



www.NightLightpediatrics.com

NEWS

For Immediate Release

Contacts: Karl Gentles (602) 920-1808
Karl@karlgentlespr.com

Zawadi Bryant (281) 325-1010
Zawadi@NightLightpediatrics.com

NightLight After Hours Pediatrics Fills Unique Market Niche and Celebrates Grand Opening

First Minority & Women-Owned Practice in Houston to Exclusively Providing Pediatric Urgent Care

SUGAR LAND, TX– (April 9, 2007) – Filling a unique market niche by giving children and families an alternative to expensive emergency room care, NightLight After Hours Pediatrics celebrates its Grand Opening on Saturday, April 14, 2007, 10 a.m. to 2 p.m.

The pediatrics clinic is located at 15551 Southwest Freeway in the First Colony Commons shopping center in Sugar Land, TX. Hours of operation are Monday – Friday, 5 p.m. to 11 p.m.; Weekends and Holidays 12 p.m. - 7 p.m. The clinic can be reached at (281) 325-1010.

NightLight is one of the first pediatric practices in the greater Houston metropolitan market to exclusively provide after hours, weekend, and holiday care and is the first minority and women-owned business to provide this service. NightLight provides care for children of all ages, treating most illnesses, minor fractures, and lacerations, as well as camp and sports physicals. The practice grew from the vision of Dr. Anastasia Gentles, M.D., F.A.A.P., a Board Certified Pediatrician who identified the need as a result of her extensive experience and work as an attending physician in emergency rooms and clinics in California and Texas.

“Our goal is to provide an affordable alternative to expensive emergency room care for parents and their children while at the same time ensuring they receive the same quality care they would from their primary care pediatrician,” says Dr. Anastasia Gentles, co-founder and Medical Director, also known as the “Gentle MD”. “Our practice is an extension of the child’s primary care physician, not a replacement. Families now have someplace they can rely on for pediatric urgent care on weekday nights, weekends and holidays.” Dr. Gentles is well-known in the Greater Houston community as an advocate for quality and consistent healthcare for children of all ages.

Urgent care practices provide significant savings in time and money for patients and insurers over the alternative hospital-based emergency departments for acute care. NightLight utilizes high-touch and high-technology practices to exceed their customer’s expectations.

- MORE -

NightLight founders emphasize the pediatrician's role in the delivery of quality consistent healthcare by encouraging those who call and come in to use their pediatrician's triage system to determine their child's need for urgent or emergent care.

NightLight is equipped to treat children for all of the common childhood illnesses as well as many of the ailments usually treated in the local ER, including laceration repair, and splinting of broken bones. Local Pediatrician's have also used NightLight's services for children seen in their office on Friday that need close next day follow-up and/or sequential medication administration. Future directions include in house x-ray capabilities, IV fluid hydration and other NightLight locations around the greater Houston area. With NightLight every one wins! Pediatricians, parents, children, and insurance providers have all benefited from the services provided.

NightLight is co-founded by Dr. Anastasia L. Gentles, Chief Executive Officer and Medical Director, Zawadi Bryant, Chief Operating Officer, and Connie Cazares, Clinical Specialist.

Dr. Gentles received her M.D from the University of California at San Diego and completed her residency at Children's Hospital Oakland. Dr. Gentles began developing the NightLight concept in January of 2005 and along with her partners successfully brought that vision to reality launching the practice in March of 2007.

Prior to forming NightLight, Dr. Gentles was an Assistant Professor of Pediatric Emergency Medicine at Baylor College of Medicine, and a Physician at Texas Children's Pediatric Associates in Houston. Dr. Gentles also served as a Staff Physician at Austin Diagnostic Clinic, and Ambulatory Department Attending Physician at Children's Hospital Oakland. This wide range of pediatric experience helped her identify strengths and weaknesses in the delivery of pediatric care. NightLight was born out of one such identified need.

Zawadi Bryant is the Chief Operating Officer and brings a number of years of business process and marketing experience to NightLight. Bryant received her B.S. and MEng in Operations Research & Industrial Engineering and an MBA in Operations Management from Cornell University. Bryant began her career at Hewlett-Packard as a Supply Chain Manager. While at HP she was designated as one of the Top 30 Black Engineers under 30 by the Black Engineer Magazine.

Connie Cazares is a Certified Medical Assistant with more than 11 years of experience. Cazares graduated from the Texas School of Business and quickly started working in the healthcare field after realizing it was her calling. She fills her daytime hours with college courses as she works towards a career as a physician's assistant.

About NightLight After Hours Pediatrics: Established in March 2007, NightLight's mission is to provide quality, affordable, compassionate service for infants, children and adolescents. NightLight exists to be the first choice provider for pediatric urgent care when the primary pediatrician is not available. More information is available at NightLightpediatrics.com.