



NATIONAL CENTER FOR EASE OF USE
OF COMMUNITY-BASED SERVICES

Case Studies

Exemplary Programs Making Services Easier to Use

Goldsboro Pediatrics

Goldsboro Pediatrics is a large, rural pediatric practice that primarily focuses on Children and Youth with Special Health Care Needs children and youth with special health care needs (CYSHCN) and at-risk youth in eastern North Carolina.

Description

Founded over 30 years ago by Dr. David Tayloe, Jr., a former president of the American Academy of Pediatrics, Goldsboro Pediatrics has become the gold standard of pediatric care and a model for patient-centered medical homes. Across four offices and six school-based health centers, Goldsboro Pediatrics has built an extensive system of care throughout seven counties in North Carolina. Goldsboro Pediatrics employs 15 pediatricians, eight mid-level providers, two behavioral health specialists and one lactation consultant and serves thousands of children every year. Goldsboro takes all patients regardless of insurance status and has over 18,000 Medicaid patients.

Goldsboro Pediatrics Highlights

- Provides **primary pediatric care**
 - All three of Goldsboro Pediatrics' satellite offices are in rural communities, which helps to eliminate transportation barriers
 - Certified NCQA Tier 3 Patient-Centered Medical Home
 - Offer a walk-in clinic every weekday morning from 8 am to 9 am and is open Saturday and Sundays
 - An 888 number is available to call when the practice is closed that connects patients to a Registered Nurse
- Oversees the Wayne Initiative for School Health (six **school-based health centers** in middle and high schools)
 - Provides health care services to students who may not have access to care, particularly for those who are uninsured
 - Centers are open when school is in session, are run by a medical director, and have a full-time staff that includes registered nurses, nurse practitioners, and physician's assistants
 - School health centers staff use Goldsboro Pediatrics' electronic medical records system and Goldsboro Pediatrics providers can email school nurses directly and vice versa, which cuts down on service duplication and helps with continuity of care
 - Mental health and nutritional services are available at each school health center
 - One goal is to put more students on electronic medical records, which improves care for CSHCN

"We reduce frustration because we are so available to our patients. It's 24/7."

-- Dr. David Tayloe, MD,
FAAP, past President of the
American Academy of Pediatrics

- Two full-time **care coordinators** in the office who are employees of Medicaid help patients with everything from identifying eligibility for public insurance programs to case management to helping with housing issues to finding day care
 - The care coordinators have a community resource manual that is regularly updated
- Involved with grant-funded state programs to **address the needs of children**, including CSHCN
 - Innovative Approaches
 - Solicits family and community input about how to set up care plans for CSHCN and how to coordinate their care by enabling community partners to utilize the Goldsboro Pediatrics electronic medical records system to communicate on-line with Goldsboro Pediatrics providers
 - Young Moms Connect
 - Focused on the needs of women between 13 and 24
 - Wayne Initiative for School Health
- Strongly **embedded** in the community
 - Goldsboro works closely with Head Start and Smart Start, WIC, the local Health Department, and other community organizations
- Employs **Spanish-speaking** medical and nursing assistants and clerical staff
- **Hosts** weekly Category 1 Continuing Medical Education conference for all interested persons in the community to discuss child health topics
- Website links to various **community resources**
- Provide **education** during patient visits according to federal meaningful use standards
 - Every patient can have a printed summary of their visit
 - New electronic medical record system will allow them to provide disease-specific handouts

“We work closely with school-based health centers because they can monitor kids daily for issues we might be concerned about, such as a child’s weight loss from a new medication. “

-- Dr. David Tayloe

How Goldsboro Pediatrics is Making Services Easier to Use

What makes Goldsboro Pediatrics unique is Community Care of NC, the North Carolina Medicaid program. Instead of using insurance companies, NC Medicaid is run by state government in partnership with doctors through 14 networks. Medicaid funds care coordinators who work on-site in primary care practices to facilitate community-based comprehensive care at the medical home level. By being paid

directly by the state, practices are encouraged to provide high quality, cost-effective care; providers know that if they do not work hard to improve quality and reduce cost, that the state will exercise its option to contract the program out to insurance companies. So far, there is data to show that Community Care of NC is a very efficient Medicaid program. Furthermore, because NC Medicaid and CHIP reimburse at close to 90% of the Medicare rate, Goldsboro Pediatrics has never had to limit their participation in either program.

Goldsboro Pediatrics also strives to have patients see the same provider at every visit. Not only does this improve continuity of care, but also allows doctors to get to know their patients well enough that they can manage a number of issues over the phone. If parents don’t have to come into the office as frequently, they miss less work time and don’t have to worry about transportation issues or childcare.

Having cultivated extensive relationships throughout the community for the past 30 years, implemented widespread involvement in local programs, and with funding through North Carolina’s Medicaid/CHIP reimbursement system, Goldsboro Pediatrics is making services more accessible to families and CSHCN.

For more information about Goldsboro Pediatrics, please visit <http://www.goldsboropediatrics.com/>