

ZÖe Pediatrics Newsletter

Barnesville
231 Hwy 41 North
Barnesville, GA 30204
(678) 359-1700

Columbus
959 17th Street
Columbus, GA 31901
(706) 992-6940

Thomaston
210 Hannahs Mill Rd
Thomaston, GA 30286
(706)938-0990

Zoepeds.com

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Your Child doesn't have to be Sick to Get Better!



Did You Earn an "A"?

Stephanie H. Kong, M.D., Pediatrician

Each Friday, I send an e-mail message to our incredible staff to ask them to go the extra mile for our patients. I thought I would share my latest message with you.

"I am often accused of being exacting and demanding. I am guilty and make no apologies. I want the ZOE brand to be: "Things should not be just right, they should be exactly right". When I was a high school, the revelation that changed my life was recognizing that the difference between a "B" and an "A" on exams was investing one more hour on preparation. Just a little more attention to details often wins the day! In the land of the blind, a one eyed man is king.

Are you doing your best to ensure that our patients have an EXCELLENT experience when they come through our door?

- 1. Are they enthusiastically greeted, respected and efficiently processed at intake?*
- 2. Are wait times less than an hour and are they looked after while in the waiting room?*
- 3. Is the entire office sanitized and all surfaces wiped down?*
- 4. Are records up to date and all labs and notes scanned in?*
- 5. Were all prescriptions sent?*
- 6. Did you attend to your patients? Did you look them in the eye and listen to what they "really" said?*
- 7. Are they treated correctly and appropriately referred for specialty care?*
- 8. Are we following up with our care plans?*
- 9. Are patients followed up to make sure that the diagnosis was correct and the treatment working?*
- 10. Did you take the opportunity to thank each parent for trusting us with their children's care?*
- 11. Are we billing and collecting correctly so we can meet payroll and pay our bills?*

I will go to the ends of the earth to make sure employees are treated fairly and our patients receive the best care. Are you with me?

When we last visited Australia we had the wonderful opportunity to meet with a group of Aborigines. As we engaged them in the meaning of life and the afterlife, one of them finally summarized their belief system: "All we want is, at the end of a job, a day or a life, can we sit down happy." At the end of the day, can you sit down happy and tell yourself that you have done right for your family, our patients, your employer, your co-workers and yourself?

Did you earn an "A"?

Feedback From Our Patients!

Christian Jean Strickland : I love Dr. Campbell in the Barnesville office. She's pro healthy babies instead of pro natural, pro breastfeeding, etc. As a new mom I didn't want to go to someone that made me feel dumb for the questions I ask and she doesn't. She's attentive to my child and to my concerns.

Trisha Teague: LOVE Dr. Campbell! She is amazing and the staff is the best.

Jessica Fincher: My children are patients at ZOE. I love the doctors, but the office staff is disorganized. No one communicates with you. I've called several times about my son's tests. After being told to call the Thomaston location, we did. Thank goodness. They were able to resolve it. But here I am at our SCHEDULED appt. We were here at 4:50. Our appointment was 5 o'clock. We've been waiting 45 mins in a room. This is completely uncalled for. Someone should communicate with us about why we are waiting so long.

Insurance we accept

Aetna
Wellcare
Amerigroup
Peachstate
Alabama Medicaid
Georgia Medicaid
Peach Care For kids
Blue Cross Blue Shield
UMR
Cigna
Coventry
NaviNet
First Health
Secure Health (*URMC employees only*)
Starcare
SuperMed
Tricare
Humana
United Healthcare
and Self Pay Patients are Welcome!



Call For An Appointment!!!

The Super Lice is Here

Charlaya Campbell, M.D., Pediatrician

We are not only dealing with the swine flu this season, we are now inundated with the mutated "super lice". This may make our parents squirm but Georgia is one of twenty five states that are now reporting large numbers of children infested with this lice that is resistant to over the counter treatments.

Permethrin creams used to work predictably but are now only effective twenty five percent of the time. There are new treatments like (AirAlle) that works but is expensive, costing almost \$200 per treatment. The idea is to use heat and dehydration in a vacuum system to kill both the lice and their eggs in one hour, typically done at a lice clinic or office.

If you don't mind the investment of time, nit picking, vacuuming and combing still works. There are still medications we can prescribe to treat this super bug such as Spinosad or Sklice but the best treatment as usual is prevention.

Tips on Lice prevention:

1. Avoid the actual contact with the head of someone who may be infected;
2. Don't share hats, scarf's, helmets or anything that touch the head of others; don't use hairbrushes that was used by others;
3. Don't share bed things (especially pillows) with anyone who is infested;
4. Wash bedclothes and linens at least once per week in hot water.
5. Place stuffed animals in the dryer on the hot cycle for a half an hour
6. To take an extra precaution, drop a few flea bombs to fumigate your house while you are away (Lice can only live for 24 hours without contact with a human or animal).

Don't let the bed bugs bite!

"If you don't go after what you want, you will never have it. If you don't ask, the answer is always no. If you don't step forward, you will always be in the same place." **Nora Roberts**

How is Your Child's Emotional Health?

Linda Gordon, M.D., Pediatrician

The foundation for sound mental health, happiness and satisfaction is apparently built early in life. Though our genes may assert a powerful influence on how we feel and behave, our experience lays the foundation for our emotion and social health. So, whatever your child's life's ambition may be, their emotional health is sure to be part of it.

For centuries, we have represented our aspirations to become "healthy, wealthy and wise". Others prefer to have "satisfying lives", "feeling good about ourselves", "self-actualization", "Nirvana", "fame", "Being popular", etc. And as we age, we may desire simply to "just live one more day". In fact, some people feel giddy each morning when they pull back the bed sheets and don't find a tag on their big toe. That said, I should remind everyone that a leaning tree is not always the first to fall.

A study coming out of the London School of Economics confirms that "it's not how many times you fall, it's how many times you get up". They report that perseverance is the key to a child's emotional health throughout life. Coping with crises including the ruptured relationships of divorce, adversity, incarceration, depression, sleepless nights, eating disorders, bedwetting, feeling victimized, and other life challenges. Yet in the midst of crisis, attention to a child's emotional well-being with understanding and action will dramatically improve a child's chances for happiness and satisfaction. In addition, the data from England makes it clear that emotional health is far more important than income or academic success.

While important, money really cannot buy us happiness. We should focus on a child's overall health, quality of life and general well-being. Our focus on a child's well-being should now recognize that mental health intervention in early childhood is the key to future happiness---and prosperity.

Happy St. Patrick's Day