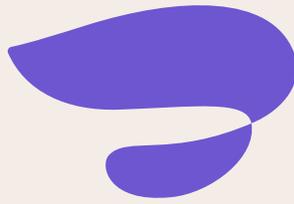


FAMILY VOICES 2025:

Uncovering Possibilities in Pediatric Care





Family Voices 2025: Uncovering Possibilities in Pediatric Care

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A better path forward

Across the country, parents and clinicians are struggling to navigate America's disjointed pediatric care system. For many, it feels like an inevitable extension of the challenges plaguing the entire healthcare ecosystem — a legacy of care not designed to match the pace of modern innovation, technology, and importantly, the health needs of today's children. But the changes we need are not impossible.

I've felt our nation's pediatric care challenges personally. As a parent to a medically complex child, I've lived the endless cycle of appointments, repeating the same history over and over, always fearing I left out a critical detail, and often feeling like I was failing my child. The burden is relentless, and I know I'm not alone. Today, over 15 million children in the U.S. require specialty care. That's one in four families trying to navigate a fragmented, outdated system that often makes the hardest moments even harder.



In 2024, I founded Zarminali Pediatrics with a singular goal: to build a smarter, more coordinated, and truly family-centered pediatric care model at scale. Not only because I believe there can be a better way, but because I believe there must be.

With an incredible team of industry experts who are grounded by their own unique experiences as parents and clinicians, we're not here to make incremental improvements. We're here to reimagine the experience entirely. That means listening deeply — to parents, clinicians, and communities — and designing around what they need. We recently conducted a national survey to hear directly from families across the U.S. about their struggles with and hopes for pediatric care.

What we found was both validating and sobering: communication is broken, care feels disjointed, and trust in the system is wearing thin. But with clarity comes opportunity — to build something better, to close the gaps, and to deliver care that reflects the full complexity and humanity of every child and family it serves.

This is the vision that drives us.

— **Danish Qureshi**
Founder & CEO, Zarminali Pediatrics

EXECUTIVE SUMMARY

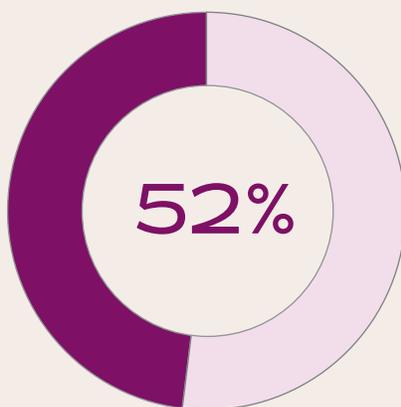
What our survey found

Pediatric care in the United States is under immense pressure — and families feel that strain daily.

A recent JAMA study highlights a troubling reality: the health of American children has significantly worsened. In the last decade, we've seen a sharp rise in chronic conditions, obesity, behavioral issues, developmental delays, depression, and anxiety among children.

At the same time, the care system meant to support them is faltering. Pediatric clinicians are stretched thin, burnt out, and increasingly considering leaving the field altogether. While new solutions and technologies — such as telehealth — can increase convenience and streamline access, systemic gaps in coordination, communication, and consistency of care persist. Technology can help ease the burden experienced by overextended clinicians and the increasing volumes of patients and parents, but only if implemented in ways that work for these groups.

Zarminali Pediatrics surveyed 405 parents (aged 18-50) with private health insurance across the United States to better understand what families are experiencing and what they want from pediatric care. The findings reveal frustrations with today's fragmented model and a clear call for something better: more connection, more clarity, and more coordinated, tech-enabled solutions that reflect the realities of modern family life.



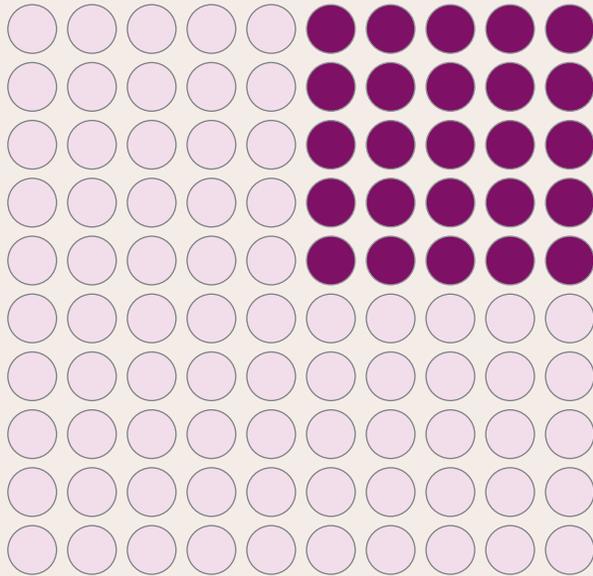
Over half of parents reported delaying or skipping a pediatric visit due to limited practitioner availability, but only **13%** used telehealth as an alternative.



While **81%** of expectant parents say after-hours communication is “very important,”

the need goes far beyond pregnancy. Across every stage of parenthood, an overwhelming **95%** of parents say flexible, responsive ways to contact their pediatric clinician are essential.

 **79%** reported having to repeat their child’s medical history because non-primary care providers didn’t have access to the information they needed.



One in four parents said they frequently or almost always leave appointments feeling unclear about next steps, while another **23%** said this happens occasionally, and **55%** of parents reported that they felt rushed during visits. The survey also showed the more parents feel rushed through appointments, the less clear they feel about next steps.

 Communication preferences vary significantly, with phone (**70%**) and patient portals (**51%**) as top preferences across generations, but Millennial parents favor mobile apps (**46%**), compared to Gen X (**27%**) and Gen Z (**34%**).

70%



of parents reported that their child sees one or more clinicians beyond their primary pediatrician, and use of additional clinicians increases with family size — **79%** among those with five or more children versus about **68%** among smaller families.



89% of parents said having their child’s full health history and visit notes in one system would be helpful, especially when seeing new clinicians, but only **10%** have access to a centralized Electronic Health Record (EHR). Of those with access, **71%** find it very user-friendly and access it frequently.



A strong majority of parents (**84%**) say intentional tech use is important in provider choice, with nearly half (**48%**) considering it to be “very important.”



Demographics & Methodology

The data in this report consists of online survey responses from 405 parents, aged 18-50 with private health insurance, conducted by Zogby Analytics.

