- <sup>~</sup> Providing pediatric care both in the office and in conjunction with local hospitals and urgent care centers
- <sup>~</sup> 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
- Ällergies/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)
- <sup>~</sup> 43% private insurance (BCBS, Aetna, Cigna)
- Community Care of North Carolina (CCNC)-Practitioner
- <sup>~</sup> Blue Quality Physician Program BCBS

## Unique Aspects of Our Practice

- <sup>~</sup> 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

<sup>7</sup> 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 Childrenc Healthcare Quality (NICHQ)

#### **Community Involvement**

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

#### **Surf Pediatrics Foundation**

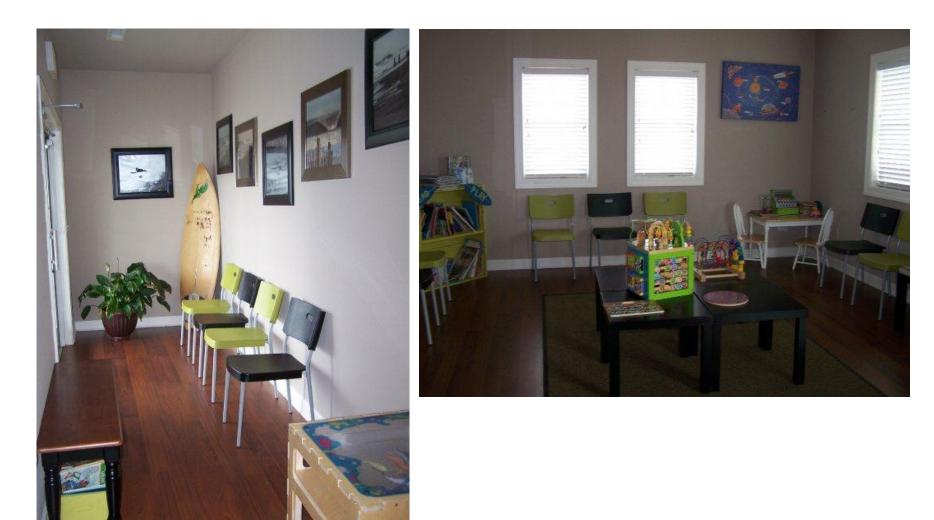
- A registered 501(c)(3) non-profit organization
- Primary mission to provide respite retreats to children and their families with chronic and/or terminal illnesses
- Provide local scholarship
  program to pursue
  education in health field



#### 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.)

