



See
pages
40-48



**SALUTE TO
PHYSICIANS**

See pages 10 - 30

PRSRT STD
U.S. Postage
PAID
West Palm Beach, FL
Permit #4595

Hospital NewsTM and HEALTHCARE REPORT

Volume 18 • Issue 9 • \$5.00

March 2022

THE REGION'S MONTHLY NEWSPAPER FOR HEALTHCARE PROFESSIONALS & PHYSICIANS

OUR 18TH YEAR SERVING THE HEALTHCARE COMMUNITY!

COVID RECOVERY



Alex Binelo

South Florida's Healthcare Industry Recovery Is on the Mend Despite New Variants – Here's How

BY ALEX BINELO

Our hospital systems and healthcare workers have been put to the ultimate test over the past two years. With over five million confirmed cases in Florida and new variants spreading rapidly, COVID-19 continues to impact every player in the local healthcare industry.

During the first couple of months of the pandemic, we saw some medical practices struggle due to a decreased demand for services that patients didn't consider "essential." Then, numerous hospitals lost revenue after experiencing a significant reduction in elective surgeries, as well as diminished bed capacity and staffing constraints. The increasing costs of insurance and Medicaid contracts also compounded these financial matters for several providers.

As new variants emerge, healthcare organizations are better positioned to face these challenges because they have adapted their business models and determined

Continued on page 38

NATIONAL DOCTOR'S DAY

Salute to Physicians: A Cautionary Tale for Organizations

BY CLAUDIA MASON, MD

Palm Beach County Medical Society recognizes a physician's worth.

We understand the business case to maintain a physically, emotionally and morally healthy physician population in South Florida. It has been well documented by the AMA the level of burnout, moral distress, and physical tolls taken on physicians that ever-increasing work demands without adequate support create. The New York Times' opinion piece authored by Dr. Danielle Ofri was titled "The Business of Health Care Depends on Exploiting Doctors and Nurses." She goes on to state that the integrity of healthcare workers to put their patients first seems to administrators, like everything is going well as the work gets done. The cost is burnout, turnover, and increased suicide for the physician. It means lost revenue, recruitment costs, and costs to ramp up of a new practice of approximately \$1M per provider for the organization. If the loss is one of a specialized proceduralist the cost may be much higher. Hidden costs are those of loss of organizational prestige, reputation, and patient base. The Mayo Clinic estimates that for every point lower on a five-point physician satisfaction scale the provider is 30-50% more likely to leave.

We blame the EMR. We blame administrative tasks that are better done by support staff that have been pushed to physicians. The EMR is a fine tool for collecting data, and physicians and clinical staff have turned into data entry clerks. Documentation "must haves" rule for collection of quality data metrics that drive compensation. Adding extra support staff to do these tasks comes with the penalty of increases in productivity quotas.

We blame loss of autonomy. Many physicians follow a model as an employed physi-

Continued on page 30



Dr. Claudia Mason

PHYSICIAN LIABILITY



Bill Gompers

Medical Directorships Come with Responsibilities, Risks

BY VANESSA ORR

While it may seem that becoming the medical director of a facility is an easy way for a physician to earn extra income, the position comes with myriad responsibilities, including ones of which doctors may not be aware.

"A lot of physicians think that becoming a medical director won't require a lot of time and will require very little effort," said Bill Gompers, CFE, Producer, Risk Strategies Company, Danna-Gracey. "How wrong they are if it is done right."

Depending on the specific arrangement, the duties of a medical director can be extensive. "Before accepting the position, it is critical that doctors understand the legal, regulatory and professional liability issues involved in the particular medical directorship that they are contemplating," said Gompers.

In some places, medical directors are required to provide patient care, while in others they are not. Duties may include credentialing; ensuring that the practice is in regulatory compliance; developing and implementing protocols, policies and procedures; vetting standards and supervising any ancillary personnel; performing chart and peer reviews; performing the

Continued on page 36

PRACTICE MANAGEMENT

Top Five Access Challenges and Solutions in Response to COVID

BY JAMES MOFFETT

Who could have imagined in March of 2020, when COVID hit, that it would have longstanding implications on how the needs of COVID and non-COVID patients are met?

There were several challenges created by COVID with the increased volumes of patients seeking access to care for both COVID and non-COVID-related needs. Call volumes are higher than ever, resulting in long wait times and difficulty returning calls in a timely fashion. Patient appointment wait times for new and follow-up visits are unreasonably long as physicians, and care teams struggle with the added demand of COVID patients, the loss of staff availability due to COVID compounded by record rates of turnover across the entire health care landscape.

COVID has changed the nature of the patient encounter, limiting visitors, increasing safety measures and disciplined use of personal protection equipment (i.e., masks, face shields, gowns) for both the care team member and the patient, increasing the time



James Moffett

Continued on page 36

We're delighted to welcome
Doured Daghistani, M.D.

