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Change is on our horizon...Visionary is set to kick it up another level!

It is hard to believe I have been practicing OB/GYN in Pinellas County for 26 years now. I've been reminiscing lately about all the amazing obstetrical, medical and surgical experiences I have had with each of you. It makes me smile, inside and out, every time I think of it.

Since 2010, Sharon and I have been part of a large group of doctors to provide services under your insurance. This larger group has been bought out by another company, essentially making all the doctors their employees. What this means is I would have to limit the time of my visits with you, and I would need to see more patients in a day in order to keep my doors open. As you know, this is not how Sharon and I practice medicine. This is the opposite of how you and I roll. So I chose to part ways and NOT become an employee. And with that freedom, goes my insurance contracts.

Beginning February 17, 2018 we will become a fee-for-service practice. Office visits, procedures and surgeries will now be on a fee for service basis and I have set prices and developed a menu of services to be offered at a reasonable and affordable rate. For example, your annual wellness visit will be \$125. A list of other visits and procedure costs will be on our website. In fact, these prices may be a better option for you and may go toward your deductible. And, if you are contemplating surgery, you can still elect to have your surgery done by me at my fee-for-service rates and all other expenses should be covered through your insurance. This does not mean that you would not get reimbursed for my services, you may be able to get reimbursed at out-of-network rates with your insurance. I have made all of my fees affordable to be able to continue to accommodate you and provide you with more one-on-one time during our visits and excellent surgical experiences.

The week of February 19th through the 23rd we will be answering phones while the office is getting a face lift. Office visits resume February 26th. They will be set at timely intervals that are better planned with less wait times. If you choose to transfer your records to an insurance-based practitioner for some or all of your gyn needs, please email us at drjenniferhayes@gmail.com, call 727-540-0414 or stop by for a written transfer of records request with the doctor's name, address & fax number and we can take care of that request for you. Know that I am always here for a second opinion, should you need one.

Sharon and I are going to be the same caring, doting doctor and nurse practitioner you know us to be and will continue providing meaningful, customized care at Visionary Centre for Women. We will continue to add innovative therapies for vaginal comfort, sensation, and function as they are developed. I will continue to offer the best vaginal aesthetic procedures available anywhere. The truth is, my daily experience with you has been as important to me as it has been for you. In fact, it lifts my mood whenever I get to help one of you find and understand solutions for your GYN issues. I will continue to be the "go-to" Dr. for optimized vaginal restoration, hormonal zest, and keeping your sexual self-esteem. We will work to keep you informed of innovations, events, treatments and breakthroughs via social media and our website. I will seek out the most innovative Cosmetic and Proactive Gynecology and will continue to Bring It!

Thank you for placing your trust in Sharon and me. It gives us a lot of joy to be your trusted advisors. Thank you also for always being a positive voice for us in the community. We cherish you all and look forward to our future together.

Love,

Dr. Hayes