Primary Care Providers are instrumental in educating patients and families about appropriate use of the medical home vs. emergency departments.

**Reasons for ED Overuse:**
- Limited Office Hours (no evening/weekend)
- No walk in appointments available
- Patient/Family understanding of access & hours
- Cultural issues/differences
- Perceived emergency, could be handled in medical home
- Local ED marketing strategies

**Medical Home Response:**
- Extended Hours (evening/weekend)
- Open access scheduling
- PCP educating on benefits of medical home
- Understanding cultural needs of patients
- Prevention/Patient Education around illness
- Promote provider/patient relationship

**What Message Are You Sending?**
For most situations it is best for a child to be seen in the Medical Home vs. ED in order to:
- Improve continuity of care
- Have access to records of previous treatment
- Be familiar with course of chronic condition unless it is a true emergency

**Pearls to increase use of the Medical Home:**
- Patient and Family Education
  - Ease of access to Medical Home
  - Hours of availability (evenings, weekends, holidays)
  - Appropriate use of Emergency Department
  - Self-management of medical condition (asthma action plan)

- Relationship is Key
  - Provider knows patient and history of condition
  - Entire staff reinforces values of Medical Home from front desk to referral coordinator

- Tools and Reminders for Families
  - Targeted educational material (bookmarks) focused on three most common reasons for pediatric ED utilization
    - Ear infections
    - Fever and colds
    - Upper respiratory infections (flu)