



Digital Media Kit

Contact us directly at
media@imaginepediatrics.org
for interviews, inquiries, or
additional resources.

ABOUT IMAGINE PEDIATRICS

We are a pediatrician-led medical group. We provide virtual-first and in-home care for children with special health care needs. Our multidisciplinary team is available anytime of the night or day and includes doctors, nurses, therapists, social workers, pharmacists, and other clinical staff.

We do not replace a child's current doctors. We work with them to give children an extra layer of integrated medical, behavioral, and social support. Our goal is to help children spend less time in the hospital and more time at home and in their communities.

Helping children with special health care needs get the care they deserve.

WHO WE HELP

We care for children with special health care needs under 19 years old who are Medicaid-eligible or covered by a Medicaid Managed Care Organization (MCO) plan.

Many of our patients have:

- Complex medical, behavioral, and social needs
- Chronic conditions
- Frequent hospitalizations
- Many meds and equipment that take time to order and maintain
- Many specialists and community services that can be hard to arrange



How we help

We provide medical, behavioral, and social care and support, 24/7, right at home.

Our services include:

- ✓ Unlimited access to pediatricians and other clinicians
- ✓ In-home visits for diagnosis and treatment (in select areas)
- ✓ Health care system navigation
- ✓ Phone and mobile app communication
- ✓ Daily digital check-ins with caregivers and their child
- ✓ Help with social services
- ✓ Day or night virtual care visits
- ✓ Help with medication and equipment
- ✓ Partnership with caregivers and private duty nurses
- ✓ Support during acute episodes and mental health crises
- ✓ Care coordination and scheduling
- ✓ Discharge coordination and post-discharge visits

Our impact

Everything we do is designed to improve the life and health of a child with special health care needs – and to bring a bit of relief to the caregivers and clinicians who care for them. Learn more about our services and approach at: [imaginepediatrics.org/faq](https://www.imaginepediatrics.org/faq)



For more information about Imagine Pediatrics and our services, scan the QR code, email contactus@imaginepediatrics.org, visit [imaginepediatrics.org](https://www.imaginepediatrics.org), or call 833-208-7770.



833-208-7770
media@imaginepediatrics.org
imaginepediatrics.org



MEDIA CONTACT
media@imaginepediatrics.org

FAQs for Media: Getting to Know Imagine Pediatrics

Who is Imagine Pediatrics?

We are an innovative tech-enabled pediatrician-led medical group delivering 24/7 virtual-first and in-home pediatric care to children with special health care needs. We have 300 employees dedicated to delivering enhanced access to care that greatly improves cost, quality, and experience outcomes for our patients and partners.

What do you do?

We provide unlimited access to specialized pediatric clinical programming purpose-built for children with acute medical and behavioral health conditions. Our multidisciplinary team works in partnership with pediatricians, specialists, home health and private duty nursing agencies, durable medical equipment (DME) providers, and community resources to provide our patients and their caregivers with expanded access to integrated medical, behavioral, and social care. We do not replace a child's care team or disintermediate the relationship with their pediatrician. Instead, we team with their existing providers and augment patient care with enhanced services through a care collaboration approach.

We partner with health plans to serve children with special health care needs via total-cost-of-care and quality performance-based risk arrangements that align our economic model with outcomes for our patients and partners.

Why does it matter? (What problem do you solve?)

1 in 5 children in the US have special health care needs. These 14.5 million children make up ~50% of all pediatric health care spend. Their unique health needs require highly personalized, immediately responsive care that takes significant time, resources, and services to provide. Yet, care for these children is fragmented, uncoordinated, or inaccessible. This is especially true for the millions of these children that are Medicaid-eligible who struggle with access to pediatricians and specialists who are in short supply. As a result, these children and their caregivers have limited support and often resort to accessing emergency rooms and urgent care, leading to unnecessary hospitalizations and frustrating experiences.

What services do you provide?

Everything we do is designed to improve the life and health of a child with special health care needs – and to provide support to those who care for them. Our services span:

- Virtual-first and in-home care. We prioritize care modalities that are most convenient for caregivers. Anytime of the day or night they can call or message us using the Imagine Pediatrics™ Mobile App. We will answer their questions, hold a virtual care visit, address their child's acute needs, and when appropriate, provide in-home diagnostics and treatment.

- Integrated medical, behavioral and social care. We provide multidisciplinary, whole-child care that is comprehensive and designed to meet the specific needs of the children we serve. All of our patients receive Core Care Services, including unlimited access to 24/7 virtual-first and in-home multidisciplinary pediatric care. Additionally, patients with complex medical needs in our Medical Care Pathway receive pediatric provider-led longitudinal care based on their diagnosis and family needs. Patients in our Behavioral Care Pathway receive pediatric behavioral health care and crisis care managed by a licensed social worker and therapist. This personalized and integrated care pathway approach is powered by our proprietary analytics and technology platform.
- Care coordination and support throughout the patient journey. We work in collaboration with a child's health plan and network providers to ensure our patients have what they need to succeed with their existing care plan. We help caregivers find specialists, set appointments, and complete paperwork. We make referrals and expedite prior authorizations. We help coordinate medications and equipment. And we help connect caregivers to programs and services that address social needs – like food benefits, transportation, and housing.