Board-certified Pediatric Oncologist/Hematologist



In addition to his clinical practice and research portfolio, Dr. Daghistani is Medical Director of Pediatric Oncology at Miami Cancer Institute. Dr. Daghistani will collaborate with KIDZ Medical practices in Miami, Boca Raton, West Palm Beach, Port St. Lucie and Naples.



Publisher's Note

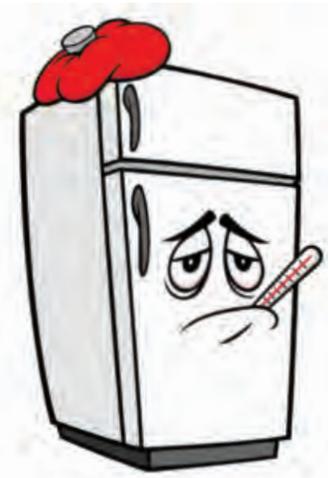
All's Well That Ends Well ... I Think

After 8 frustrating months of defrosting our Samsung refrigerator's ice maker and cheese tray with a hair dryer every 48 hours, we finally bit the bullet and bought a bright and shiny new high-tech LG. (After blowing up four hair dryers, even Carol couldn't argue anymore.)

Our Best Buy purchase and delivery went smoothly, and the refrigerator was working well, that is until I tried to connect to its Smart Wi-Fi enabled system. Luckily Carol wasn't home during my initial frustration trying to register our refrigerator with the wi-fi "gods," since she'd immediately been suspicious about entering Best Buy to begin with when all she really wanted was a fridge dependable enough to make ice. (In her words, were Eskimos now buying igloos at Best Buy?)

But after some collaboration with my besties, the Best Buy geeks, my connectivity problem finally had to be upgraded to a LG Priority Service Ambassador. Of course, I was immediately put on hold, shifted from department to department but I was determined to hang on and get my Wi-Fi connected since I knew that the Eskimo reference would come back to haunt me. So, while I simmered listening to the LG hold message, Carol arrived home just in time for the LG robot to announce loud and clear on speaker, "We will be happy to assist you with your service problems, you are the 4,624th call in line. We have scheduled a return call on September 14th at 2:30 p.m. (Today's date was February 11.) As I was summarily disconnected, Carol's only comment was that I should make sure to mark that date on my calendar.

In all fairness to both Best Buy and LG, the next day I re-initiated the Smart Wi-Fi registration, and all was connected, our dual ice makers are churning out cubes, and Carol's hair dryer no longer has to do double duty. (I'll let you know if I get a call back on September 14th.)



Charles Felix



You can reach Charles Felix at
Charles@southfloridahospitalnews.com

**FREE
MED MAL
EXPERT REVIEW**



HOW HARD WILL YOUR MED MAL CARRIER FIGHT FOR YOU?

It's no longer just a matter of signs hinting at a hardening market. Indisputable evidence is now at the forefront. Malpractice rates are going up across the board. Weaker malpractice carriers are being placed into receivership or sold. Juries in Florida are making shockingly high awards. And this is only the beginning.

ISN'T IT TIME YOUR MED MAL POLICY GOT A CHECKUP?

Risk Strategies will perform a no-obligation comprehensive review of your current malpractice coverage. Few doctors and administrators have an in-depth knowledge of their coverage or insurer and may not be asking all the right questions. For instance, do you know the following about your coverage?

- Your insurer's record on fighting cases vs. just settling
- The financial strength of your insurer
- How experienced is the claims-defense team in Florida courtrooms?
- Do you have the right to consent to any settlement or will they settle against your will?

These are just a few of the questions you should be asking in this volatile market. It's not too late for a no-obligation medical malpractice insurance review, just contact Risk Strategies at **800.966.2120** or matt@dannagracey.com.



Med Mal • Workers' Comp • Cyber • EPLI • Medical Directorship • D&O

What's Next?

www.bdo.com/healthcare

Alfredo Cepero
305-420-8006 / acepero@bdo.com

Angelo Pirozzi
646-520-2870 / apirozzi@bdo.com

Accountants and Advisors

@BDOHealth

© 2021 BDO USA, LLP. All rights reserved.





Florida Atlantic University's Executive Master of Healthcare Administration (EMHA) program prepares students to master the current landscape and key trends of the healthcare industry.



YOU CAN CHANGE THE HEALTHCARE LANDSCAPE

MAXIMIZE FLEXIBILITY
LEARN FULLY ONLINE, ON-CAMPUS
OR ELECT A HYBRID SCHEDULE

**REGISTER FOR EMHA VIRTUAL OPEN HOUSE
THURSDAY, MARCH 24 AT 6:30 PM**



FAU.EDU/EMHA
561.297.6000

Golisano Children's Hospital Receives Asthma-Friendly Hospital Award from The Florida Asthma Coalition

The Florida Asthma Coalition is honoring Golisano Children's Hospital of Southwest Florida for being recognized as an Asthma-Friendly Hospital. The award represents Golisano Children's Hospital's efforts to create a safe and healthy environment for their patients with asthma.

