

BEVERLY HILLS PEDIATRICS

March 2010

Dear Families,

We opened Beverly Hills Pediatrics because we are passionate about practicing pediatric medicine. We are fortunate to enjoy a busy and successful practice, and we owe it to you, our incredible families – to whom we are deeply thankful. We love watching your children grow and thrive and we treasure the opportunity to be there with you both in times of health and in times of sickness.

Unfortunately, every year administrative service costs continue to rise, and insurance reimbursement decreases. Under this model, health insurance companies want doctors either to eliminate services that they provide to their patients, or increase their patient load in order to cover costs. If we increase our patient load, in turn this would decrease the time we spend with your child -- and we believe that this is not good medical practice. As a result, we feel the current methods of health insurance companies are threatening the way in which we practice medicine and how we care for your child. We want to provide medical care that is based on your family's needs rather than on what is economically advantageous to your insurance company. We don't want the insurance companies to dictate how we practice medicine or to diminish the services that we currently provide for your family. Beverly Hills Pediatrics will not compromise the quality of your child's care. We want you to have peace of mind – to know that we are always available to care for all of your child's needs.

We are faced with three options:

1. We can become an out-of-network provider for all insurance plans.
2. We can bill you for each service that is currently not covered by your insurance plan.
3. We can initiate a Beverly Hills Pediatrics (BHP) Family Plan.

Since we know many of you are already paying thousands of dollars to your health insurance companies or out of network providers, we do not want to burden you with larger payments, which would be the net result of either option 1 or option 2. In order to maintain our practice standards, we have chosen to initiate a BHP Family Plan.

The BHP Family Plan represents an administrative fee for non-covered and non-reimbursable services that we provide. These services include some of the following:

- *Limiting the growth of our practice rather than increasing our patient load so that we are able to spend valuable time with each and every patient.*
- *An on-call system that is 24 hours a day and 7 days a week, which minimizes unnecessary trips to the emergency department or outside urgent care centers. This alone saves our families hundreds to thousands of dollars in emergency room co-pays and long hours of waiting with a sick or injured child.*
- *Not sharing call with other offices or physicians.*
- *Providing "same day" sick appointments.*
- *Providing our own website with advice provided directly by the doctors of Beverly Hills Pediatrics to answer common questions and concerns.*

BEVERLY HILLS PEDIATRICS (cont. p.2)

- *Conducting patient visits by only board-certified pediatricians.*
- *Coordinating care with other pediatric specialists and therapists such as occupational, physical and speech therapists.*
- *Triaging office phone calls by trained staff.*
- *Offering the convenience of an in-office laboratory, eliminating the need for an appointment at an outside laboratory.*
- *Calling in new and refilling old prescriptions when appropriate.*
- *Writing letters to schools, airlines, and insurance companies to advocate for the needs of your child.*
- *Completing school/camp forms in a timely manner.*
- *Submitting insurance claims on behalf of all patients that are out-of-network.*
- *Documenting with state of the art electronic medical records.*

We will be initiating the BHP Family Plan for all families of Beverly Hills Pediatrics. The Plan will be effective June 1, 2010 and will be payable annually. The fees will be as follows:

Families with one child: \$200.00 per year

Families with two children: \$250.00 per year

Families with three children or more: \$300.00 per year

Please feel free to contact Karen Hlavenka, our office manager, in the billing department at 713-896-3131 with any questions or concerns. She is also available via email at billing@beverlyhillspediatrics.com. If you are experiencing financial hardship, please call Karen. We will do everything possible to have you remain as patients in our practice.

As always, it is our intention to share the journey of good health with our families. We look forward to a continued, long and healthy relationship with you!

Warmly,

The Doctors and Staff of Beverly Hills Pediatrics