



URGENT CARE VS. EMERGENCY ROOM

It should be a cut-and-dried answer, but it's not always easy to decide what level of care you should choose when you've suffered an injury or illness.

Most issues can be handled by a quick call and appointment with your Primary Care Physician. But there are times when you want a health issue solved immediately or after regular hours and are forced to choose between Urgent Care or a trip to the Emergency Room.

Let's face it, you'd always rather avoid a hospital emergency room visit – not only due to wait lines and inconveniences, but also simple cost, as some emergency room visits can prove expensive.

And since Longstreet Clinic's Urgent Care is attached to its Primary Care Clinic, Urgent Care visitors are allowed to pay the same co-pay as an office visit.

WHEN IN DOUBT, CONSULT YOUR PERSONAL PHYSICIAN. IF YOU EXPERIENCE AN EMERGENCY, DIAL 9-1-1.

Use your best judgement but being informed ahead of time can help you make the right decision when facing illness or injury.

With 200 board certified care providers, 18 specialties and 11 locations, Longstreet Clinic offers comprehensive healthcare to all manner of patients, including Urgent and Primary Care options. [See chart on page 3.](#)

It might also surprise you to know that a 2015 Centers for Disease Control survey revealed that, of 136.9 million emergency room visits, only 9% resulted in admission to the hospital for further care, and only 1% resulted in admission to the critical care unit, meaning that most emergency room visits resulted in care that could have been provided elsewhere. In fact, sprains and strains are among the most common diagnoses of emergency room visitors – something that can most definitely be attended by Urgent or Primary Care.

With that in mind, here are some general rules to observe about when it's probably better to take your problem to our Urgent Care instead of the emergency room.



INSIDE

Urgent Care Provides Solutions / 2

Vaccine Myths / 3

Choosing a PCP / 4

Reading Readiness / 5

EPIC Information System / 5

Patient Centered Medical Home / 6

House Call Program / 6

LONGSTREET CLINIC URGENT CARE PROVIDES SOLUTIONS, EARNS TRUST

“I DON’T HAVE TIME TO GET SICK.”

How many times have you heard someone say that – or thought it yourself?

Few people have spare time for themselves, let alone hours or days to lay off of work or family responsibilities due to illness.

It was that exact situation which led Laura Henderson and her family to Longstreet Clinic’s Urgent Care. And the care they received there earned the Hendersons’ implicit trust.

“I’ve got three kids, and I’m a teacher, so I need to save my sick days for when one of my kids gets sick. I can’t miss school for a doctor’s appointment if I can at all help it,” Laura said. “And I had been to other urgent cares before, but when I discovered the extended hours that Longstreet Clinic’s offers, I had to try it out.”

Open to anyone (you do not have to be a Longstreet Clinic patient to access it) from 9 a.m. to 9 p.m. Monday through Friday and 9 a.m. to 3 p.m. on Saturday and Sunday, Longstreet Clinic’s Urgent Care provides the perfect opportunity for someone like Laura to work her around her busy schedule.

Hours of operation were only part of the appeal, however. She found that Longstreet Urgent Care is the perfect option when faced with health issues such as:

- MINOR INJURIES
- COLDS
- FLU
- COUGHS
- NASAL CONGESTION

- SINUS INFECTIONS
- SINUS HEADACHES
- ALLERGIC REACTIONS
- STRAINS, SPRAINS & SIMPLE FRACTURES
- OTHER MINOR ILLNESSES AND SYMPTOMS

“I get a bad sinus infection it seems like every fall, and Longstreet Urgent Care proved the perfect way for me to get past it, allowing me to see someone after 3 p.m.,” Laura said. “And the best part was that I didn’t feel like they were just throwing pills at me and sending me out the door. It was a complete patient care feel. They took time to get to know me as a person and looked into why I might be having the problems.”