Using internal and trusted interactive partner resources, thousands of adults were randomly invited to participate in this survey. Each invitation is password-coded and secure so that each respondent can only complete the survey one time.

We use complex weighting techniques to best represent the demographics of the population being surveyed, using information based on census data, voter registration figures, CIA fact books and exit polls. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 405 is +/- 4.9 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100. Subsets of the data have a larger margin of error than the whole data set. As a rule, we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that subset, we can make trend estimations based on the data, but in these cases, the data is more qualitative than quantitative.

About Zogby Analytics:

Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed strategic decisions.

The firm conducts multi-phased opinion research engagements for banking and financial services institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies and Federal agencies. Zogby's dedication and commitment to excellence and accuracy are reflected in its state-of-the-art opinion research capabilities and objective analysis and consultation.

CHAPTER ONE

Pain Points in Pediatric Care

Despite various initiatives across the country to improve the healthcare experience, respondents were largely underwhelmed by the care their families received. Care is disjointed, but the experience is tolerable. At best, families report that their care experience is passable. At worst, participants struggle to book appointments, are rushed through visits, and frequently leave feeling confused about next steps for their children. The result is a care experience that is fragmented, transactional, and far from family-centered.

CHALLENGES

A pervasive sense of uncertainty

The quest for greater access and convenience

Referral as a community-driven experience

OUR VISION



Modernized communication and improved post-visit support



Coordinated, technology-powered solutions to connect with caregivers — even during off hours



Better experiences create a strong community of existing patient families

A Pervasive Sense of Uncertainty

For many parents, their family’s care experience is defined by a lack of clarity. Nearly half — **48%** — of families report leaving appointments feeling unclear about the next steps for their child. For a notable portion of this group, their uncertainty is a frequent occurrence, with one in four parents (**25%**) saying this happens often or almost always, and another **23%** reporting it happens occasionally.

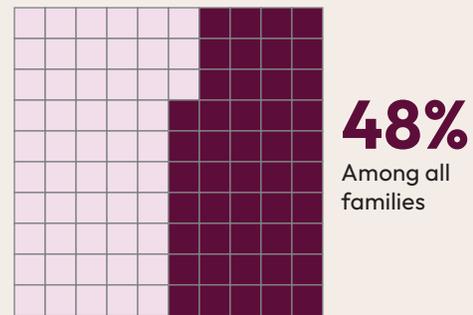
This uncertainty is compounded by the fast pace of appointments, with **56%** of parents saying they always or sometimes feel rushed during visits, including **12%** who describe it as a constant issue. These feelings are especially pronounced among younger generations and larger families. While **49%** of Gen X parents reported feeling rushed, the sentiment was far more common among Millennial and Gen Z parents (**58%**). The issue was most acute for parents with five or more children, **83%** of whom felt hurried. This data underscores a critical need for clinicians to offer more time per visit. But it also suggests that a key part of supporting families — especially those with complex needs — is increasing the availability for follow-up questions and off-hours communication that arise after an appointment.

The findings further highlight a disconnect between clinician and family by showing that **15%** of parents feel more confused or rushed after pediatric appointments than after their own primary care visits. This figure nearly doubles among parents of five or more children (**24%**) and expectant parents (**25%**), suggesting a strong need for pediatric practices to provide clearer post-visit summaries and proactive follow-up for higher-touchpoint families.

Confusion after visit

Those who report leaving an appointment confused about next steps for their child

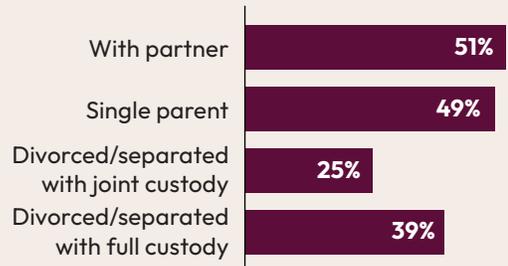
% of those answering “Almost always,” “Frequently,” or “Occasionally”



By income level

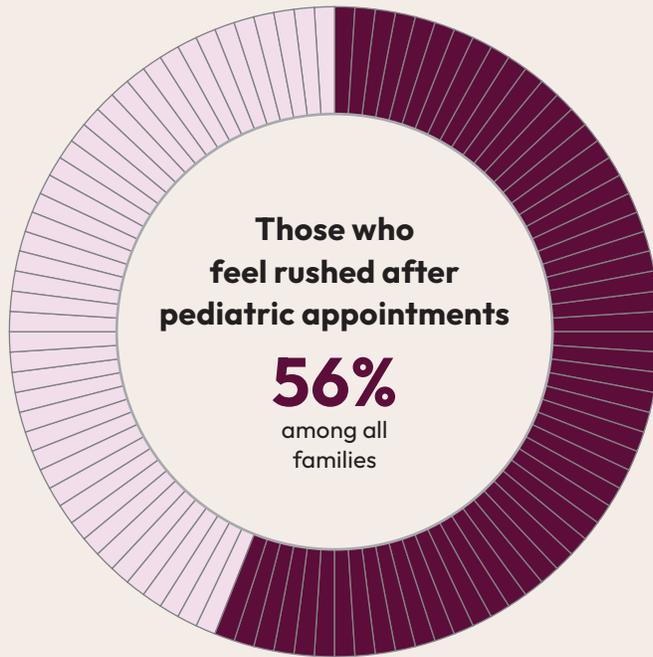


By parenting status

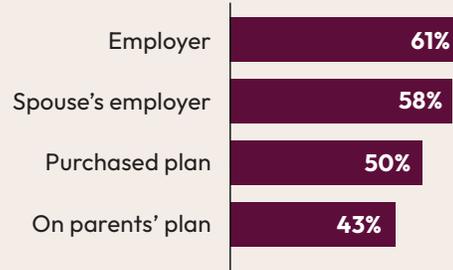




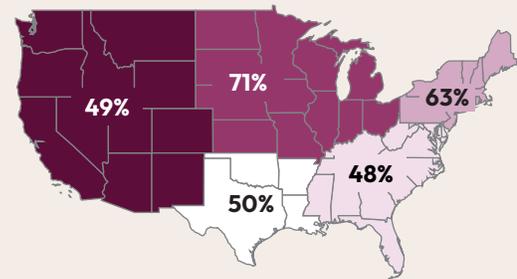
Feeling rushed

 % of those answering “Always” or “Sometimes” feel rushed.

