



*Celebrating 35 Years Providing
the Very Best in Pediatric Care!*

Hand in Hand News

A Quarterly Newsletter from Advanced Pediatric Associates

Advanced Pediatrics Celebrates 35 Years!

Volume 14, Spring 2007

Dr. Kurtz and Dr. Thompson Celebrate 35 Years at APA!



The Early Years

In 1972 Dr. Michael Kurtz and Dr. Lee Thompson founded a pediatric practice in Aurora called "Doctors Kurtz and Thompson". The two young pediatricians would each work half days, alternating mornings and afternoons. During those first few years both physicians would work additional shifts at neighboring clinics (Gates Medical Center and Denver Neighborhood Health Centers). The first year "Doctors Kurtz and Thompson" provided approximately 2,500 patient visits and had a single office assistant. Now 35 years later, Advanced Pediatrics employs a staff of 80 and provides over 62,000 patient visits annually at three locations in Aurora, Centennial and Parker.

Reflections on Success

APA's growth in numbers only tells part of its success story. Our providers now see 2nd and 3rd generation patients who have been with the practice since its early beginnings. Among many things, Doctors Kurtz and Thompson attribute their success to:

- ◆ Opening their first office in the "new" Aurora suburb, which has grown immensely over the past 35 years
- ◆ A long history of involvement with The Children's Hospital and University of Colorado Health Sciences Center
- ◆ Recognizing the value Pediatric Nurse Practitioners and Physician Assistants would bring to the practice
- ◆ Dedication to continued advancements in clinical care, technology and customer service

Strong Relationship with The Children's Hospital and University of Colorado Health Sciences Center

Over the years, APA has remained committed to a strong relationship with The Children's Hospital and University of Colorado Health Sciences Center. Providers at APA have served on numerous committees at The Children's Hospital, with many receiving awards for their outstanding service. Since 1972 our physicians have provided training for over 100 medical students and residents from the University of Colorado Health Sciences Center, serving as Clinical Professors/Instructors of Pediatrics. Additionally, our physician assistants and nurse practitioners have provided training for dozens of students pursuing careers as PAs and PNP's.

Commitment to the Most Advanced Clinical Care, Technology and Customer Service

Advanced Pediatrics has a long history of commitment to the most advanced clinical care, technology and customer service available. With 35 years of history, some of the most notable aspects of this commitment include:

- ◆ Continuing medical education for all clinical staff and regular clinical presentations on pediatric specialty topics
- ◆ Clinical Committee which meets monthly to standardize care and recommend changes based on most recent learning/advancements in pediatric care
- ◆ Special attention to nursing mothers, adolescents, and children with weight issues, asthma, ADHD and special needs
- ◆ Nurse Advice Line recognized as local leader in triage care
- ◆ Centralized phone system to optimally serve patients' needs
- ◆ Website providing extensive health care information to patients 24 hours a day

For more information on Advanced Pediatrics history, see "Key Milestones" article on following page.

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Hand in Hand for Healthier Children



Key Milestones in Advanced Pediatrics History - continued from cover story

1972 - Doctors Kurtz and Thompson open 1st office at 1350 Chambers Rd. in Aurora.

1977 - Doctor Pearlman joins practice.

1980 - Practice moves to 750 Potomac St., near Aurora Presbyterian Hospital.

1981 - Dr. Ginsburg joins practice. Name of practice changes from "Doctors Kurtz, Thompson & Pearlman" to "Aurora Pediatric Associates".

1984 - APA opens 2nd office location at Centennial Medical Plaza.

1989 - Dr. Levin joins Aurora Pediatrics. APA hires Nancy Barber-Starr as first Pediatric Nurse Practitioner.

ric Nurse Practitioner.

1993 - Aurora office moves to larger office at 830 Potomac St.

1995 - APA introduces Nurse Advice Line.

1998 - Aurora office moves to current location in Aurora Health Plaza.

2001 - Centennial office moves from Centennial Medical Plaza to present location in Village Plaza at Smoky Hill.

2003 - Dr. Stevens joins APA. APA launches website and quarterly newsletter.

