



Date

Mr. John Smith  
Title  
ABC Hospital  
123 Main Street  
Anytown FL 12345

**"I invite you to take  
advantage of these two  
free ED-enhancing resources."**

**--Emory Petrack, MD, FAAP, FACEP**

Dear Mr. Smith,

Do you ever get used to complaints like these from frazzled parents?

- *I should have been allowed in when she got her stitches!*
- *Why did they have to strap him down!?*
- *The nurse didn't really seem like she knew how to relate to my child.*
- *I didn't appreciate my child being subjected to the adult misery and rough language in the waiting area.*

Even though I've been practicing pediatric emergency medicine for more than 15 years, I'm still not used to those sorts of complaints, which I'm sure are familiar to you, too.

Well, it's good to know we're not alone. EDs and urgent care centers all over the country are seeing increased pediatric volume--and with it, increased pediatric-care complaints. Many organizations are tackling the problem head on by moving towards enhanced children's care. For instance...

- Fairview Hospital in Cleveland recently created a new pediatric emergency department that aims to be its region's best
- St. Elizabeth Health Center in Youngstown, Ohio created an ED pediatric clinical coordinator position, developed clinical carepaths and provided staff education in pediatric emergency care, for no other reason than to improve services to children and their families
- ED nursing and physician leadership at Charleston Area Medical Center in West Virginia enhanced their department's administrative and leadership skills, and developed both a quality improvement program and a fast-track pediatric area to boost patient satisfaction

The good news is: these changes work. Not only have these forward-thinking facilities better equipped themselves to put a dent in the increasing stream of patient and parental criticisms, but also, they've taken steps towards other goals your ED is probably striving to reach

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as well: differentiation, boosts in market share, reduction in medical legal risk and increased revenue.

How do I know so much about this? Allow me to introduce myself. I'm Dr. Emory Petrack. For the past 15 years, I've worked solely in the field of pediatric emergency medicine, including more than 10 years as Chief of Pediatric Emergency Medicine at Rainbow Babies and Children's Hospital in Cleveland. Today, I'm President of Petrack Consulting, a firm dedicated to helping EDs like yours realize measurable improvements in pediatric care. To learn more about me and to discover specific ways in which I can help your ED enjoy the benefits of even minor changes, visit [www.petrackconsulting.com](http://www.petrackconsulting.com).

**Free Resources Put Your ED on the Fast Track to  
Excellence in Pediatric Care**

The reason I'm sending you this letter today is to introduce you to valuable new materials that will help you improve pediatric care, whether you'd like to take baby steps or to implement major administrative, design or procedural changes, now or in the future.

The first is a Pediatric Emergency Care Brief: *10 Easy-to-Apply Strategies to Yield Immediate Improvements in Your ED's Pediatric Care.* In it, you'll find specific steps you can take today to make the ED experience more satisfying for pediatric visitors and their families.

The second free resource I'd like to offer you is a subscription to my eNewsletter: *Spotlight on Pediatric Emergency Care.* This bimonthly publication keeps you up-to-date on the best in pediatric emergency care. One recent issue, for instance, tells you how to implement child-life techniques that reduce parental anxiety and distract kids during procedures--all without hiring a specialist.

Please accept these two resources with my compliments. They are available to you at [www.petrackconsulting.com](http://www.petrackconsulting.com). Or, if you prefer, simply indicate your preferences on the enclosed postage paid business reply card and drop it in the mail.

If you or your colleagues have even the slightest interest in enhancing your pediatric emergency care to reduce complaints, increase satisfaction and enjoy the fruits of bottom-line benefits, why not fill the card out right now, while it's on your mind?

Best regards,

Emory Petrack, MD, FAAP, FACEP

P.S. If you'd like to discuss ways in which I might be able to help you formulate and implement a workable (and measurable) plan, whether today or in the near future, just jot it on the card or give me a call.