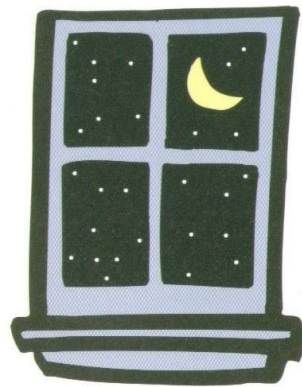


It's After 6 PM and Your Child Is Sick or Hurt... Where Do You Go?



Non-Profit Org.
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Manchester, PA
Permit No. 9



Mr. [REDACTED]
P.O. Box [REDACTED]
Cockeysville, MD 21030-
[REDACTED]

**INSIDE:
A FREE GIFT**

When Does a Cut Need Stitches?

Most minor cuts can be handled at home by washing the cut with soap and running water, then using pressure to stop the bleeding. Keep the wound clean for several days, and apply an antibiotic ointment to prevent infection.

A cut should be evaluated by a physician if:

- ✓ Firm pressure for 10 minutes does not stop the bleeding.
- ✓ Your child has not had a tetanus shot in the past five years.
- ✓ The cut contains dirt or foreign bodies.
- ✓ The cut is deep or underlying fat is showing.
- ✓ The cut gapes or has a wide opening.
- ✓ The cut is 3/4 inch or longer.
- ✓ The cut is on the face (most cuts on the face should be sutured to limit scarring), or overlies a joint or tendon of the foot or hand (seemingly minor cuts may involve serious injury to important underlying structures).



Pediatric Express at St. Joseph Medical Center

The Best After-Hours Medical Care a Child Can Get



Franciscan Health System*

St. Joseph Medical Center

7620 York Road
Towson, MD 21204-7582



Keep This Important Magnet on Your Refrigerator!

Pediatric Express

for after-hours bumps & bruises



410-337-4800

In case of
emergency,
always call

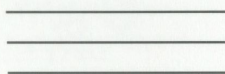
911



Franciscan Health System®
St. Joseph Medical Center
7620 York Road • Towson, MD 21204

Mon-Fri 6pm-11pm • Weekends & Holidays 1pm-11pm

Keep this Pediatric Express magnet on your refrigerator. Then if you need to speak with a nurse or doctor after hours, the number will always be handy.



NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 16602 TOWSON, MD

Postage Will Be Paid by the Addressee

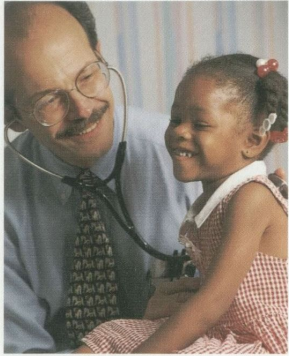
St. Joseph Medical Center
Public Relations
7620 York Road
Towson, MD 21204-9380



St. Joseph Pediatric Express: where medical care is designed for children.

Dear Parents:

A sick or injured child can't always tell you how he or she feels or even where it hurts. That's when you need a doctor or nurse who has experience working with children. But, if it's after 6pm – and your pediatrician's office is closed – where do you go?



We'd like to recommend a place that was specifically designed for kids: Pediatric Express at St. Joseph Medical Center. Here at Pediatric Express we'll take special care of your child's minor emergencies whether it's an earache, sore throat, bee sting, cut that needs stitches, or a broken bone.

No appointment is necessary, and we're open 365 days a year from 6pm to 11pm on Monday through Friday, and 1pm to 11pm on Saturday, Sunday, and holidays.

A Warm Nurturing Environment

Pediatric Express is a division of the Emergency Department, located near the Adult ER, and has cheery surroundings away from the hustle and bustle of the emergency room so that you and your children are more comfortable.

Our doctors and nurses are trained in pediatrics and understand that treating children is different from treating adults. Children don't always comprehend what is being done to them, so we make every effort to provide a warm, nurturing environment that helps reduce your child's fear and anxiety.

Always the Best Care

You'll also appreciate that our medical equipment was made for children and adolescents so that we're able to provide the highest

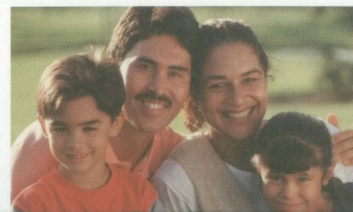
Help Is Just Around the Corner

If your child needs help when your pediatrician's office is closed, then you need a plan. That's why we've enclosed a magnet with our Pediatric Express phone number on it. If your child is sick or hurt on evenings or weekends, we can help.

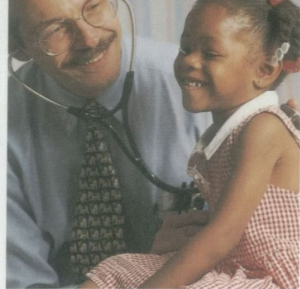


A Free Gift That Can Help Save a Child's Life

Your child's safety and well-being are our greatest concern and we have a gift for you that can help your child in the event of an emergency. You may choose either a **First Aid Poster** that will tell you what to do for several common emergencies including choking, burns, poisoning, severe bleeding, and more, or a **First Aid Kit** to help you handle minor injuries. If you'd like, we'll also send you information on one of our parenting classes, including Infant CPR,



Parenting Support Groups, Baby Care Classes, Birthing Classes, and Sibling Rivalry. To receive your gift, simply indicate the one you prefer on the attached reply card, and return the card postage paid.



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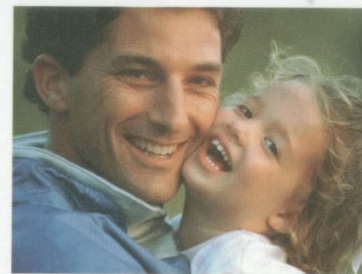
Best of all, Pediatric Express is more than a walk-in clinic; it has the full support of a major hospital, including plastic surgeons, orthopedic surgeons, and pediatric general surgeons. Plus, we keep your child's primary physician completely informed about any procedures we perform including sending copies of your child's medical records.

Kids Do The Darndest Things.



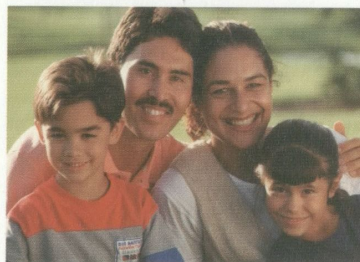
Choose a free first aid poster OR a handy first aid kit. You may also sign up for any of the helpful parenting classes noted on the card below.

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Remember, if your child is sick or injured – and you have any doubt whether or not the problem can wait until morning – please call us right away at 410-337-4800.

Sincerely,

Christopher Lorentz

Christopher Lorentz, M.D.
Director, Pediatric Express

William F. DeVoe, MD

William DeVoe, M.D.
Head, Department of Pediatrics

P.S. Supplies are limited, please return your reply card today to receive your special gift!