2004 - APA opens 3rd office location in the

Parker Adventist Hospital Professional Building. Dr. Brad Kurtz, son of Dr. Michael Kurtz, joins APA.

2005 - Name of practice changes from "Aurora Pediatric Associates" to "Advanced Pediatric Associates". Dr. Jeanne Oh joins APA.



New Vaccine Recommendations from the American Academy of Pediatrics



RotaTeq - Oral vaccine given in three doses at 2, 4, and 6 months of age to protect infants/young children from Rotavirus (severe diarrhea, often accompanied by vomiting and fever).

Varicella - A 2nd dose (booster) of Varicella (chickenpox) for children and adolescents over the age of 5 years.

Tdap - Recommended beginning at age 11-12 for additional protection against Pertussis (whooping cough), Tetanus, and Diphtheria (serves as booster to infant/toddler vaccination).

Gardasil - A new vaccine to protect against HPV (Human Papillomavirus), the leading cause of cervical cancer. It is recommended for girls beginning at age 11-12 and is administered in three doses. The 2nd dose is administered 2 months after the 1st dose, and the 3rd dose is administered 6 months after the 1st dose.

New Vaccine Requirements for the 2007/2008 School Year

Kindergarten - Must have 2nd dose of Varicella (chickenpox) vaccine

6th Grade & 10th grade - Must have Tdap (Tetanus/Diphtheria/Pertussis) vaccine

Ask Our Nurses!

Did you know that in 2006 registered nurses from our Nurse Advice Line answered almost 12,000 phone calls from APA patients? In almost half of these cases, our nurses were able to offer suggestions for home care advice (often saving an unnecessary of-



ice visit). Advanced Pediatrics employs seven registered nurses for our Nurse Advice Line. Our registered nurses are available throughout the day to talk to parents about their child's health. From helping parents determine whether an appointment is needed, to providing advice about home care, development or behavior concerns, our nurses are an integral part of

our health care team. The nurse advice triage program at Advanced Pediatrics has long been recognized in the Denver pediatric community as a leader in providing quality pediatric medical advice. We encourage you to speak to one of our triage nurses the next time you are uncertain if an appointment is necessary or if you have a health care concern.

LOCUMS from The Children's Hospital Provide Additional Appointments

As our business grows at Advanced Pediatrics, we occasionally employ Locum physicians from The Children's Hospital to help provide additional appointments while we recruit new physicians for a permanent position at APA. The Children's Hospital's Locum Tenens service has provided temporary coverage for pediatric practices throughout Colorado and Wyoming since 1994. The physicians who work with the Locum Tenens service at the Children's Hospital are board certified pediatricians and active members of the medical staff at The Children's Hospital.

We are in the process of hiring two new physicians for our physician staff.

Advanced Pediatrics carefully selects new physicians based on academic and professional achievement. We are confident patients will be impressed with the level of care they provide.

Employment Opportunities at Advanced Pediatrics

Come join the APA team! We often have positions open at our offices and invite qualified applicants to apply. Applicants must possess appropriate experience, have great customer service skills, and enjoy working with children and their families. Advanced Pediatrics offers competitive salaries and benefits and is an equal opportunity employer. For information on job opportunities at Advanced Pediatrics, visit the employment page of our website at www.AdvancedPediatricAssociates.com or call our Human Resources department at 720-886-9408 for more information.



Health and Safety Tips



Nutrition Tip for Spring - Eat More Fruit and Vegetables!



The new food pyramid developed by the USDA recommends that the average 9 - 13 year old child eat 1 1/2 cups fruit and 2 - 2 1/2 cups vegetables per day. Unfortunately, the average American

child eats significantly less fruit and vegetables than recommended. When children increase their intake of fruits and vegetables, not only do they increase valuable vitamins and nutrients, but they decrease their appetite for more fattening, empty calorie snacks.

How can you get your child to eat enough fruits and vegetables?