The Asthma-Friendly Hospital designation is a recognition designed to improve asthma management at hospitals by reducing health risks for asthma patients, prevent and minimize asthma-related ER visits and hospitalizations, and reduce readmissions for acute severe asthma exacerbations.

To earn this recognition, team members at Golisano Children's Hospital successfully completed multiple criteria that focused on professional development for nurses, physicians and respiratory therapists on asthma management and the creation of an asthma action plan. They also updated educational folders that they give to patients and families who are admitted for asthma to make them more robust. The Golisano Children's Hospital team also added new, kid-oriented videos to the learner iPads in the hospital.

Next Gen CCM, the Quadruple Aim, and Patient Centricity

Your Doctor In Touch (YDIT) leverages patient centricity to help advance the Quadruple Aim (QA) in its Next Gen Chronic Care Management (CCM) program. This CCM program generates high patient satisfaction, increases patient engagement and retention in CCM, ensures maximum MIPS scores, and therefore, greater revenue for participating medical practices. Along with the large increase in Medicare CCM reimbursement for 2022, participation in this innovative program is a must for primary care practices.

The Quadruple Aim

The Quadruple Aim framework— enhanced patient experience of care, better health of populations, reduced health care costs and increased physician satisfaction – guides continuous improvement in health care. The four pillars are integrated to function in concert, so implementation of all four pillars is required for optimal effectiveness. YDIT has strategically embedded the QA to guide Next Gen CCM delivery.

Patient Centricity

Patient centricity is front and center in Next Gen CCM. From the beginning, Medicare CCM has required shared decision-making between practitioners and patients. When patients believe health care professionals genuinely listen and act on what matters to them, they are more likely to be engaged in their care. Therefore, YDIT has built a patient-centered culture by recruiting compassionate care managers who listen closely to patient priorities and provide them the most appropriate supportive CCM services.



BY RICHARD GROSSO, CEO, AND SCOTT RICE, MD, PHD, MBA, MS

Patient-Centricity/QA Combination

Patient centricity is pivotal to advancing the QA in Next Gen CCM, and together these two value-added components of Next Gen CCM work together as follows:

1) Patient experience of care is enhanced by focusing on what matters most to the patient. Patient satisfaction increases when they become engaged in their care.

2) Better outcomes for the Medicare patient population having multiple chronic conditions result from adherence to QA guidance and patient shared decision-making.

3) Reduced Medicare costs result from increased patient wellness.

4) Physician satisfaction increases and burnout decreases by having healthier patients, meeting MIPS requirements, and generating significant new revenue.

Summary

The Next Gen CCM innovation of pairing patient centricity with the QA creates synergy that increases patient satisfaction, improves patient outcomes, improves MIPS scores and promotes patient wellness. Your Doctor In Touch promotes health and disease prevention through health caring.

To find out how you can set your practice up for success with MIPS and Next Gen CCM, contact Richard Grosso at richard.g@ynit.us. Dr. Scott Rice is CMO at Your Doctor In Touch.



The pandemic has demonstrated that the world needs more practitioners who are competent in public health, epidemiology and research.

Barry is rising to meet this moment.

Introducing the Master's Degree in Public Health with specialization in Epidemiology

NOW ENROLLING FOR FALL 2022

Barry University
barry.edu/epidemiology

Let's Connect: ACHE of South Florida Spotlight



ACHE of South Florida Member Spotlight: Jorge Paoli-Bruno, MD, MBA, FACHE, CPE, FAAFP

BY VANESSA ORR

In February 2022, Jorge Paoli-Bruno, M.D., MBA, FACHE, CPE, FAAFP, became the medical director at Anthem, Inc. Healthsun Plans, one of the largest health benefits companies in the United States. His background as a family physician, a health systems administrator and financial expert helped prepare him for his new journey, as did his relationship with the American College of Healthcare Executives (ACHE).

"I spent the last seven years working for Jackson Health System in the Corrections Health Services section, running services to the Miami-Dade Corrections and Rehabilitation Department, one of the largest correctional systems in the United States," said Dr. Paoli-Bruno, who served as both the medical director and interim chief medical officer for the organization. "In addition, I continued visiting clinics and supervising mid-level providers at health care clinics and comprehensive outpatient rehabilitation facilities on the outside.

"I am very excited that I will be able to utilize these skills as the medical director at Anthem, which is a Top 500 company nationwide. Through its affiliated companies, Anthem serves more than 118 million people, including more than 45 million within its family of health plans," he added.

Dr. Paoli-Bruno first became interested in the healthcare field while exploring a biomedical engineering major at Marquette University. Changing gears, he enrolled at the University of Puerto Rico to pursue a major in biology and decided to continue on to medical school.

"I went into family medicine because I wanted to understand the broad spectrum



Dr. Jorge Paoli-Bruno

of a human being; I didn't want to specialize in just one area," the board-certified doctor explained.