What does your patient population look like?

We currently serve more than 22,000 children in risk-based arrangements through multiple health plan partnerships across two states.

How does your service work for caregivers and patients?

Once a caregiver activates their child's benefit, they gain access to comprehensive longitudinal and acute care, care coordination, and social support services delivered by our multidisciplinary team. Caregivers can access this support through the Imagine Pediatrics™ Mobile App or by phone call. Through the app, caregivers can:

- Engage in immediate, secure, 24/7 messaging with their child's Imagine Pediatrics care team
- Join multi-tenant video visits, which support longitudinal and acute care
- Access educational materials and their personalized care plans
- Provide inputs that improve care quality and delivery (e.g., PRAPARE, GAD, PHQ9)

The Imagine Pediatrics™ Mobile App is one part of our broader proprietary technology platform, which includes an ecosystem of interconnected digital products and data. This technology enables our delivery of personalized, integrated, high-quality pediatric care and social support from home, 24/7.

What does this cost for patients/families?

We partner with health plans using a value-based population health payment model, so we can offer our services at no cost as part of their existing benefits for children who qualify.

How is the care you provide "value-based" care?

We are reimbursed by our health plans partners based on patient outcomes and the quality of care we provide – not the quantity of services we deliver. That means we succeed when our patients succeed and experience highest quality care and better health outcomes. Our model complies with the industry standard Alternative Payment Model Framework from the Health Care Payment Learning & Action Network Category 4 – Population Based Payment model.

What health plans do you work with?

We currently serve children in Texas and Florida through several managed care organizations including partnerships with UnitedHealthcare Community Plan of Texas, Superior HealthPlan of Texas, and UnitedHealthcare Community Plan of Florida. We will be expanding to other states and partnerships in 2024 and beyond.

How do you determine which health plans to work with?

We explore partnerships with innovative health plans and other partners that want to consider a value-based population health payment model to improve care and outcomes for children with special health care needs.

Are families ever denied coverage by Imagine Pediatrics? If so, why?

Imagine Pediatrics does not deny or grant coverage to children. Health plans identify and assign eligible patients to us. We follow up with their caregivers to confirm their eligibility.

What topics can your spokespeople address?

Our spokespeople can discuss a variety of topics related to virtual-first pediatric care, value-based care, integrated behavioral health, advanced analytics and technology to drive care delivery, and more. A full list of our spokespeople and their areas of expertise can be found [here](#).

Can I request an interview with a caregiver and patient?

With proper HIPAA consent, patients and their parents or caregivers may be included in media stories. Please note that patients and caregivers may not be available for all requests due to a confluence of factors, including the complexity of their medical conditions. Please contact the Imagine Pediatrics PR team at media@imaginepediatrics.org with all interview requests.



Experts for the Media

Leaders and experts from Imagine Pediatrics are available to provide context and commentary on a variety of topics spanning pediatrics, care delivery, policy, payment models, and more.

To request an interview, please contact: media@imaginepediatrics.org

Experts

Areas of Expertise



George Boghos
Chief Executive Officer



Care Delivery Transformation
Healthcare Finance & Investment
Alternative Payment Models
Pediatric Practice Management



Kari O'Rourke, N.P.
President



Value-Based Care
Population Health Management
Tech-Enabled Clinical Product Design
Pediatric Engagement & Clinical Operations



Patricia Hayes, M.D.
Chief Medical Officer



Pediatric Complex Care & Internal Medicine
Integrated Care Delivery
Virtual Care / Telehealth
Health Equity



Courtney Bolton, Ph.D.
Chief Behavioral Health Officer



Pediatric Behavioral Health
Integrated Care Delivery
Childhood Development
Social Determinants of Health



Eden Klein
Chief Technology Officer



Tech-Enabled Care Delivery
Health IT Infrastructure & Security
Personalized Care at Scale
Analytic Insights for Clinical Delivery



Meghan Haycraft
Chief Product Officer, Co-Founder



Tech-Enabled Clinical Product Design
Healthcare Analytics
Digital Health Innovations
Product Development



Taylor Beery
Chief Innovation & Administrative Officer, Co-Founder



Care Delivery Innovations
Medicaid/CHIP
Health Policy
Caregiver Journey in Pediatric Complex Care



Marcia Macpherson
Chief Commercial Officer



Care Access & Affordability
Payer-Provider Partnerships
Care Delivery Transformation
Alternative Payment Models



Experts for the Media

Leaders and experts from Imagine Pediatrics are available to provide context and commentary on a variety of topics spanning pediatrics, care delivery, policy, payment models, and more.