By source of health insurance



By region



How pediatric care compares

Compared with their primary care physician, whether people feel more or less rushed and/or confused about next steps when visiting their child’s pediatrician

	More rushed and/or confused	The same	Less rushed and/or confused	
Among all families	15%	52%	32%	
By source of health insurance	Employer	22%	51%	27%
	Partner’s employer	12%	49%	39%
	Purchased plan	12%	55%	33%
	On parents’ plan		57%	43%
By region	Northeast	16%	52%	33%
	Southeast	15%	54%	31%
	Midwest	23%	52%	26%
	Southwest	11%	52%	38%
	West	12%	52%	36%
By age group	Generation X	13%	57%	30%
	Millennial/Generation Y	18%	51%	32%
	Generation Z	10%	52%	37%

The Quest for Greater Access and Convenience

Alongside strong desire for certainty comes the need for access and convenience. A near-unanimous **95%** of parents emphasized the importance of being able to contact someone from the pediatric office outside of regular business hours, indicating widespread frustration with limited off-hours availability.

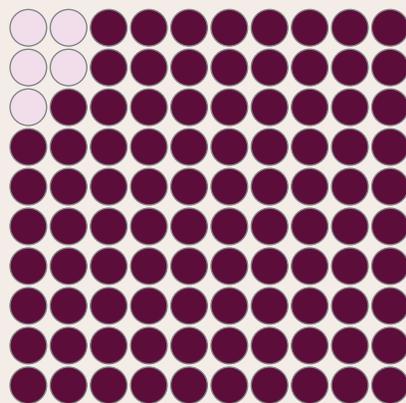
When asked what would make them feel most supported, parents prioritized digital and human

connection, citing "easy-to-use patient portals, mobile app for support, resources, and communication" as well as more accessible assistance during office hours among their top three priorities. More than half of all parents (**54%**) believe there is room for improvement in their pediatricians' current use of technology, reinforcing a clear demand for better digital tools and more responsive, connected care.

Contact after hours

Importance of being able to contact someone from child's pediatric practice (rather than an external call center) outside of standard office hours

% of those answering "Very" and "Somewhat important."



95%
among all
parents

By income level



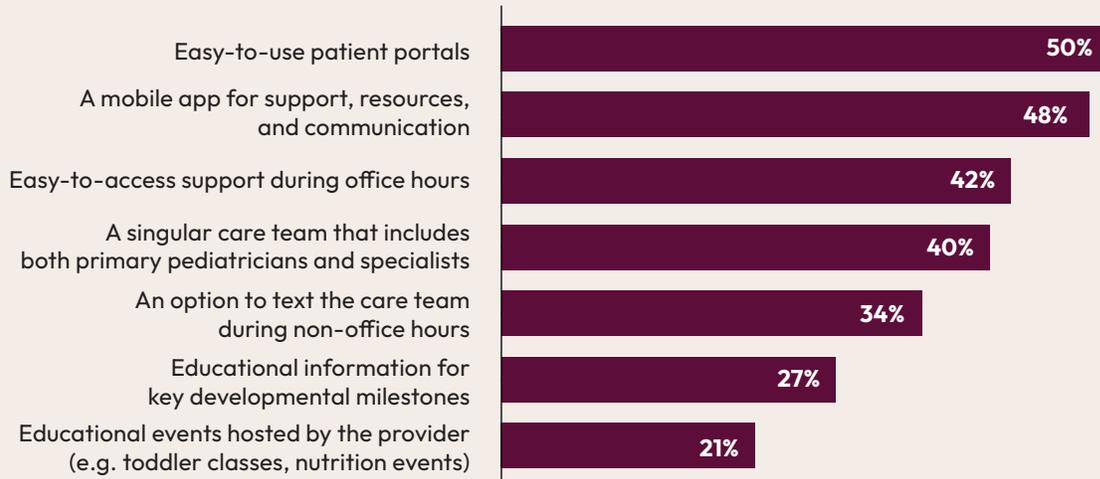
By parenting status





Feeling supported

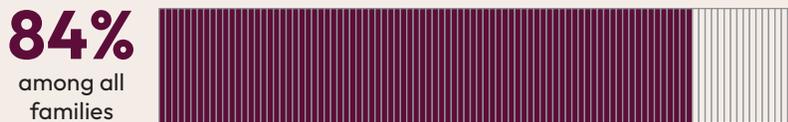
What parents said would make them feel most supported in navigating their child's health Respondents could choose three options.



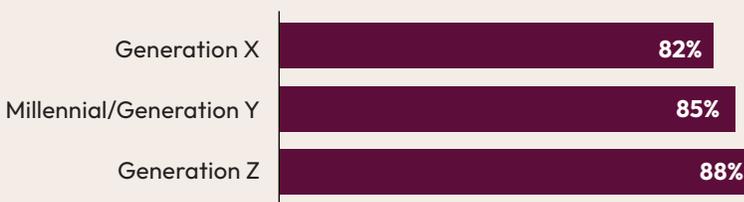
Streamlined care and communication

Importance that a pediatric provider intentionally uses technology to streamline care and communication

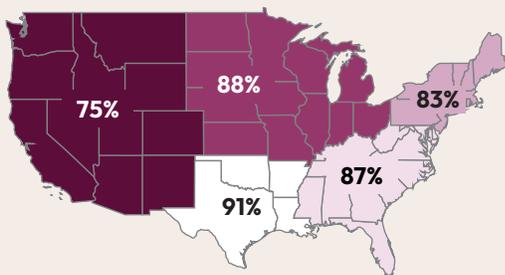
% of those answering "Very" and "Somewhat important."