Breakfast - top cereal or yogurt with sliced banana or berries

Lunch - add a piece of fruit and carrot sticks

After School Snack - try raw vegetable slices dipped in low fat dressing or peanut butter / cream cheese on celery

Dinner - make sure to serve a green salad and vegetable your child likes

Nighttime Snack - try yogurt topped with fruit or a fruit smoothie

Other fruit and vegetable snack ideas:

- ◆ Keep ziplock in fridge with sliced red / green peppers, cucumbers, carrots and broccoli florets for easy snacking. Serve with low fat dressing if kids prefer.
- ◆ Baby carrots and grape/cherry tomatoes make quick, healthy snacks.
- ◆ Peanut butter makes a great dip for banana and apple slices.
- ◆ Keep a variety of fresh fruit and berries for a sweet treat.

Use Reformulated Cold and Allergy Medicines Carefully

Due to growing concerns that pseudoephedrine (the active ingredient in many cold medicines) has been used illegally in recent years to create methamphetamine (a harmful and illegal narcotic drug), most major drug manufacturers have reformulated their cold and allergy medications. These new formulations usually contain the active ingredient phenylephrine in place of pseudoephedrine. **Because the recommended dosage and dosing frequency has changed with these new formulations, it is very important that you carefully read dosing instructions on the package. It could be harmful to your child's health to give the old dosage with the new formula!**



Dealing with Allergies - Reprinted from the American Academy of Pediatrics

Clues that your child may have an allergy:

- ◆ Recurrent red, itchy, dry, or scaly rashes in the creases of the skin, wrists, and ankles.
- ◆ Repeated or chronic cold like symptoms (runny nose, nasal stuffiness, sneezing and throat clearing) that last more than a week or two, or develop at about the same time every year.
- ◆ Nose rubbing, sniffing, snorting, sneezing and itchy, runny eyes.
- ◆ Itching or tingling sensations in the mouth and throat. Itchiness is not usually a complaint with a cold, but it is the hallmark of an allergy problem.
- ◆ Coughing, wheezing, difficulty breathing, and other respiratory symptoms.

Common allergens:

- ◆ Dust (contains dust mites and finely ground particles from other allergens)

- ◆ Pollen (trees, grasses, weeds)
- ◆ Fungi (including molds too small to be seen with the naked eye)
- ◆ Furry animals (cats, dogs, guinea pigs, gerbils, rabbits, and other pets)
- ◆ Latex (household articles such as rubber gloves and toys, balloons)
- ◆ Foods such as cow's milk, eggs, peanuts, tree nuts, soy, wheat and fish

How to manage allergic nasal symptoms:

- ◆ Use air conditioners, where possible, to reduce exposure to pollen in your home and car.
- ◆ Children with allergies to molds should avoid playing in piles of dead leaves.
- ◆ Padded furnishings such as mattresses, box springs, pillows and cushions should be encased in allergen-proof, zip-up covers.



- ◆ Wash linens weekly, and blankets, every 2 to 3 weeks, in hot water.
- ◆ Pillows should be replaced every 2 to 3 years.

Medications to suppress symptoms:

Antihistamines - Help with itchy watery eyes, runny nose and sneezing, as well as itchy skin and hives (may cause drowsiness).

Decongestants - Help with stuffy nose.

Nasal Corticosteroids - Highly effective for allergy treatment and are widely used to stop chronic symptoms. Safe to use in children over long periods of time.

Allergy Immunotherapy - Allergy shots may be recommended to reduce your child's sensitivity to airborne allergens. Not every allergy problem can or needs to be treated with allergy shots, but treatment of respiratory allergies to pollen, dust mites, and outdoor molds is often successful.

Preventing Dog Bites - National Dog Bite Prevention Week, May 21-27



Did you know that more children visit the emergency department for dog bites than for skateboard, inline skating, baby walker, all-terrain vehicle and horseback riding accidents combined? The American Academy of Pediatrics recommends the following tips to prevent dog bites:

- ◆ Pick a good match. Consult your veterinarian regarding behavior of various breeds (Collies and Labrador Retrievers are often recommended).

