



Dear Parents, Guardians, and Caretakers,

Potomac Pediatrics prides itself on providing quality care alongside a seamless patient experience. Change is often a necessary part of improving both care and services. We do our best to keep you up to date on important information regarding practice changes. As many of you already know, we now have additional practices where Potomac Pediatrics families can access services:

- **POP NOW:** A clinic that provides same day sick visit care and urgent care/ ER level services to better meet the needs of our patients.
- **Skin & Style:** A medspa boutique that specializes in ear piercing starting at 2 months of age, facials, acne care and laser treatments for adolescents and adults.
- **Safe Travels:** A travel clinic providing tailored consultations and vaccines, and medications to prepare you for your upcoming international travel.

The introduction of these new companies necessitated moving Potomac Pediatrics billers to a separate company so they could provide the same high quality billing services to all of the companies within the ecosystem.

What is Apparent?

Apparent is a billing & management company that works exclusively with the different organizations owned by the leadership team at Potomac Pediatrics. These organizations include Potomac Pediatrics, POP NOW, Skin & Style, and Safe Travels.

Is this a third-party billing company?

Apparent is a third-party billing company in name but in reality, it is the same billing specialist, in our same office space, using the same billing practices that you have grown to know over the past two decades.

What if I want to speak with someone directly with Potomac Pediatrics about my billing questions?

When you speak with a team member from Apparent, you are speaking with someone from Potomac Pediatrics, and they are experts in billing medical claims and with the policies and processes of our organization. To call and speak with someone you will continue dialing our main number, (301) 279-6750 and follow the menu prompts to connect with a biller. You may also email billing@potomacpediatrics.com.