Thanks to the presence of board-certified physicians and committed nurse practitioners, Longstreet’s Urgent Care prides itself on its ability to provide the kind of top-quality care patients receive from every level of Longstreet Clinic, whether it be Urgent Care, Primary Care, Pediatrics or more specialized medicine. In fact, Longstreet is the only urgent care in Hall County that has board-certified pediatricians available to care from 5:30-9 p.m. Monday-Friday.

And because Longstreet Clinic’s Urgent Care is connected to its Primary Care Clinic, patients are charged as if they were making an ordinary primary care office visit, not with the facility fee a standalone Urgent Care can bring.

“I have referred several people to Longstreet’s Urgent Care,” Laura said. “There are so many reasons why it’s perfect for me.”



Longstreet Clinic internist Alisa Davis, M.D., says the clinic’s Urgent Care staff is dedicated to helping any patient work through a whole range of issues.

“We have the capability of taking care of sicker patients compared to other urgent cares in the area. Our goal is to prevent people having to go to the emergency room, if at all possible, especially medical fragile patients like oncology patients. And we work with all the doctors in our clinic to take care of patients. Obviously, there are times when you must go to the ER, such as when dealing with chest pain – especially if you have a cardiac history – or for large wounds. But we have the capability to deal with a lot of other health issues here.”

URGENT CARE HOURS

Monday – Friday:
9:00 a.m. until 9:00 p.m.
Saturday and Sunday:
9:00 a.m. until 3:00 p.m.

678-207-HERE

VACCINES: MYTHS CAUSE SURGE IN DANGEROUS & PREVENTABLE DISEASES

Out of sight, out of mind. It's human nature not to think too much about the things we don't see or that don't involve our day-to-day lives. Many of us aren't old enough to remember when illnesses like measles were causing serious medical complications or even death. It's likely you've never even met someone who had the mumps as a child.

And that's due to one of the great breakthroughs in modern medicine – vaccination. Vaccines are considered safe, and in many cases they have been so effective that certain childhood diseases were considered eradicated.

Vaccinating children protects not only the child getting the shot, but those children who are too young to be vaccinated or can't for medical reasons.

Vaccines work by delivering antibodies of a killed or weakened virus, tricking your body into thinking you've already had a certain disease. Those antibodies stay in your body and are on guard, so if you are exposed to that virus they will spring into action, ensuring you don't get sick – or if you do it

will be a less severe case.

Widespread vaccination helped us achieve herd immunity for many childhood diseases, making the chance of disease outbreaks very low. However, myths and misinformation campaigns have caused more parents to delay or skip childhood vaccinations, which is why we have seen big spikes in cases of measles and mumps this year.

According to the CDC, since the two-dose MMR vaccination program was introduced in 1989, mumps cases in the United States decreased more than 99%, with only a few hundred cases reported most years. However, since 2006, there has been an increase in cases and outbreaks, and in 2018 there were 2,000 reported cases of mumps.

We are well on pace to shatter that number, with more than 725 cases already reported through April.

Measles cases in the U.S. have already broken the record number of cases in a single year since the disease was considered eliminated in 2000. More than 760 cases have been

reported across 23 states in 2019, including Georgia. The vast majority of these cases are in people who were not vaccinated.

At Longstreet Clinic Pediatrics, we recognize that immunizations are an essential part of preventive care and believe in the effectiveness of the vaccines we administer. The vaccines we give and their schedules are derived from data and research from children over many years. That's why we require all patients to adhere to appropriate vaccination schedules and gladly counsel parents about why this is so important, now more than ever.

- Saima Hussain, M.D.



URGENT CARE APPROVED:
ALLERGIC REACTIONS
COLDS AND FLU
NAUSEA AND FEVER
SINUS INFECTIONS
SIMPLE FRACTURES
STREP THROAT
STRAINS AND SPRAINS
MINOR ILLNESSES AND INJURIES

HEAD TO THE EMERGENCY ROOM:
SIGNS OF A HEART ATTACK, including persistent chest pain, especially if it radiates to your arm, jaw, or is accompanied by sweating, vomiting or shortness of breath
SIGNS OF A STROKE, including difficulty speaking, slurred speech, headache, weakness on one side of the face, or sudden signs of confusion
SEVERE SHORTNESS OF BREATH
POISONING
COMPLICATED FRACTURES
MAJOR INJURY, SUCH AS HEAD INJURY OR TRAUMA
COUGHING UP OR VOMITING BLOOD

WHY CHOOSING A PCP IS ALWAYS THE RIGHT CHOICE



There are some people who feel that it is unimportant to utilize a primary care physician (PCP).