Because he was also intrigued by numbers, Dr. Paoli-Bruno decided to pursue an MBA with a concentration in finance, which led to an interest in healthcare management. "I was still having face-to-face contact with patients while getting the management point of view,"

he said, noting that this mix of interests also led to his earning a Certified Physician Executive (CPE) credential along with an American Academy of Family Physicians' Fellowship.

Dr. Paoli-Bruno's most recent accomplishment came this past February, when he became a Fellow of the American College of Healthcare Executives.

"Being a Fellow signifies not only 'tenure' but additional work in the community, within organized medicine, within teaching, and a greater commitment to continuing professional development and/or research," he explained. "Achieving the Fellow of the American College of Healthcare Executives is a prestigious distinction that shows that I am a leader among leaders in healthcare administration, and demonstrates my competency in all areas of healthcare management, and my lifelong commitment to change and improvement."

The doctor, who joined ACHE in 2008, said that he appreciates the networking and mentoring opportunities that were provided by the organization, and is very proud of this latest achievement.

"Earning a fellowship shows evidence that you are moving forward; that you have the desire to keep doing better all of the time," he said. "It also shows that you have knowledge that is important in any healthcare facility or system."

Kindred Hospital South Florida

Specializing in Medically Complex Patients

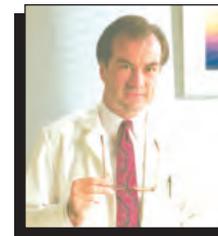


Kindred Hospitals are owned by Kindred Healthcare, Inc., a national network of Long Term Acute Care Hospitals (LTACH's).

Kindred Hospitals provide specialized, high quality care for acutely ill patients. For more than a decade, we have fine-tuned the art of medically complex care.

Our services range from complex catastrophic illnesses that require intensive care, post-surgical medical rehabilitation to patients suffering from chronic diseases requiring respiratory and rehabilitative therapies. Kindred Hospitals provide outcome-oriented cost effective care for patients with a wide spectrum of medical conditions.

Admissions to Kindred Hospitals may be recommended by physicians, acute-care hospitals, rehabilitation hospitals, managed care providers, case management companies or by the patient's family. In all cases family tours are encouraged.



**Kindred Hospital
Fort Lauderdale**
1516 East Las Olas Blvd.
Ft. Lauderdale FL 33301
954-764-8900, ext. 5136
www.khfortlauderdale.com

**Kindred Hospital
Hollywood**
1859 Van Buren St.
Hollywood, FL 33020
954-920-9000
www.khshollywood.com

**Kindred Hospital
Coral Gables**
5190 Southwest Eighth St.
Coral Gables, FL 33134
305-448-1585
www.khcoralgables.com

**Kindred Hospital
The Palm Beaches**
5555 West Blue Heron Blvd
Riviera Beach, FL 33418
561-904-8451
www.khthepalmbeaches.com

In appreciation to



Enrique Escalón, M.D.
Pediatric Hematologist/Oncologist

For 51 years of service to the children of our community and beyond, thank you.

Enjoy your well-earned retirement!



Medical

5955 Ponce de Leon Blvd., Coral Gables, FL 33146

**South
UNIVERSITY**
West Palm Beach, Florida

BELONG. BELIEVE. BECOME.

BEGIN YOUR SUCCESS STORY

DEGREES IN BUSINESS, NURSING, HEALTHCARE,
AND COUNSELING

SOUTHUNIVERSITY.EDU
866.242.1840



South
UNIVERSITY Programs, credential levels, technology, and scheduling options vary by school and are subject to change. Not all programs are available to residents of all U.S. states.
South University, West Palm Beach, University Centre, 9801 Belvedere Rd., Royal Palm Beach, FL 33411. © 2021 South University. All rights reserved.

A Law Firm with a History of Winning

Ged Lawyers, LLP has successfully recovered over \$100M representing hospitals and other medical facilities in PIP collections. Our proprietary software analyzes and identifies claims inaccurately paid by insurance companies and generates demand letters, which insurance companies typically pay. In the event the insurance company doesn't, we then file suit. Ged Lawyers' mission is to GET EVERY DOLLAR owed.

FLORIDA OFFICE LOCATIONS

Boca Raton • Melbourne • Panama City • Sarasota

Ged Lawyers, LLP is a Multi-Purpose, Multi-Cultural, Multi-Lingual Law Firm.

Ged Lawyers, LLP, is proud to represent a diverse clientele, with multilingual services available in a dozen languages, including Spanish, Arabic, Greek, Creole, Portuguese, Russian and

Ged Lawyers, LLP, also specializes in:

- Disaster Recovery
- Estate Planning
- Wills & Trusts
- Product Liability
- Asset Protection
- Real Estate
- Governmental Affairs

Ged Lawyers, LLC, has the manpower, dedication and compassion needed to represent our clients throughout the complexities of the legal system.
Let us help you!

