

# floral park medical p.c.



...a care above the rest

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Floral Park Medical and Cross Island Medical are proud to announce our partnership with **Equity Forecast** and to formally endorse their work in healthcare forecasting and operational planning.

Our practice has served the diverse communities of Queens and Long Island for over a decade, providing comprehensive primary care to patients of all ages. As an internal medicine practice, our daily operations involve managing a wide range of unpredictable clinical needs, including chronic disease management, acute illnesses, preventive care, same-day urgent visits, and coordination of care for elderly and medically complex patients.

Primary care practices face unique challenges when it comes to patient flow and resource planning. Seasonal illness surges, weather events, holidays, and community factors can dramatically affect visit volumes. Chronic conditions such as diabetes, hypertension, and heart disease require consistent monitoring, while acute issues demand immediate attention regardless of scheduling constraints. Without accurate forecasting, practices risk long wait times, staff burnout, and reduced access for patients who need timely care.

Our patient population is one of the most culturally and linguistically diverse in New York. Many of our patients speak languages other than English and work hourly or multiple jobs, making missed or rescheduled appointments a significant financial and personal burden. Delays in care can worsen health outcomes and increase anxiety for patients and their families. For these reasons, better forecasting and planning are not simply operational improvements — they are essential to equitable, patient-centered care.

Equity Forecast helps our practice anticipate patient demand so we can plan staffing, appointment availability, and clinical resources more effectively. Their forecasting tools allow us to prepare for fluctuations in visit volumes, seasonal trends, and preventive care needs, enabling us to move from reactive scheduling to proactive planning.

We are working with Equity Forecast on predictive applications including weekly and monthly patient visit volumes, chronic care follow-up patterns, preventive visit scheduling, and anticipated demand during seasonal illness periods. This allows us to

allocate physician time, nursing support, and administrative resources more efficiently while maintaining high standards of care.

All data shared with Equity Forecast is fully anonymized and handled in strict compliance with HIPAA regulations. No patient identifiers or personal health information are shared. Equity Forecast uses this information solely to improve forecasting accuracy, and we retain full control over our data at all times.

What impressed us most about Equity Forecast is their understanding of small and mid-sized practices serving working-class and immigrant communities. Unlike many technology solutions designed for large hospital systems, Equity Forecast recognizes the realities of independent practices that do not have extensive administrative or IT departments. Their approach is practical, thoughtful, and tailored to real-world clinical workflows.

Floral Park Medical and Cross Island Medical strongly endorse Equity Forecast and recommend their services to other primary care and specialty medical practices seeking to improve efficiency, access, and patient care through better forecasting.

We are grateful for this partnership and look forward to the continued improvements Equity Forecast brings to our practice and the communities we serve.

Sincerely,



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Internal Medicine & Primary Care

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