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Mid-Atlantic's Largest Physician-Owned Primary Care Healthcare Practice
Changes Name to Reflect Expanded Mission

(VOORHEES, NJ) - This month, the Mid-Atlantic's largest physician-owned wholly integrated primary care healthcare practice, Children's Health Associates, changed its name to "**Advocare**" to more accurately reflect its mission and the breadth of patients it serves.

"Our new name signifies our advocacy on behalf of our patients' health, the delivery of cost efficient care and our vigilant pursuit of our patients' health, safety, and well-being," said Advocare Founder, Dr. John Tedeschi.

Founded in 1998 with a sole focus on pediatrics, Advocare now employs 176 providers and has grown into one of the largest and most widely respected healthcare practices in the country. With 45 locations throughout New Jersey and Southeastern Pennsylvania, Advocare's doctors serve approximately 250,000 patients with over 800,000 visits per year.

"We have created an atmosphere where the region's top doctors can collaborate with and educate one another and invest in the resources and infrastructure necessary so that each can provide the best possible healthcare on a very cost efficient basis to our patients and their families," said Tedeschi.

Tedeschi credits much of Advocare's success to the establishment of its business arm, **Continuum Health Alliance, LLC**, which handles all non-clinical activity and office management duties for Advocare's practices and doctors. Continuum works with Advocare to reduce the costs of healthcare while still providing high quality patient medical treatment.

“As a practicing pediatrician, I found that running an office in an increasingly complex healthcare environment took me away from what I truly loved – interacting with patients and providing personal hands-on care,” said Tedeschi.

“Continuum empowers physicians to maximize their medical capabilities to the fullest and concentrate wholly on their patients’ behalf while leaving the much dreaded non-clinical activity to others,” concluded Tedeschi.

Advocare Mission Statement:

Advocare is a wholly integrated medical practice of the highest quality pediatricians, primary care physicians and specialists in their respective fields, each of whom have strong bonds to the children, adults, families and communities they serve. Every doctor at Advocare promises to bring to each patient their vast experience, a pursuit of continuing education and a true love of the practice of medicine. Advocare is proud to provide the highest-quality healthcare with a personal, caring touch that focuses on the health, safety, well-being, and overall needs of the patients and their families, while striving to reduce the costs of care for the benefit of payors and consumers.