Toll Free: 844-4GEDLAW (844-443-3529)
Local: (561) 995-1966

www.gedlawyers.com

Headquarters:
7171 North Federal Highway
Boca Raton, Florida 33487

Sooner Is Better: Hospice Care for Patients With Advanced Illness

While hospice is considered a medical intervention, it is, more precisely, a fully funded federal benefit intended for patients with advanced illness. As part of an entitlement program that patients pay into, it is a benefit they can use—and tap into sooner.

If patients do, they receive the holistic care that a physician alone cannot provide. With hospice, an interdisciplinary team works together to deliver coordinated care. A social worker helps patients with their social needs while a chaplain assists with spiritual care. Nurses and physicians address the patient's ongoing pain relief, yet the entire approach is team-based and comprehensive.

The origins of hospice as a community-based service began in the 1960s, when Dr. Cicely Saunders founded St. Christopher's Hospice in London. The facility paired expert symptom relief with physical, social, spiritual, and psychological care to meet the needs of patients and their families.

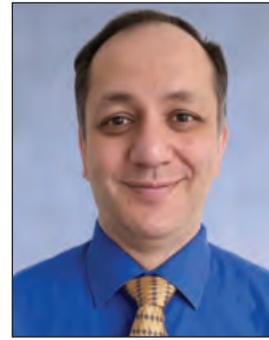
This model evolved in the U.S., and the federal benefit under Medicare Part A became permanent in 1985.¹ Payroll taxes dually paid by employees and employers help fund this, and individuals eligible at 65 for Medicare Part A are entitled to access this benefit. Hospice is also covered by most insurance and Medicaid.

Yet so many are not aware of it. Over 48% of Medicare decedents do not access their hospice benefit.² As a physician, it is my civic duty to inform patients of the enhanced care they can receive. Patients and their families are often surprised—they tell me that hospice services seem too good to be true.

Currently, more than one-third of patients live less than seven days in hospice. Because of this shortened time frame, these patients miss months of care and support which would have enhanced their quality of life.

Hospice is for the living not just for the dying. It enables advanced illness patients to be comfortable wherever they are—at home, in assisted living, a nursing home, or a hospital setting. Hospice also supplies durable medical equipment, such as wheelchairs and commodes, which other medical plans may not cover, making it a financial benefit as well.

Physicians use a six-month projected life span to determine hospice eligibility. Yet, if a patient is still in the end-stage of disease at six months, they can renew hospice care at two-month intervals. The team will monitor the patient daily. If the patient



BY ANDY ARWARI, MD

has stabilized, the hospice may discharge them. More likely, the patient will re-certify as they continue to decline.

Ultimately, a patient decides if they want to use the hospice benefit. Their physician can help them determine eligibility. As a physician myself, I want to understand ways to support a patient. If I have a struggling patient and medical treatments are no longer working, I want to provide my patient with the quality of life

they desire.

For example, a cardiologist referred an advanced heart disease patient to hospice care. She spent several months receiving coordinated care. During this time, her family learned more about the disease process while a team of experts supported this patient. Her family thanked the team for their level of care. Many later ask: How come I didn't know about this before?

It is our duty to inform patients and families so that hospice becomes an integrated part of healthcare. When patients near the end of life, the physician becomes less significant than a chaplain or social worker. I have never had a family member express any regrets about choosing hospice.

When selecting a hospice provider, look for the level of engagement between team members and the patient and family. The attention a patient receives in hospice should increase. It takes an expert team to help navigate the emotions arising during this stage of life. In hospice, families become part of the care plan.

The pathway of serious illness is not unique. Diseases progress the same anywhere in the world. Yet, the US is the only country to have a fully funded hospice benefit through Medicare Part A. We must share this with our patients. It breaks my heart to see patients suffer. If we have a holistic approach for providing compassionate care, it is our responsibility to offer this solution sooner.

Dr. Andy Arwari is a medical director for VITAS Healthcare in Miami-Dade, as well as an assistant professor at Florida International University and affiliate assistant professor in Medical Education at the University of Miami. For more information about end-of-life care, visit VITAS.com.

¹History of Hospice. (2021). The National Hospice and Palliative Care Organization.

²2021 Edition: Hospice Facts and Figures. Alexandria, VA: National Hospice and Palliative Care Organization. www.nhpco.org/factsfigures.

CROWN STREET FILMS

Great Stories. Better Lives.

crownstreetfilms.com

A message from our President *Value Is Here to Stay!*

Courtesy of Cleveland Clinic, "Value-based care is a simple and proactive concept of improving care for patients. With its core based on overall wellness and preventive treatments, value-based care improves healthcare outcomes and reduces costs."

When you do a search for articles about value in healthcare, prepare to sit for a while, as the number of citations will be great (about 764,000,000 results). Needless to say, none of us has enough hours in a day, month, year or a lifetime to cruise through all that material.