By age group



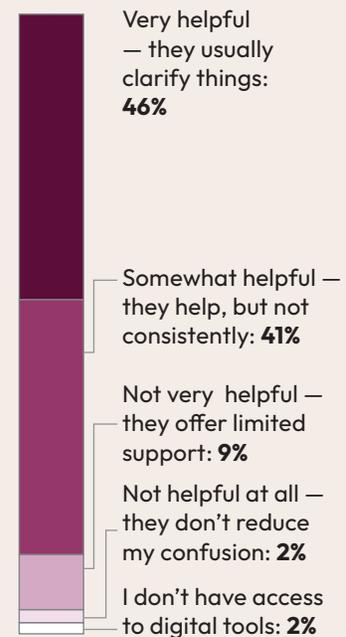
By region



Helpfulness of digital tools

Level of helpfulness of existing digital tools when parents felt unsure of next steps

Among all families



Referral as a Community-Driven Experience

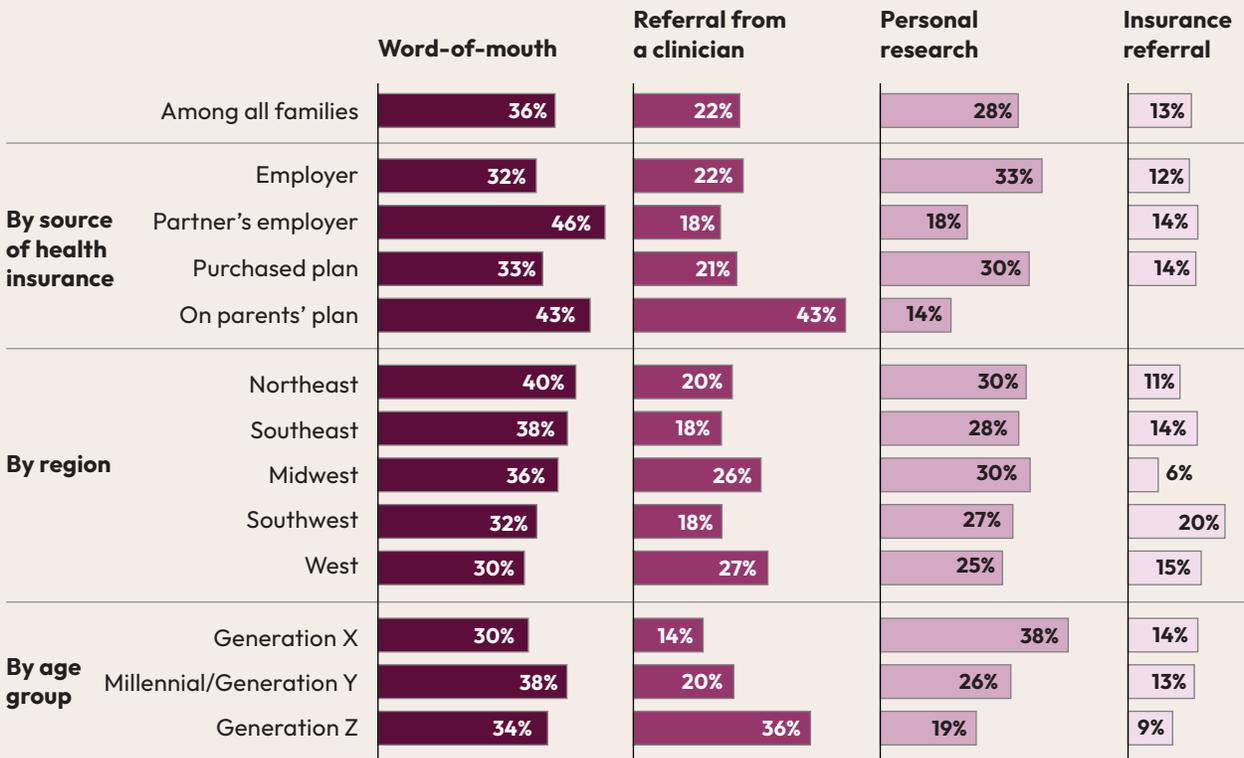
The way parents find a pediatrician also highlights ongoing gaps in trust and accessibility within the formal healthcare system. When asked how they found their current clinician, the most common response was through referrals from friends or family (**36%**), followed by personal research (**28%**).

Referrals from clinicians and insurance directories were notably less common, at **21%** and **13%** respectively. This reliance on personal connections highlights a crucial opportunity for health systems to build trust, access, and community connection. Thoughtful education and engagement efforts, paired with a focus on continuity of care, can help

improve both relationships and formal referral pathways.

Strengthening trust in clinician referrals for expecting parents across their entire pregnancy journey is key too, as is equipping OB/GYNs to more proactively engage in the pediatrician research process with their expecting patients. By engaging with their community to develop a more robust referral experience — one that actively builds a strong community with existing patient families — clinicians can improve confidence from the first interaction and increase their ability to capture new patients.

How people found their child’s pediatrician



CHAPTER TWO

Today's Technology Falls Short

The majority of parents surveyed expressed strong interest in tech-powered tools that improve access, transparency, and clarity. But while the demand is high, the experience often does not meet expectations. Nearly all families lack full access to their child's health records, while many find tech-powered solutions clunky or burdensome. The result is an antiquated status quo, with most parents relying on phone-calling for scheduling or attempting to recall medical information from memory when speaking to specialists.

In-person care also remains a priority. Despite presenting as a helpful alternative, telehealth is infrequently used, with many families skipping a pediatric visit entirely instead of going the telehealth route when faced with scheduling issues.

CHALLENGES

OUR VISION

Technology is Not Meeting Demand



Digital tools, along with timely education and personalized communication strategies

The Limitations of Telehealth



Seamless support between visits, with easy-to-use patient portals and off-hour communication

Disjointed Technology in Action



Technology enhances every interaction, and families are supported at every step

Technology is Not Meeting Demand

The desire for a seamless digital experience is particularly strong when it comes to a child’s health history. A significant 89% of parents expressed that having their child’s complete health history and visit notes in a single, centralized system would be extremely helpful, especially when navigating new clinicians. However, only a small fraction of parents — 10% — currently have access to such a comprehensive Electronic Health Record (EHR). For the select few who do, the results are overwhelmingly positive; 71% of these parents report that their EHR is very user-friendly and that they access it frequently. This stark contrast

highlights the potential of technology when it is well-designed and fully implemented.

Beyond the EHR, parents are utilizing other digital tools but see room for improvement and more connectivity. For example, 45% of parents use apps for scheduling and communication, yet feel the experience could be better. The problem isn't a lack of tools, as only 1.8% of respondents reported having no access to digital resources at all. Instead, it is the quality and integration of these tools that fail to meet parent expectations.

