

OB-GYN ASSOCIATES, P.C.

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Dear Patient,

Over the years I have tried to provide a very personalized and comprehensive style of care. I believe medicine can only be practiced by having enough time to listen to your patients and really getting to know them.

Therefore, I provide an annual preventive physical exam which goes beyond the criteria and reimbursement for an annual physical as defined by insurance companies. In addition, I review test results over the year, medications and your self-management activities. I personally consult with your other physicians when the need arises.

My obstetrical patients are well aware of the intensive personal care that I maintain before, during and after pregnancy and delivery. Equipped with my advanced training I serve my patients with low as well as high risk situations.

However, this is becoming increasingly challenging. In the midst of the health reform discussions, I am sure you are aware that the costs of delivering medical care are increasing while reimbursement rates do not keep pace accordingly.

In order to maintain the quality of care that you deserve and after much consideration, I have decided that, beginning January 2014, I will continue to work with insurance companies only on an out of network basis. I believe you will continue to receive the best care with the option of reimbursement from your insurance provider. You are encouraged to learn about your particular insurance coverage benefits and options. My office staff and I are always available to discuss these benefits with you and to keep your out of pocket expenses to a minimum. Please do not hesitate to contact us at 212-535-4611.

I do look forward to hearing from you and hope you will continue to entrust me with your care, a relationship I enjoy and am humbled to have.

Sincerely,

Dr. Asaf Ferber