Therefore, courtesy of Paul Keckley, let us take a shorter journey and focus on the value discussion dating back to the first identified value agenda created by the Affordable Care Act (2013), which Keckley labels "Value Agenda 1.0." This value agenda included several pay-for-performance programs (retreads) and new alternative payment models.

CMS defines Value-based programs as those that, "reward health care providers with incentive payments for the quality of care they give to people with Medicare. These programs are part of our larger quality strategy to reform how health care is delivered and paid for. Value-based programs also support our three-part aim: Better care for individuals, Better health for populations, and Lower cost." Think about the Triple Aim that transforms to the Quadruple Aim with the addition of health equity (or joy in work, if you are so persuaded).

It is against this backdrop that we change administrations (Obama to Trump) and along with this change in administrations comes a change in thinking about



Jaime Caldwell

how to approach the goals expressed by the Triple and Quadruple Aims.

Keckley refers to this new approach as the "Value Agenda 2.0." [2018] This particular agenda expresses the new leadership's direction and implementation was accomplished by creating, "new alternative models and executive orders requiring price transparency for drugs, hospitals and insurers."

In the review of the literature on the relative successes of both of these value agendas, the results appear mixed. Significant improvements occurred on the quality-of-care side of the equation and less so on the cost savings to Medicare side. Annual Medicare spending increases slowed over this period but did not hit the targets predicted before implementation.

Then the pandemic hit.

Healthcare spending increases significantly and, "...public anxiety about health and wellbeing has spiked and health insurers and notable hospital systems are reporting record earnings." Paul Keckley talks about the emergence of the "Value Agenda 3.0" now being driven by employers and consumers. This new paradigm will exhibit a coming together of parties to create common definitions and goals, greater price transparency, more inclusive of all healthcare purchasers (not just Medicare), and increased scrutiny of private capital firms entering the healthcare vertical.

Look at 2022 as the year of collaboration with common goals like, "value will be more precisely defined and directly linked to lower costs for individuals and families." Changes in healthcare will continue, keep your eyes open or you may find yourselves left behind!

Happy, Healthy Smiles for your entire family!



Vega Smile Studio

Our Office follows
CDC COVID-19 Guidelines
for Dental Services

All Private Insurance Accepted

Payment Plans Available
(12/24 months - 0% interest)



For ALL Healthcare & First Responder Families

Initial Exam
with X-Rays and Cleaning

only **\$89** /person

Ivan E. Vega, D.D.S.

**FAMILY &
COSMETIC
DENTISTRY**

2499 Glades Road
Suite 208

Boca Raton, Florida 33431
561-392-6844

www.vegasmilestudio.com

Throat Cancer Survivors Don't Have to Sacrifice Ability to Swallow and Taste

Tamarac resident Kenneth Goff was home shaving morning when he felt a small lump on the left side of his neck.

"There was no pain, no nothing, but I could feel it by the way the razor moved," said the 58-year-old father of five and grandfather of eight. "It wasn't visible at all, but I could feel it right below the jaw line."

After a CT scan at Broward Health Medical Center in August 2020, Goff was diagnosed with HPV-mediated squamous cell carcinoma, a type of throat cancer. This cancer is similar to what actors Michael Douglas and Stanley Tucci have battled. The treatment of HPV-related oropharyngeal squamous cell carcinoma may include surgery, radiation, chemotherapy or combination of the treatments.

Ryan H. Sobel, M.D., a head and neck surgical oncologist at Broward Health Medical Center, prescribed radiation to treat Goff's isolated neck mass. Prior to radiation treatment, Dr. Sobel performed a submandibular, or saliva gland transfer, an intricate surgery only a handful surgeons across the country are skilled at performing. He is currently the only surgeon utilizing this technique in Broward and Palm Beach counties.

Dr. Sobel strategically relocated one of Goff's saliva glands. It was moved about three inches from the right side of his throat to under the chin to place it out of direct range of the damaging effects of radiation.

Patients diagnosed with throat cancer face a difficult choice: treat the cancer with radiation and risk losing their ability to swallow and taste, or don't treat the cancer and risk terminal illness.

"By safely moving saliva glands away from direct radiation, we are able to help mitigate long-term risks such as the ability to taste and swallow and significantly preserve a patient's quality of life," said Dr. Sobel.

For Goff, his radiation treatments began with Evan Landau, M.D., a radiation oncologist at Broward Health. "He



Dr. Ryan H. Sobel



Kenneth Goff

prepared me very well and told me in advance what to expect so I could prepare myself mentally and physically," Goff said. "He said my taste buds would change during radiation and advised me to gain 20 pounds before starting treatment."

The radiation treatment temporarily affected Goff's saliva gland. He lost his sense of taste and suffered from severe dry mouth. He's now 90% back to normal thanks to Dr. Sobel's revolutionary procedure.

Goff was able to continue working as probation officer during his treatments. "Everyone thought I was crazy coming to work during radiation," he said. "I didn't want to sit home. We have a great crew of people I work with who are very helpful and very supportive."

