

Girlology Partners with Potomac Pediatrics Enhancing Access to Better Health Education for Parents and Patients

Live Educational Programs and On-Demand Videos Support Parents and Improve Care

Greenville, SC, August 12, 2019 – Girlology, the go-to online resource for making girls' lives healthier, today announced its partnership with Potomac Pediatrics, a multispecialty practice committed to delivering comprehensive medical care that addresses family health and lifestyle needs. Under terms of the partnership, Girlology will support Potomac Pediatrics with specialized practitioner training and education of patients and families. In addition, the Girlology team will be offering frequent age-appropriate in person educational programs for parents and children to attend at Potomac Pediatrics.

Founded by doctors Trish Hutchison (a pediatrician) and Melisa Holmes (an OBGYN), a.k.a. the Girlologists, Girlology works closely with pediatric practices throughout the country to advance education and improve health care decision making by delivering medically accurate, age-appropriate content for parents and girls ages 7-18.

“My partner, Melisa Holmes, M.D., and I created Girlology after recognizing a significant gap in young women’s health. Our mission: *Fear Less. Know More*, advances preventative education on essential health topics while strengthening the clinician-patient relationship,” said Trish Hutchison, M.D. and co-founder of Girlology. “Over 30,000 girls and parents across 16 states have participated in our classes with 98% of parents reporting that their daughters were more comfortable talking about puberty and their health after participating in the program. We are thrilled to be partnering with Potomac Pediatrics and their own in-house Girlologists to improve education on topics that matter most to clinicians and patients.”

The partnership will enable Potomac to better serve families and patients in their community through a variety of resources including:

- Full access to Girlology’s content library of print and online resources, covering topics such as vaccines, puberty, reproduction, nutrition and fitness, emotional and mental health, etc.
- Live parent-child educational programs led by Girlology-certified providers.
- Unlimited Girlologist licenses for each practice.
- Girlology “Mom Minute” video tips for supporting current and future parents via social channels, web sites and email communications.
- Discounted Girlology subscription rates for practice patients.
- Exclusive invitations to live-streaming Girlology events designed to improve health education.

"We are constantly striving to achieve the highest level of innovative care and support for our patients and their parents at Potomac Pediatrics," said Jenna Vallejo, chief operating officer, Potomac Pediatrics. "The Girlology partnership gives us an opportunity to offer amazing programs for young girls in our community and supports our mission to revolutionize the patient experience by anticipating family needs, making engagement simple, and positively impacting the health of our youth."

"Being a Girlologist is a tremendously rewarding experience. Conversations about puberty, body changes and periods can be awkward and I feel fortunate to be Mom's trusted resource to start these conversations," said Neha Suri, M.D. at Potomac Pediatrics. "Girlology has helped extend our patient care beyond the exam room giving us an opportunity to bond with families in a fun, safe learning environment. It reminds girls that *BOTH* outside the program and outside the office, we're all in this together, we're here for each other and we're all on a special team - the Girlology team!"

To learn more about becoming a Girlology-licensed pediatric practice, please visit:
<https://www.girlology.com/pages/girlologists>

About Girlology

Girlology: Fear Less. Know More.

Developed by two physician moms and founded in 2003 as a grassroots health community, Girlology is the go-to online resource dedicated to making girls' lives healthier. Our physician-designed content provides families with medically accurate, in-the-moment support, to ensure girls of all ages are prepared for what's next in their health journey. Girlology improves access to better health education using a combination of on-demand videos and interactive live seminars. In close partnership with pediatric & adolescent caregivers, Girlology delivers age-appropriate information on the issues that matter most – from general wellness, to puberty, reproductive health, nutrition and fitness, and emotional wellness. For more information visit: www.girlology.com. For press inquiries, contact Jonathan@Girlology.com

About Potomac Pediatrics

Potomac Pediatrics is a multispecialty medical practice that strives to revolutionize the patient experience. We understand the challenges that patients are faced with and it is our goal to ensure our patients can access the care they need, when they need it. We are more than just a pediatric office we are a medical home. Providing comprehensive and collaborative evidence-based care is at the core of our values. Through this care model we have elevated the patient experience in a way that is accessible and meaningful to the families in our community. For more information visit: www.PotomacPediatrics.com