

Allied Physicians Group debuts hybrid pediatric urgent care model on LI

Adina Genn // September 15, 2026

Allied Physicians Group launched a hybrid pediatric urgent care model at two of its Long Island locations, providing specialized care for children on evenings, weekends and holidays.

The physician-led organization, which operates a network of 36 offices, will continue to run standard pediatric practices during the day at its Medford and Franklin Square locations. After hours, those practices transition into pediatric urgent care centers, offering access to care when many pediatric practices are closed.

Urgent care services are available from 4 p.m. to midnight, and weekends from noon to midnight. The centers treat patients from birth to age 26.

Additional locations are planned for Staten Island and Riverhead in the months ahead.

The new model was inspired by Allied Physicians Group members, especially mothers of young children, who shared the challenges they faced in trying to find trusted pediatric care after hours. Their feedback led to Allied Pediatric Urgent Care, stemming from Allied's aim to develop ideas from within the organization in its approaches to pediatric care.

"We're bringing urgent care directly into established Allied general pediatrics offices – places that are already familiar and trusted by families and making that care available when families often need it most: nights and weekends, when their pediatrician's office may be closed," Dr. Shannon O'Malley, director of Urgent Care for Allied Physician's Group, said in a news release about the initiative.

Pediatric urgent care visits are expanding by a steady 6.74% each year, according to a 2026-2031 forecast by Mordor Intelligence.

Many of these centers offer child-friendly environments and other services that are important to families.

"When a child gets sick after dinner, develops a fever at night or gets injured during a weekend game, parents shouldn't have to wonder where to go or settle for an unfamiliar walk-in clinic," O'Malley said. "We want families to know they have a trusted place to turn for timely, pediatric-focused care."

Services are available to all families, including children who



are not existing Allied patients, and include care for common childhood illnesses, respiratory conditions, allergies, asthma, sports injuries, lacerations, abrasions and other minor injuries.

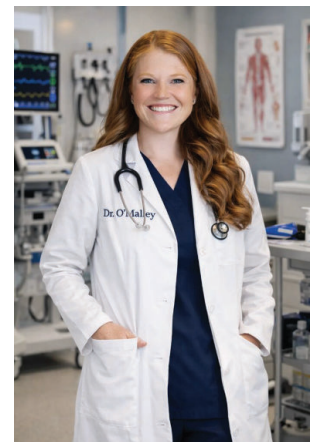
Because the urgent care service is housed within a pediatric office, visits are billed as regular pediatric office visits, allowing families to pay their regular office copay rather than a higher copay they might be charged at an urgent care.

"Families want healthcare that is accessible, affordable and tailored to the unique needs of their children," Dr. Kerry Fierstein, CEO of Allied Physicians Group, said in the news release.

"This innovative care model combines convenient extended hours with the continuity, expertise and trusted relationships that come from a physician-led pediatric organization," she said.

Allied's pediatric urgent care offers an alternative to the more costly and time-consuming hospital emergency-department visits for many illnesses and minor injuries that can be appropriately treated in an outpatient setting. When follow-up or specialty care is needed, families can access Allied's broader network of pediatric healthcare providers.

The Franklin Square office is at 380 Dogwood Avenue, while the Medford office is at 2799 Route 112, suite 11.



Dr. Shannon O'Malley