Goff's last treatment was December 2020, and now that his taste buds are fully back to normal, he's happy to be cooking up his signature dish for his family. "My specialty is pork and beans and hotdogs," he said. "We barbeque a lot."

Grateful to the physicians at Broward Health Medical Center for treating his cancer in its early stages, Goff now advocates for being proactive about taking care of one's health.

"We need to take care of our bodies and pay attention to it," he said. "I'm that kind of guy that when something doesn't feel right, I run to the doctor," Goff said. "Some people, when they feel a little lump, don't do anything. When our bodies our trying to tell us something, we need to listen."

Clinical Trial for DIPG Offers Hope for Children with Brain Cancer

Brain cancer is the second most common cancer among children after leukemia. But while new therapies have significantly increased the cure rate of pediatric leukemia, effective treatment for brain cancer still lags.

I am currently conducting a pioneer phase I clinical trial called ONC201 at the Miami Cancer Institute (MCI) testing a new targeted therapy for brain tumors. I am hopeful that this new drug will become the go-to treatment for cancers such as diffuse intrinsic pontine glioma (DIPG), a cancer that currently has no long-term survival rate. This is one of the hundreds of clinical trials for cancer in which we've enrolled patients for the past three decades.

I joined the Children's Oncology Group (COG) in 1996 to find cures for pediatric cancer working with experts worldwide. The COG is supported by the National Cancer Institute and COG researchers have been instrumental in numerous advances.

Through COG's multiple clinical trials, acute lymphocytic leukemia (ALL) in children saw an increase in survivorship from 60 to 90 percent. Only 50 years ago, a diagnosis of ALL was a death sentence. The next target is to get the same results – or better – for brain cancer, DIPG and other pediatric cancers.

DIPG – Uniquely Difficult to Treat

In children with DIPG, the average survival is six months to 18 months after diagnosis. DIPG cannot be treated with surgery because the tumor is located where breathing and heart function are controlled. Removing the tumor would cause catastrophic injury to these vital centers.

The Miami Cancer Institute, where I serve as Medical Director of Pediatric Oncology, is one of five centers in the U.S. doing a trial with ONC201, a new generation of chemotherapy called "targeted therapy".

We know our children are tolerating this new drug very well but it is too early to have any conclusion on the impact of the drug on survival. At some point, we may be able to combine ONC201 with chemotherapy or immunotherapy for a more robust response.

While the children are monitored regularly in my office at MCI, the medication is given once a week by pill or via compounded liquid for younger children. The first dose is given under our supervision at MCI, after which the children return once every three weeks for assessment. There are currently 12 children participating in the trial, ranging in age from 5 years old to adolescents.

All of the Institute's pediatric patients are under my care, including the majority of those receiving proton therapy. We regularly attract children from throughout Florida and other countries looking for our expertise in diagnosing and treating cancers like leukemia, brain tumors, kidney cancer and bone tumors, among others.

Regional Collaboration Offers Children More Opportunities

One of our goals is to expand COG treatment opportunities to patients of the other KIDZ Medical Services hematology/oncology offices at Nicklaus Children's Hospital, Palm Beach Children's Hospital at St. Mary's Medical Center, West Boca Medical Center in Boca Raton and Naples Community Hospital.

The dedicated KIDZ Medical Services hematology/oncology researchers, physicians, and other healthcare staff have, for decades, been involved in ground-breaking research to improve cancer survival by offering patients the most advanced treatments, such as with proton beam therapy, and opportunities to participate in clinical trials.

Keys to the medical advancements are multispecialty collaboration, medical expertise, participation in the Children's Oncology Group research and a deeply-rooted commitment – some might say calling - to increase survivability for pediatric cancer patients.

Dr. Daghistani summed it up succinctly. "Research is the engine of everything and as long as we have hope in our heart and work hard on doing research and supporting research, we will beat cancer one day."



BY DOURED DAGHISTANI, MD



When **strategy** matters, contact us for a free consultation.
All calls are confidential.

- Compliance, Stark, False Claims Act, HIPAA
- Physician Agreements and Hospital Privileges
- Medical M&As and Real Estate Transactions
- ACOs, MSOs, JVs, and Operating Agreements
- Provider Collections from Payors, Audits and Litigation



Ben Assad Mirza
Esq., LL.M., CPA, MPHA, CHC
Call/Text: (954) 445-5503
BAM@MirzaHealthLaw.com



Komal S. Mirza, Esq.
Call/Text: (954) 319-2244
KMirza@MirzaHealthLaw.com

MirzaHealthLaw.com
401 East Las Olas Blvd., Suite 1400
Fort Lauderdale, Florida 33301

Guarantee of Client Satisfaction

Pricing Transparency

BY APPOINTMENT ONLY

Dr. Doured Daghistani is Medical Director of Pediatric Oncology at Miami Cancer Institute.