To request an interview, please contact: media@imaginepediatrics.org

Experts

Areas of Expertise



Ruchi Kaushik, MD, MPH, FAAP
 Medical Director of Education and Research



Pediatric Complex Care
 Pediatric Palliative Care
 General Pediatrics
 Patient/Caregiver Education



Stockton Beveridge, MD
 Medical Director Palliative Care



Pediatric Palliative Care
 Advanced Symptom Management
 Pediatric Complex Care



Damitra Ramos-Patel, MD, FAAP
 Market Medical Director – Texas



Pediatrics in Texas
 Pediatric Complex Care
 General Pediatrics
 Internal Medicine



Bhumi Upadhyay, MD
 Market Medical Director – Florida



Pediatrics in Florida
 Pediatric Complex Care
 General Pediatrics
 Pediatric Clinical Study Design



Rachel Zartman, RN
 Vice President, Health Services



Pediatric Acute Care
 Mobile Integrated Care
 Pediatric Clinical Operations
 Medicaid/CHIP



Brian Garrett
 Market General Manager – Texas



Texas Medicaid Managed Care
 Healthcare Operations
 Performance Improvement



Raymond Jimenez
 Market General Manager – Florida



Florida Medicaid Managed Care
 Healthcare Operations
 Performance Improvement



Caregiver Testimonials

HOW PARENTS AND CAREGIVERS FEEL ABOUT IMAGINE PEDIATRICS

"I honestly don't know where I would be if you all hadn't stepped into our lives when you did. I am so thankful for you all and your company."

- Mother of Imagine Pediatrics patient

"We are grateful for the ability to contact Imagine Pediatrics via video 24 hours a day. We run a small family business, and it's hard to take our child to the doctor."

- Caregiver of Imagine Pediatrics patient

"I prayed for support and was so thankful for the call from Imagine Pediatrics. I'd been struggling to find a neurologist who would listen, and I felt unheard at my child's school. I'm so happy to now have a team that is hearing me out and helping me understand how to better care for my daughter."

- Mother of Imagine Pediatrics patient

HOW IMAGINE PEDIATRICS HAS HELPED PATIENTS, PARENTS, AND CAREGIVERS

"I wanted to let you know that meeting with [my Imagine Pediatrics RN] today was a huge blessing for our family. She was so patient, kind, and caring while doing my daughter's intake interview. I have been fighting an uphill battle lately getting help with many of the necessary referrals, prescriptions, and questions I have been trying to get answers to for so long. She was able to answer all my questions and concerns. As a Mom of a medically fragile kiddo, I am excited to work with you all. I believe this will help us fill the gap we feel there is in readily available medical care for our daughter."

- Mother of Imagine Pediatrics patient



"Imagine Pediatrics referred us to [a pediatrician's office], and we had a great visit. The nurse sent all of the referrals over to [a children's hospital] and I am getting messages (as I type this!) to set up appointments needed through her My Chart app. They did a complete physical and hearing test. They confirmed that they already had a copy of her vaccine exemption card on file and provided a copy to me to give as a back-up. They also reassured me that they would not dismiss her from their practice due to vaccination status. This has been one of the best weeks ever!! I will continue to keep you all updated and will also plan to work closely with you all on anything we need as well. I am so thankful for you all and your company."

- Mother of Imagine Pediatrics patient

See if your child qualifies for our services at [imaginepediatrics.org/qualify](https://www.imaginepediatrics.org/qualify)

To learn more or to enroll your child with Imagine Pediatrics, call 833-208-7770



Caregiver Testimonials

HOW IMAGINE PEDIATRICS HAS HELPED PATIENTS, PARENTS, AND CAREGIVERS

"I am the caregiver for my daughter, so my day is just that - taking care of her. It's just something that I do as a parent, I don't think about it. I just do it. Whatever needs to be done. Whatever the situation calls for, I have the ability to take it on to the best of my ability."

- Mother of Imagine Pediatrics patient

"I'm the advocate. I'm going to fight to the death for what she needs. I appreciate [Imagine Pediatrics] taking some of the weight off my shoulders. In my situation, no one knows how to care for her except me. No one else knows. I can't teach them. It makes things better for me to be solely invested in her and not be trying to talk to insurance and to the doctor at the same time. Be focused.

- Mother of Imagine Pediatrics patient

A WORD FROM A PARENT

"[Imagine Pediatrics] is seriously amazing! You have done so much in such a short period of time, that Mom and I are flabbergasted! Our journey thus far has been fraught with many challenges, and I truly can't convey how helpful this program has been to us already. We have navigated the turbulent seas of medical care for so long on our own. It's a breath of fresh air to now have you all on board."

- Father of Imagine Pediatrics patient

See if your child qualifies for our services at [imaginepediatrics.org/qualify](https://www.imaginepediatrics.org/qualify) or call us at 833-208-7770.

Access our library of resources for caregivers: [imaginepediatrics.org/resources](https://www.imaginepediatrics.org/resources)

QUICK QUOTES

"The app was very convenient for me today. I love that app."

- Grandmother of Imagine Pediatrics patient

"I am so very thankful to have your services."

- Mother of Imagine Pediatrics

"I know I can call Imagine Pediatrics and be immediately connected with a pediatrician who can help me get the information and resources I need."

- Private duty nurse caring for an Imagine Pediatrics patient



For more information about Imagine Pediatrics and our services, scan this QR code, visit [imaginepediatrics.org](https://www.imaginepediatrics.org), or call 833-208-7770.

Learn more about how Imagine Pediatrics can help you: [imaginepediatrics.org/how-it-works](https://www.imaginepediatrics.org/how-it-works)