

HISTORY

Raleigh Pediatric Associates, P.A., is a full service medical practice providing care of children from birth to age twenty-one years. It was founded as a partnership in 1972 by William C. Hubbard, M.D., who was then joined by Wallace D. Brown, M.D., and Jerry C. Bernstein, M.D., when the practice was located on Old Wake Forest Road. In 1978 the practice moved to Professional Court and was incorporated as a professional association. In September 2004 the practice moved to its current location of 1921 Falls Valley Drive.

The practice has always had a philosophy of encouraging parents to be independent and self-reliant and yet be available to them when their needs arose. Raleigh Pediatrics was the first pediatric office to offer week-end office hours for sick children, and the first to have a night clinic. Other innovative services have included orientation classes, early services for nursing mothers, lactation nurse, asthma educators, and psychological counseling. In 2003 a support group for International Adoptions was begun.

The practice has grown from the original three physicians to include fourteen physicians. Raleigh Pediatrics is involved with continuing education by serving as members of the Department of Pediatrics at the UNC School of Medicine, and has as a priority their teaching of current medical students, interns, and residents while at their WakeMed rotation.

An emphasis is placed on preventive care and supportive services for children and their families. As such, the nurses at Raleigh Pediatrics play a vital role in serving as resources to families for questions that they have, and are available by telephone to afford them that opportunity rather than having them come into the office. Consultation appointments are available with our physicians to discuss in-depth problems or concerns that families have.

In 1990, the practice expanded by having a satellite office open in Garner, North Carolina, where services are provided five days a week, with week-end hours offered at both sites. Patients are free to travel between both offices, and the doctors rotate between those facilities as well.

The year 2000 saw RPA initiate electronic medical records technology to better care for our patients' histories, medications, allergies, immunizations and treatments. This has afforded our physicians up to the minute information about their patients no matter which facility they are seen in.

In 2012, our physicians discontinued rounding at WakeMed and Rex hospitals in order to provide more hours for patient care in our offices. Newborns are seen by the hospital's Neonatal Nurse Practitioner, and patients requiring admission to the hospital are referred to WakeMed Children's Hospital and are under the care of the Pediatric Hospitalist during their hospital stay. Our offices work closely with the Pediatric Hospitalists to ensure excellent communication regarding patient care. Parents are advised to schedule a follow-up appointment with our office before discharging from the hospital. Once discharged, hospital records are forwarded to us. Each month, a new patient orientation is held in each office for expectant parents to learn about our practice and meet one of our physicians.

Also in 2012, Raleigh Pediatrics earned the highest possible accreditation (Level 3) for Patient Centered Medical Home (PCMH) from the National Committee for Quality Assurance (NCQA). PCMH is a model of healthcare based on an ongoing personal relationship between patient, physician, and the patient's care team. As the "medical home", the primary care physician communicates and coordinates all necessary patient care with any specialists.

Raleigh Pediatric Associates is proud of its commitment to care for the child and its family on an on-going basis with facilities and resources adequate to meet everyone's needs. We participate in most insurance plans and are the county's largest private practice provider of Medicaid services.