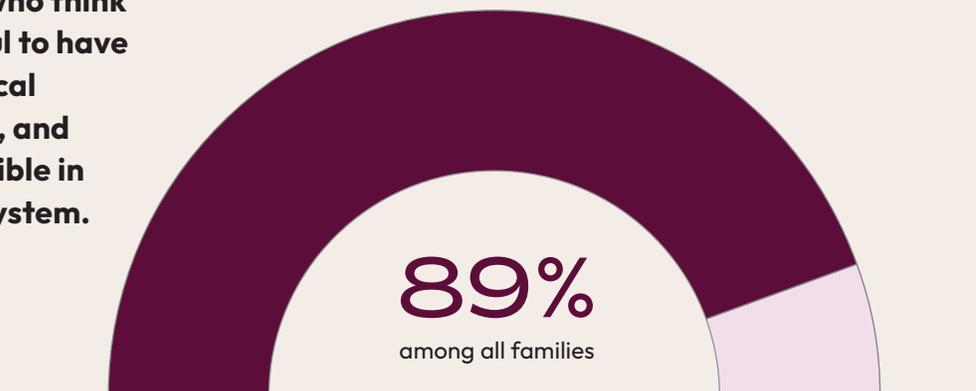
Access to records

A lack of access is paired with a clear demand for it



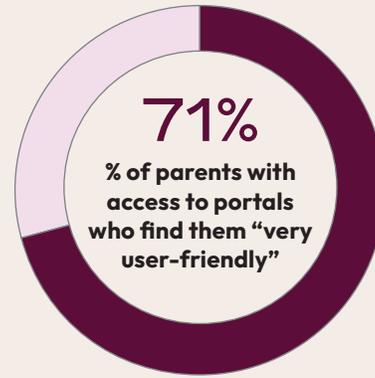
Share of people who think it would be helpful to have their child’s medical history, care plan, and visit notes accessible in one centralized system.

% of those answering “Somewhat” and “Very helpful.”



Portals have high potential

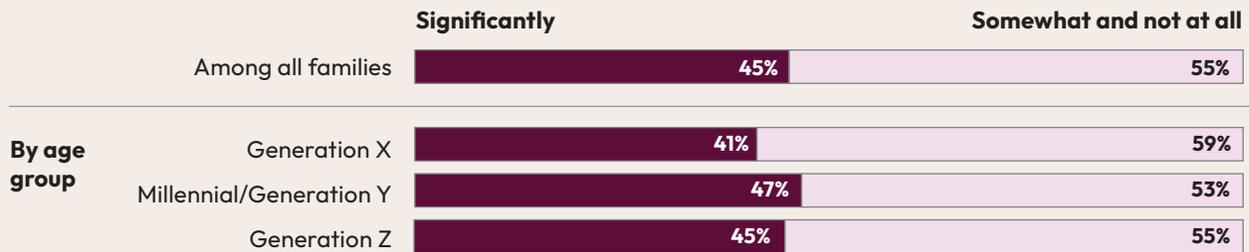
Though a small number of families currently have access to patient portals, those who do find them to be highly effective. 71% of families with access to patient portals find them to be easy to use.



As do mobile apps

Less than half of respondents said their current provider makes significant use of mobile applications to offer support, resources, or facilitate communication for their child's care — highlighting a clear opportunity to better serve the majority of families through digital solutions.

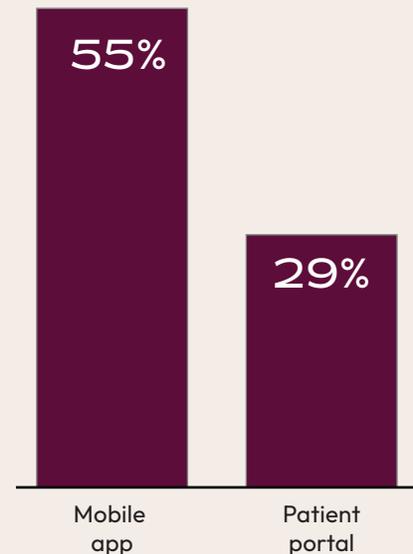
% of those answering their pediatricians use apps "significantly" compared with "Somewhat" and "Not at all."



But today's user friendliness falls short

Nearly a third of respondents said web-based patient portals are only somewhat or not at all user-friendly. The outlook is even worse for mobile apps: more than half of parents found them difficult to use. And all of this comes against the backdrop of already low expectations, especially when compared to the seamless, user-friendly experiences consumers are used to in retail and other industries.

The % of those who said existing technologies are "Somewhat" or "Not at all" user-friendly



The Limitations of Telehealth

Despite being promoted as a convenient alternative, telehealth is often not seen by families as a solution for a key pain point: scheduling. Instead of opting for a telehealth appointment, many families would rather wait or even skip a visit entirely. When faced with limited practitioner availability and scheduling challenges, over half of parents (53%) reported that they would delay or skip a pediatric visit entirely. Only 13% used telehealth as a convenient alternative, signaling that for many, today’s version of virtual care is not seen as a viable replacement for an in-person visit. Ultimately, building options that expand access and prioritize flexibility so parents can reach a practitioner they trust — whether in-person, virtually, or some combination of both — should remain a priority for pediatric care.

Skipping visits

How many parents skip or delay care when appointments aren’t available

53% % of all families responding “Yes, sometimes” and “Yes, frequently.”



By age group



Lack of availability

How parents respond when appointments are unavailable

Among all families.



Disjointed Technology in Action

Though technology is implemented **95%** of the time, almost a quarter of families find it clunky and disjointed, or not even compelling enough to use. **21%** of parents said that the tools they use feel disconnected — a sentiment that is even more pronounced among Millennial and Gen Z parents. This signals a clear usability gap and significant room for improvement.

While technology is widely available and often embraced by parents, current solutions are not living up to their full potential. Without a seamless, cohesive, and truly convenient experience, parents are left to navigate a disjointed system that still relies heavily on outdated, manual processes. With technology increasingly used to deliver effective continuity of care, clunky digital tools can unnecessarily interrupt a patient's health journey.

When technology falls short

For parents who stated technology is not a positive part of the experience.



Use of technology differs by age

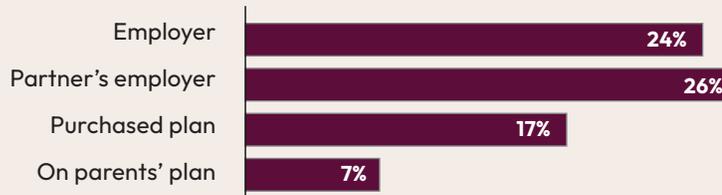
How parents describe their current pediatrician's use of technology to improve the patient and family experience

Younger parents are more likely to find providers' use of technology to be disjointed and clunky.