- ◆ Socialize your pet. Expose your puppy to a variety of people and other animals.
- ◆ Train your dog to obey you. Avoid aggressive games like wrestling or tug-of-war.
- ◆ Vaccinate your dog against rabies/diseases.
- ◆ Neuter your dog. Neutered dogs are less likely to bite.
- ◆ Never leave a small child alone with a dog.
- ◆ Teach your child to ask the owner for permission to pet the dog. Let the dog sniff your child and have your child touch the dog gently, avoiding the face, head and tail.

- ◆ Tell your child not to bother a dog if it is sleeping, eating or caring for puppies.
- ◆ Teach your child not to run past a dog.
- ◆ If you're threatened by a dog, remain calm. Avoid eye contact. Stand still until the dog leaves or back away slowly. If you are knocked down, curl into a ball and protect your face with your hands. If a dog bites your child, clean small wounds with soap and water and seek medical attention for larger wounds. Contact the dog's veterinarian to check vaccination records.



Focus on Wellness



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Turn Off the Television!

National TV Turnoff Week - April 23 - 29, 2007

Did you know that the average American child spends more time each year watching television (1,023 hours) than going to school (900 hours)? The American Academy of Pediatrics states that the average American child or adolescent spends more than 21 hours per week watching television. This is in addition to time spent watching movies/music videos, playing video/computer games and surfing the Internet! Even family dinnertime is no longer sacred, with forty percent of Americans watching television during dinner. Since it began in 1995, millions of people all over the world have participated in TV Turnoff Week. Advanced Pediatrics recommends your family give it a try this year and see how much extra time your children will have for exercise, reading, school work and family activities!



Why is too much television/media viewing bad for children?

The American Academy of Pediatrics recognizes that a reasonable exposure to mass media (television, movies, video/computer games, music videos and the Internet) can be a benefit to children and adolescents when providing healthy, age-appropriate entertainment and educational programming. However, the AAP and US pediatricians are becoming increasingly aware of the negative media influence on children and adolescents. Specifically, the AAP finds the following negative effects of current television/media habits among American children:

- ◆ Too much time spent watching television/movies/music videos, playing video/computer games and surfing the Internet takes away time from more healthy creative, active, educational or social activities.
- ◆ Television and media content is becoming increasingly violent, and studies show that significant exposure to media violence increases the risk of aggressive behavior in children.
- ◆ The average young viewer is exposed to over 14,000 sexual references each year, with very few promoting responsible sexual behavior.
- ◆ Increased television/media use is documented to be a significant factor leading to obesity in children.

Recommendations for healthy television/media habits for children and adolescents:

- ◆ **Set limits** - Limit your child's use of TV/movies/videos, video/computer games, Internet surfing and online chatting to no more than two hours per day. **Do not put a television or computer in your child's bedroom!**
- ◆ **Plan your child's viewing** - Rather than allowing your child to surf channels, use a program guide and the TV ratings to help you and your child choose age appropriate shows. This same principal can be applied to Internet use by encouraging children to use the Internet for specific purposes, but not wander aimlessly and for long periods of time.
- ◆ **Participate with your child's media use** - Whenever possible, watch TV/movies/music videos with your child and discuss what you are watching. Take opportunities to learn about the video/computer games your child is playing by occasionally playing with them. Sit down with your child when surfing the Internet and give them guidelines on safe and appropriate usage.
- ◆ **Take advantage of parental controls** - Newer televisions and computer software allow parents to set limits to television viewing and Internet usage, preventing children from stumbling upon inappropriate media content.
- ◆ **Help your child resist commercials** - Explain that the purpose of commercials is to make people want things they may not need. Limit the number of commercials your child sees by watching PBS programs.
- ◆ **Look for quality children's videos, DVDs and games** - Reviews are abundantly available in print media and the Internet to help determine if content is appropriate. Pay attention to movie ratings, but be aware that there is a wide range of content within each rating (PG-13 is especially broad with more violence and sexual references than some parents may expect).
- ◆ **Encourage other options** - TV and other media can become a habit. Encourage your child to play, read and participate in extra-curricular activities.
- ◆ **Set a good example** - Be a positive role model by limiting your own media usage and content.

Hand in Hand for Healthier Children