

PEDIATRIC choice

Cathy Ward, MD

315 West 70th Street, Suite 1K

New York, NY 10023

(212) 595-5501(877) 888-5565

www.choice.md/drward



There is no substitute for a physician who truly knows you.

As a private pediatrician, I understand that parenting is hard. Moms and dads juggle the needs of children, careers, their homes and the complex healthcare landscape. On top of that, making parenting decisions in this ever-changing world adds even more pressure.

The Pediatric Choice Program makes this time possible

Would it help you to have my enhanced availability so that we can discuss your concerns in a relaxed, consultative environment? Would having my private cell phone number to text or call me at your convenience provide you with much needed peace of mind? Whether you are a first-time parent entering this exciting and exhausting new world, or a seasoned parent with growing children and ever-expanding challenges, my Pediatric Choice Concierge Program is the solution.

I've designed the program so that parents get the maximum support, exclusive convenience and expert guidance they need from me. The program is a unique opportunity to bring a small-town kind of care to New York City. You'll be able to reach me when you need me, quickly and conveniently. We can work together to help you navigate parenthood and make choices that are right for your child and your lifestyle. You can feel confident you have a pediatrician you trust, who knows you and your family well, in your corner supporting you.



More time, exclusive availability and peace of mind

Parents receive a number of benefits, including:



Annual one-hour consultative appointment

We can take our time and review any health concerns and developmental milestones, and provide support as you navigate your role as a parent.



Dedicated Pediatric Choice hours

Members will have specific hours that are designated for Pediatric Choice parents and their kids, so appointments will be relaxed, convenient and on time.



My personal cell phone number

You'll be able to contact me conveniently by text message or after hours with questions you might have.



Coordination of specialist referrals and appointments

My staff and I can help you secure appointments with other health-care professionals.



A healthcare advocate for your children

If your child sees other health professionals, I can help you understand medication, testing and treatment regimens and help you make medical decisions in the context of your child's whole health history.



Medical information at your fingertips

Members will receive a USB loaded with important medical information that parents can keep on hand in case of an emergency.





The gift of good health

For many parents, knowing their personal pediatrician, the doctor they know and trust, is just a phone call away provides immeasurable peace of mind. What better gift to give than this kind of security? If you're a grandparent, relative or friend, consider giving the gift of Pediatric Choice to the family you love.

Limited membership program

The Pediatric Choice Concierge Program has an annual membership fee of \$2,500. Membership covers one or more parents or guardians in a family, regardless of how many children they have. The cost of membership is generally not covered by insurance.

Though I wish I could offer this program to all of the parents I serve, because of the time commitment involved, membership will be limited. Initially, I will only make the program available to the first 100 families who join. If you are interested, please complete and submit the enclosed membership application, or inquire today for more information.

For more information or to join:

Call (877) 888-5565

Fax (516) 204-4013

www.choice.md/drward

PEDIATRIC
choice

100 Merrick Road • Suite 410W • Rockville Centre, NY 11570
Tel (877) 888-5590 • Fax (516) 204-4013 • www.choice.md