

MEDIA ALERT!



New Campaign Educates Expectant Moms on Importance of Choosing Pediatrician Prior to Delivery

Victorville, CA – Through a new educational initiative, Heritage Victor Valley Medical Group is encouraging expectant moms to choose their child’s Pediatrician prior to delivery.

“The purpose of the Baby Program is to ensure that our moms-to-be have advance time to make an informed decision regarding the best pediatric choice for their baby’s care prior to delivery,” said Marlene Turner, COO of Heritage Victor Valley Medical Group. She went on to say, “Heritage offers the finest panel of Pediatricians in the high desert.”

This campaign will be implemented using advertising and direct mail targeted to expectant mothers. As part of the initiative, Heritage Victor Valley Medical Group has a complimentary gift for moms-to-be who sign up with a Heritage Pediatrician prior to delivery.

Turner noted that once a baby arrives, a myriad of challenges confront the new mother. “Choosing a pediatrician is something that can and should be determined early, which will facilitate the baby’s very important first doctor visit when he/she arrives.”

“We welcome the opportunity to answer any questions moms-to-be might have regarding the background, training and experience of our Pediatricians before selecting a Pediatrician,” explained Turner.

Heritage Victor Valley Medical Group’s Pediatricians are Donald Case, M.D.; Celestina Delacruz, M.D.; Yung Fang, M.D.; Perlita Naco, M.D.; Dineshchandra Ghael, M.D.; William Pazdral, M.D.; and Glenn Matney, M.D., and Donald Tsai, M.D.

For more information, call (760) 245-4747 or go to www.hvvmg.com.

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