By source of health insurance

% who answered their experience was clunky and/or disjointed



CHAPTER THREE

Coordinated Care Today Is Clunky, At Best

As American children's health worsens and a majority of parents rely on more clinicians beyond a primary pediatrician, the lack of shared access to information leaves both clinicians and parents struggling to keep up — and ultimately, puts kids at risk of falling through the cracks.

CHALLENGES

More Care is Required

Communication Across Specialties is a Struggle

OUR VISION



A multi-specialty practice group that provides modern, seamlessly coordinated care



Technology that connects the dots, not creates more friction

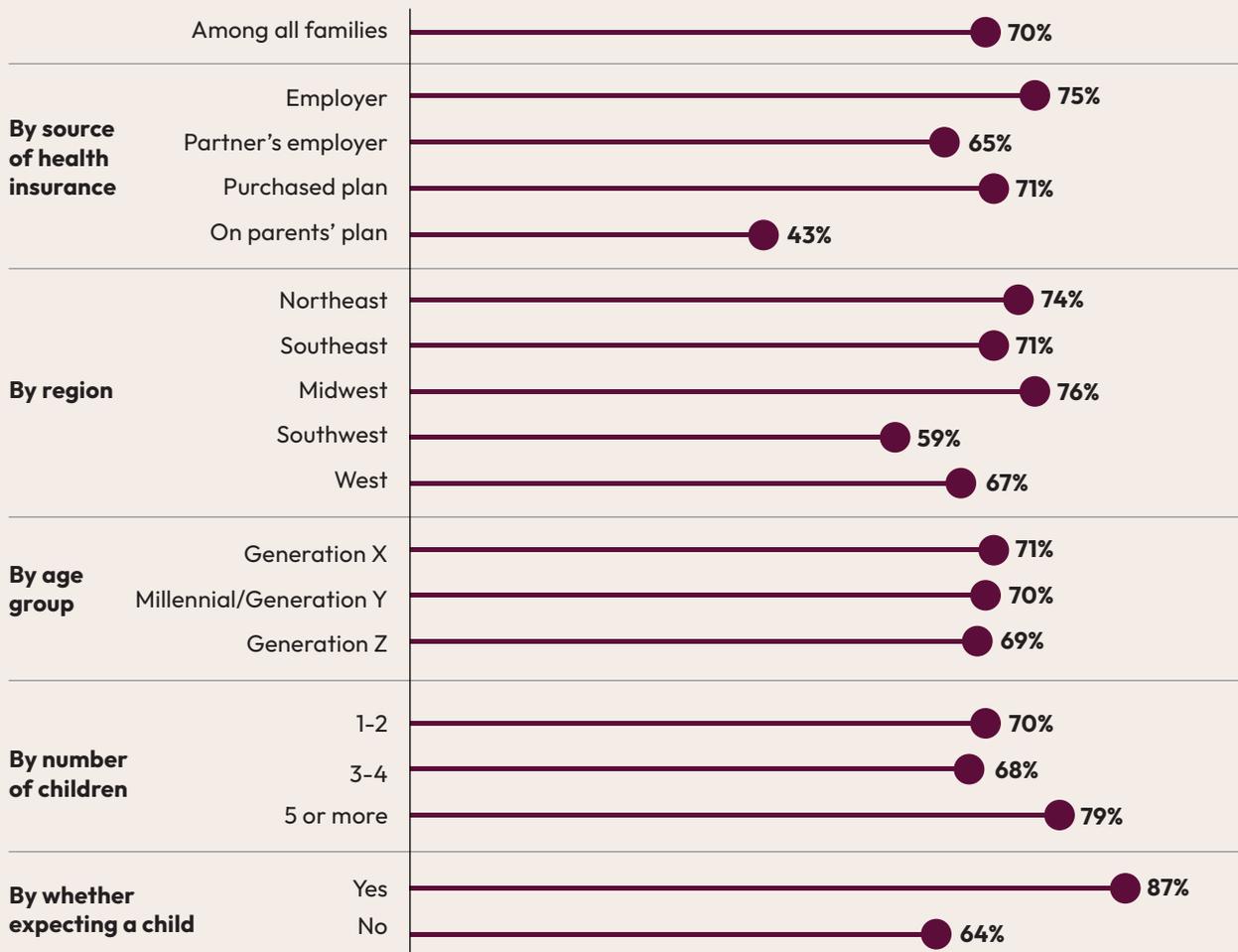
More Care is Required

The survey highlights a growing need for multi-specialty care, with 70% of parents reporting that their child sees at least one clinician beyond their primary pediatrician. This need is amplified by family size, as the use of additional clinicians increases to 79% among those with five or more children, compared to 68-69% for smaller families. As families become more complex, the need for a wider network of care grows, which only further exposes how unprepared today's fragmented systems are to support coordinated, whole-child care.

Seeing a specialist

Whether child currently receives care from one or more specialists or providers

% of those answering "Sometimes" and "Frequently."



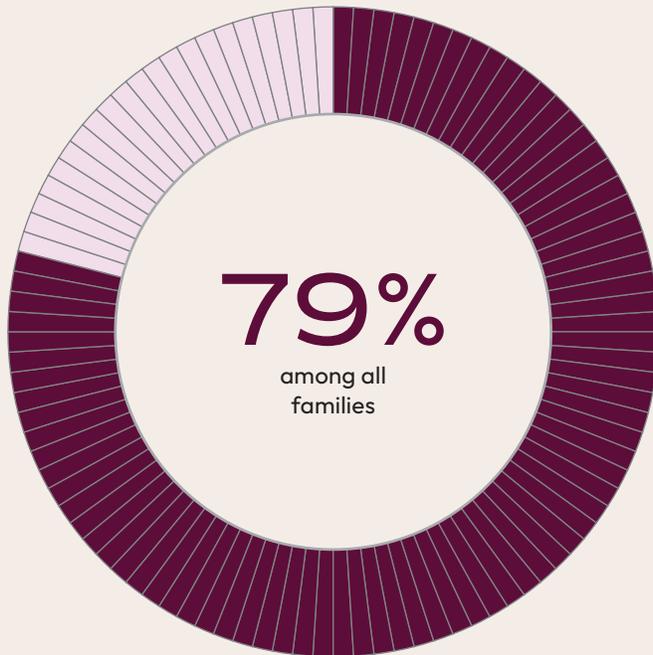
Communication Across Specialties is a Struggle

For parents whose children rely on specialists or non-primary care clinicians, poor communication across their child’s care team is a significant pain point. A staggering 79% of parents in this group reported having to repeatedly relay their child’s medical history due to a lack of shared access to health information. This not only risks key information slipping through the cracks, but also places the burden of care coordination squarely on the parent, forcing them to act as the go-between in an already stressful system.