Those who are still relatively young or don't get sick often may not feel the need. Others may rely on modern conveniences like urgent care, specialists that do not require a physician referral, or, yes, even the internet to cure any problem.

Talk to those patients with a good PCP, however, and you'll see that a primary care physician is still a key in maintaining optimal health.

The reasons for this are varied, but what it boils down to is "continuity of care."

Continuity of care refers to the quality of healthcare you receive from a provider over a period of time, one built on relationships and understanding. And, over the long-term, studies prove that patients who utilize a PCP actually enjoy a better quality of healthcare.

It is a Primary Care Physician's job to get to know each patient as a whole. In other words, a PCP learns what makes you tick, your health habits, and personal and family history. A good PCP also builds a long-term relationship built on communication and trust, and, the better your doctor knows you, the more effectively he or she is able to treat you.

That factor increases exponentially if you visit your PCP for regular physicals and age-appropriate screenings – most of which are covered at no cost to the patient – as he or she will be able to recognize signs of a potential health change.

Thanks to their relationships within the medical community, a good PCP is also the best point-person should you require a specialist. Your PCP will not only recommend the specialist that best fits your healthcare condition, but also the one that best fits your personality.

It's one thing to go to urgent care for a bad fever or sore throat, but it's quite another to self-diagnose a health issue and call up a specialist for an appointment. What if your diagnosis is completely wrong?

That is why choosing a PCP – and the PCP that suits you best – is one of the best things you can do to help ensure optimal health.

Longstreet Clinic is proud to offer a full range of expert primary care providers, from family medicine to pediatrics and internal medicine across a number of locations in northeast Georgia.

Pick a Primary Care Provider right for you



Pediatricians
treat children from birth
all the way to age 18-21



Internists
treat adults only,
age 18 - 100+



Family medicine providers
treat both both adults
and children, birth to 100+

We are pleased to welcome Erum Farooqi, M.D., as the newest internist at our Gainesville location. Dr. Farooqi has nine years of experience practicing as an internist, including four years with Piedmont Health System. She will begin seeing patients in July.

To schedule an appointment, call 770-535-0191.

LONGSTREET CLINIC CONTINUES ITS COMMITMENT TO ENCOURAGING READING READINESS



Childhood health is about more than just physical well-being. That is why Longstreet Clinic Pediatrics has forged a partnership with United Way of Hall County to create the Reach Out and Read program, which encourages the importance of early literacy by offering a language- and age-appropriate book during every child's well visit from age 6 months to 5 years in our Hall County offices.

"More than 95 percent of a child's brain is formed during the first few years of life," said Mitch Sheikh, a pediatrician at Longstreet Clinic in Braselton. "Giving a book to each child and encouraging them to read, or their parents to read to them, is a crucial part of a child's development, and we're grateful to be part of this important initiative."

Longstreet's pediatricians reach approximately 4,000 families during a 12-month span, distributing books donated through funding from United Way of Hall County, and a "prescription" to parents that they read aloud with their infants, toddlers and preschoolers every day.

"We recognize, this could be the first book a child has received as their own. Children's faces light up when their doctor gives them a book to take home, and we know that it will be a means to developing early literacy skills and foster healthy brain and social/emotional development," said Mimi Collins, CEO at Longstreet Clinic.

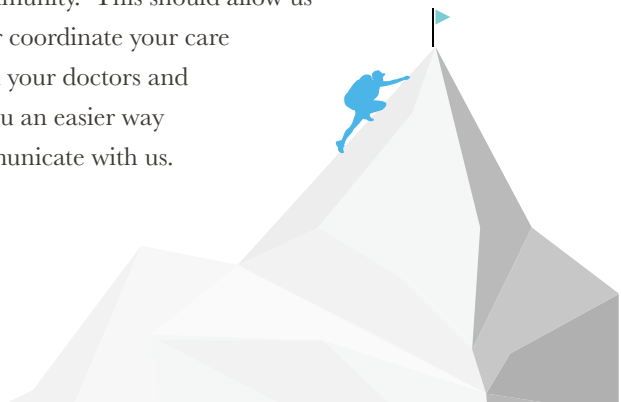
Each of these actions form just part of Longstreet's commitment not only to individual well-being but improving the overall health of the community.

NEW INFORMATION SYSTEM PLATFORM LAUNCHING JULY 1

Longstreet Clinic is no stranger to electronic health technology. In fact, the Clinic was an early adopter in 2001, implementing the area's first electronic health record and receiving the e-Technology Award from the Physicians' Institute of Excellence.

On July 1, Longstreet Clinic will implement a new innovative information system platform called EPIC. EPIC has already helped more than 250 million patients worldwide and is used at the some of the leading hospitals across the nation. You may already be familiar with EPIC as it is the same health information technology system that Northeast Georgia Medical Center (NGMC), The Heart Center at NGMC, Northeast Georgia Physicians Group and even Children's Healthcare of Atlanta utilize.

So, what does this mean for you? Designed to improve your care, the new functionality EPIC will bring includes access to a new patient portal platform called MyChart. Our MyChart will connect to other MyChart practices creating one shared health record across participating providers in our community. This should allow us to better coordinate your care between your doctors and allow you an easier way to communicate with us.



PATIENT CENTERED MEDICAL HOME

Providing the absolute best in patient care and experience has always been the core goal for Longstreet Clinic. And, once again, we are proud to announce that ambition has been recognized by the National Committee for Quality Assurance (NCQA).

For the eighth year in a row, the NCQA has awarded Longstreet Clinic with designation as a Patient Centered Medical Home (PCMH).

An independent non-profit organization that works to improve healthcare quality through administration of evidence-based standards, measures, programs and accreditations, the NCQA annually awards the title of PCMH to those providers who demonstrate utmost attention to improving patient-centeredness

and feedback, as well as providers who concentrate on the patient as a whole – with an extra focus on those patients considered high-risk (either due to health or socio-economic conditions).

“PCMH is a philosophy that transforms a physician’s perspective,” said Longstreet Clinic family physician Marti Gibbs, M.D. “It capitalizes on every opportunity to take care of the patient holistically at every visit instead of focusing just on the problem at hand.”

Currently, all our adult medicine and pediatric practices are certified, with our Gainesville Pediatrics office just receiving recertification this May.

“It’s rewarding to see our commitment to quality, evidence-based patient care validated by these certifications,” said CEO Mimi Collins. “But it is especially gratifying to know that these designations are made possible thanks to the tireless commitment of our staff and providers to putting the patient at the center of everything we do.”



HOUSE CALL PROGRAM OFFERS FLEXIBLE OPTIONS

DID YOU KNOW THAT LONGSTREET CLINIC PROVIDES HOUSE CALLS FOR CERTAIN PATIENTS?

Our Hall County-based patients with medically complex conditions can now obtain Longstreet’s high-quality medical care in the comfort and convenience of their own home.

Our House Calls Program providers are trained to treat and manage:

- DIABETES
- CONGESTIVE HEART FAILURE
- POST-HOSPITALIZATION FOLLOW-UPS
- MEDICATION MONITORING

Working under the guidance of a primary

care physician’s (PCP) care plan, one of our certified nurse practitioners travels to the patient’s home, their loved one’s home or an assisted living facility to provide care.

If you think you or your loved one may be a candidate for Longstreet Clinic’s House Calls Program, talk to your PCP today or call 770-533-4784.

LIFE HAPPENS
we're *here.*

2019 BEST OF HALL READERS' CHOICE

LONGSTREET CLINIC
Urgent Care | Gainesville