Repeating medical history

Whether parents had to repeat child’s medical history to specialists or non-primary care providers because they didn’t have access to the information they needed

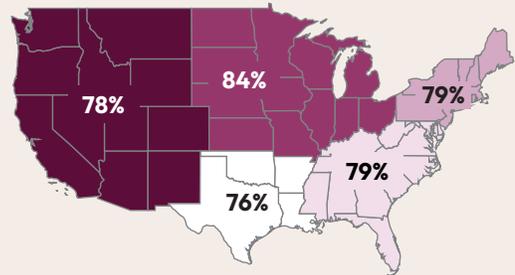
% of those answering “Sometimes” and “Frequently.”



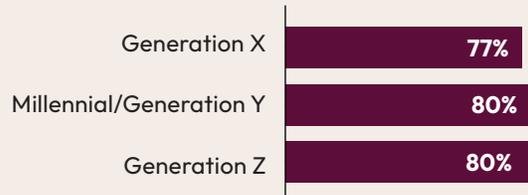
By source of health insurance



By region



By age group



CHAPTER FOUR

The Generational Divide

Gen X, Millennials, and Gen Z parents have varied preferences in how they want care coordinated and communicated — and in how well they feel their needs are being met. In general, younger parents express stronger desires for better technology and more meaningful community touchpoints.

For example, Gen Z parents showed less affinity for traditional patient portals than Millennials — **38%** to **54%** respectively. Instead, this group is significantly more drawn to community-based offerings — such as educational events — with **33%** valuing them more highly, compared to just **18%** of Millennials.

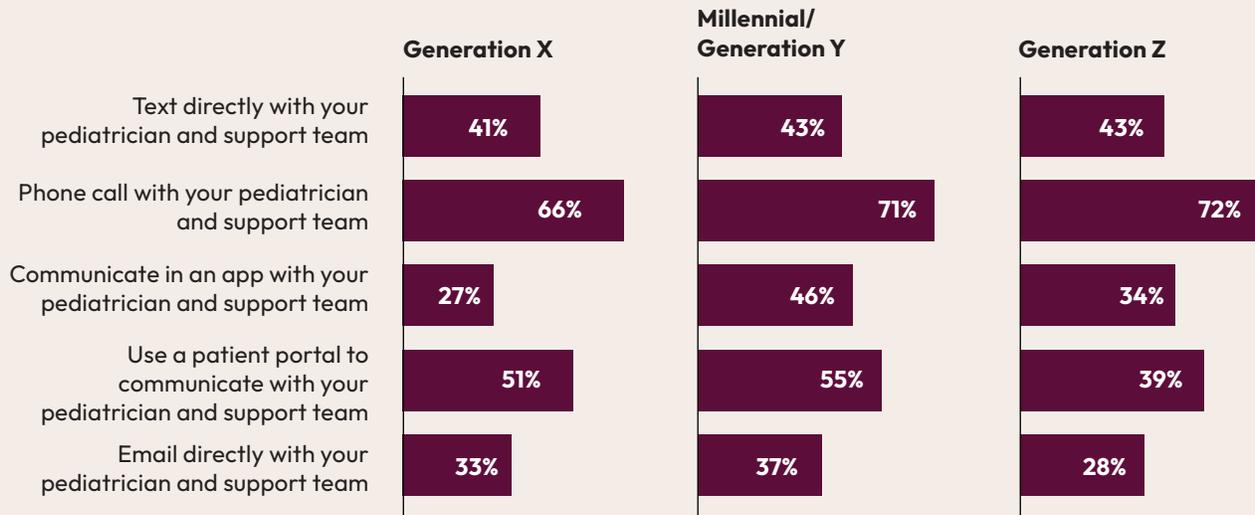
Younger parents' preference for phone calls (versus currently available portals) points to a desire for human touchpoints, which is all the more confirmed by their interest in community offerings. Because this human-to-human interaction is increasingly important for younger, more digitally native parents, practices will need to invest in modern, high-touch methods of communication.

To meet these diverse needs, healthcare systems need to provide a multi-channel communication strategy — instead of a one-size-fits-all approach. In understanding that each family has unique preferences, care providers can better meet parents where they are, providing a range of options for engagement and interaction.

Communication preferences

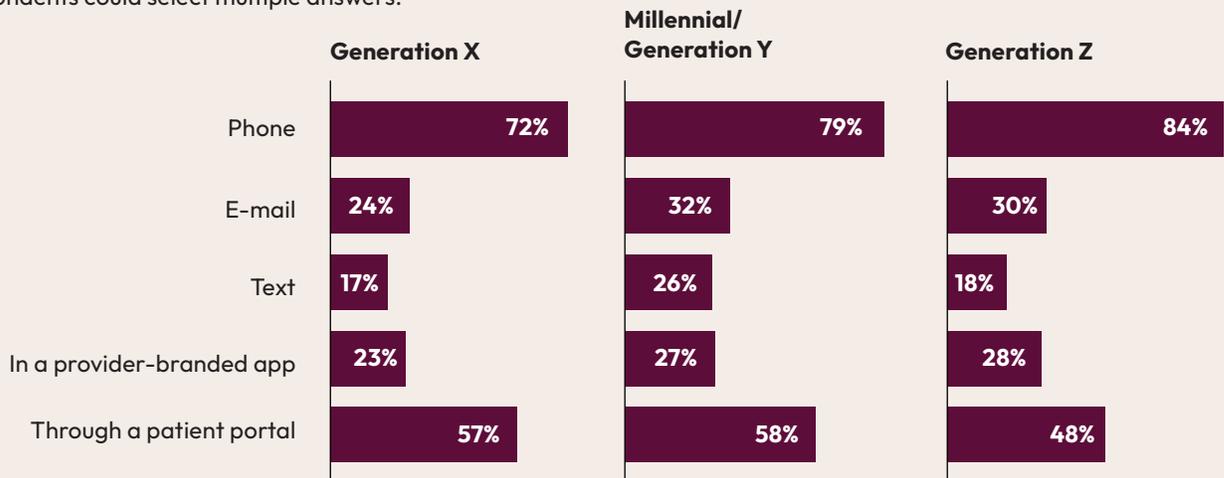
Parents' ideal form of communication with their child's care team

Respondents could select multiple answers.



How people schedule appointments with their pediatrician

Respondents could select multiple answers.



CHAPTER FIVE

Regional Disparities in Care

Regional disparities in pediatric care are striking — and they matter. Parents' expectations and experiences vary widely across the country, showing the potential impact of care deserts in particular regions, such as the Midwest and Southwest.

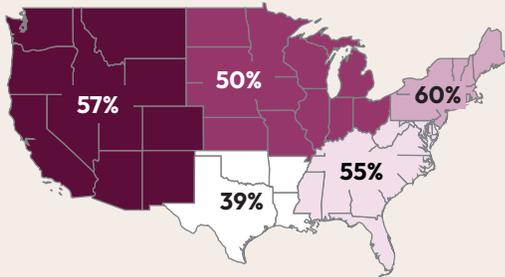
For example, there is a significant regional gap in parents' confidence around whether primary and specialty clinicians are aligned in the care they provide patients. Only **39%** of parents in the Southwest expressed strong confidence in care alignment across their child's care clinicians, a figure that is starkly lower than the **50-60%** reported in other regions such as the Midwest or Southeast. In the Midwest, only **27%** of parents felt their doctors always had enough time, a sentiment well below the national average. Across the board, we see significant regional differences in the pediatric care experience.

These findings reveal a system with significant variations in access, quality, and trust that directly correlate to where a family lives. Addressing national challenges requires tailored approaches, bringing targeted, region-specific solutions that meet families where they are and close the equity gap across the map.

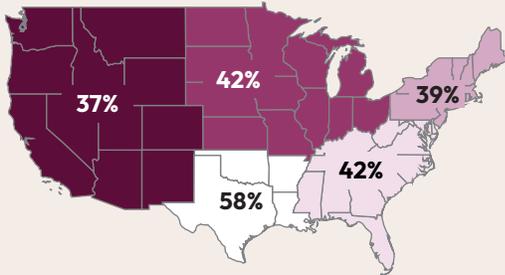
Providers aligned

Level of confidence that child's providers are aligned and informed on their child's needs and care plan

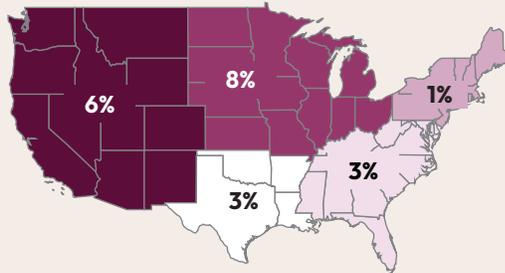
Very confident



Somewhat confident



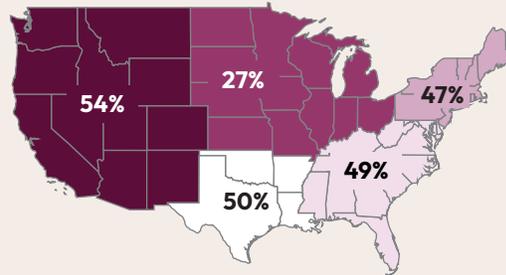
Not confident



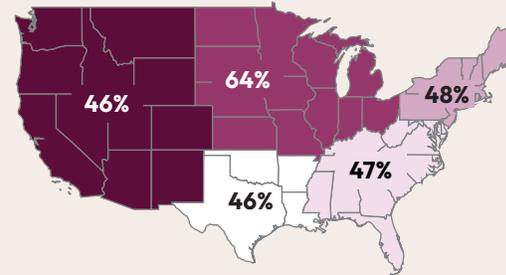
Time during visit

Whether child's pediatrician has enough time built into the visit to listen and address concerns

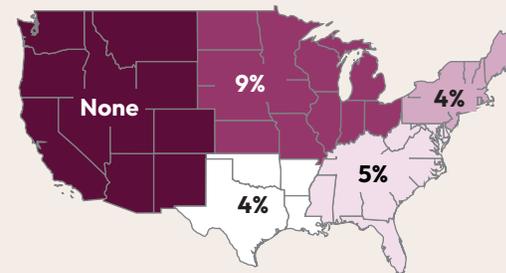
Always enough time



Sometimes enough time



Never enough time





CONCLUSION

Building a Better Pediatric Experience

The findings of this survey reveal that the rise in health issues and the growing need for multiple clinicians for an individual child have magnified long-standing challenges in the pediatric system. These issues have not been fully addressed by the piecemeal solutions implemented to date. While families are open and, in some cases, eager for technological improvements, they have yet to see them fully integrated into a truly seamless, supportive experience.

Digital tools, along with timely education and personalized communication strategies, play a central role in shaping how different parent groups feel supported throughout their child's healthcare journey. To close the existing gaps in care, improvements are needed across several key areas.

The Path Forward



Modernizing Communication and Scheduling

Parents are clear — modernizing communication and scheduling is not a luxury, it's a necessity. The traditional approach to making appointments and connecting with clinicians remains a significant source of friction for families. A vast majority of surveyed parents (85%) want pediatric clinicians to leverage technology to create a seamless experience that allows them to engage on their time, not just during office hours.



Bridging Care Gaps With Coordinated, Technology-Powered Solutions

Better care coordination begins with better information flow. When clinicians can easily access and share relevant patient data, parents no longer have to serve as the go-between. Technology should connect the dots — not create more friction.



Enhancing Post-Visit Support

Too many parents leave appointments feeling confused about next steps. Clinicians must act by offering clearer post-visit summaries and proactive follow-up, which are essential for families managing ongoing or complex conditions.



Improving Portal and Off-Hour Communication

Parents want to feel seamlessly supported between visits, with easy-to-use patient portals and off-hour communication that offer real-time answers when they need them most. Enabling support beyond office hours is essential to meet the needs of today's parents.



We know what needs to be done. The solutions are within our reach — moving from fragmented to connected, reactive to proactive, and outdated to modern. When we rise to meet the challenges of today with durable solutions, we can build a pediatric system that truly supports families now and in the generations to come.