E-mail Your Editorial Submissions to editorial@southfloridahospitalnews.com

30 YEARS+

of trusted healthcare experience



boardroomPR.com

When It Comes to Patient Care Focus on Consistency

I was recently talking with a director of a large regional health system. She was lamenting the fact that throughout the division she manages, there is a huge bell curve in how doctors, nurses and the general staff treat patients. Whether it be a last-minute cancellation (or rescheduling) by a doctor, how a nurse handles a particular situation, or a staff member who makes a patient wait forever without a simple update. Despite years of beating the 'patient first' drum, she has mixed results. She asked me, 'How do I get everyone to give the same excellent patient experience?' My response was simply, 'That is impossible.' There is no way your worst team member can ever be as good as your best. However, what is possible is to narrow the gap, by focusing on being more consistent. Most organizations, whether they are in health care or not, have clear, non-negotiable, standards which are clearly spelled out and the team knows they need to follow. For example, try being an employee and using "No Problem" (vs. "My pleasure") at Chick-fil-A, pointing with one finger (vs. two) at Disney World, or not using a guest's name when greeting them at the Ritz Carlton. The most difficult part of this is getting buy in. The easiest way to do this is by doing two things: First, assume that everyone on your team wants to do a great job when it comes to patient care/experience. Secondly, parlay that desire into conversation that will drive consensus on the fundamentals. Focus on best practices, simplicity, and common sense. Come up with a short list of things the team agrees to never do when dealing with patients and their families. Share it. Train to it. Hold each other accountable to execute. You can narrow the gap and that will result in a consistent overall experience. Your scores will soon reflect your efforts.



BY JAY JUFFRE

Jay Juffre is Executive Vice President, ImageFIRST. For more information on ImageFIRST, call 1-800-932-7472 or visit www.imagefirst.com.

Shifting the Script: Transitioning Patients to Natural Treatments for Pain and Inflammation

Do your patients suffer from chronic joint pain or mobility issues? Are you looking for a natural way to help them reduce inflammation and get relief without pharmaceuticals or NSAIDs? Are you looking for a high-quality product to offer at your practice for an additional, turn-key, income stream?

PūrWell's medically focused products are custom formulated to help alleviate specific symptoms. This is nothing like any of the CBD products you see on Amazon or at your local gas station.

A prime example is PūrRelēf. PūrRelēf is an all-natural cannabinoid supplement (CBD + CBG + Delta-8 THC) that has been shown to reduce pain and aid mobility; even for stubborn, persistent conditions. Patients can finally receive all the relief that medical marijuana patients enjoy, without the need for a medical card!

What makes PūrRelēf stand out from the crowd?

- Medical grade formula that is safe for daily use
- USDA certified organic and pesticide free
- No artificial colors, flavors, or sweeteners
- Non-GMO
- Alcohol Free
- Gluten free
- Vegan
- Kosher
- Powerful anti-inflammatory and antioxidant Flavonoids (Baicalin + Catechin)
- Boswellia and Turmeric for additional anti-inflammatory support

Would you like to learn more about PūrRelēf? Contact one of PūrWell's expert CBD Consultants to find out how your patients can start living with less pain and anxiety, the natural way. For more information, please visit www.purwell.com or call 844-PUR-WELL (787-9355).

Visit us on the web at
www.southfloridahospitalnews.com

DOCTORS

MEDICAL

FICPA

HealthCare

INDUSTRY CONFERENCE

INNOVATION

PATIENTS

CARE

HEALING

May 2-3, 2022

Rosen Plaza, Orlando | CPE: Up to 16

NEW LOCATION!

Ongoing *change*.
Ongoing *learning*.

The Florida Institute of CPAs' (FICPA) Health Care Industry Conference is specifically designed for CPAs, CFOs, and other financial officers working in Florida's health care industry. With health care finance constantly evolving, this event keeps you up-to-speed on new rules and regulations.

Conference Highlights:

- Receive 16 hours of CPE unique to this dominant industry
- Sessions tailored to meet your needs on today's issues
- Emerging technologies
- Solution leaders — one-on-one ideas for your business challenges
- Networking reception in exhibit hall

ENDORSED BY:



••• REGISTER ONLINE OR BECOME A SPONSOR AT FICPA.ORG/HCC •••

SALUTE TO PHYSICIANS

PALM BEACH CHILDREN'S SURGICAL SPECIALISTS – PALM BEACH HEALTH NETWORK PHYSICIAN GROUP

Anne Fischer, MD, PhD



Dr. Anne Fischer is a board-certified and fellowship-trained pediatric general and thoracic surgeon with a passion for children, “our adored patients.” Dr. Fischer specializes in advanced minimally invasive laparoscopy (MIS), thoracoscopic surgery for lesions in the chest or chest wall such as pectus deformities. For challenging cases, she does laparoscopic neonatal surgery with prenatal counseling and complex oncologic surgery for childhood malignancies. In addition, Dr. Fischer is the Section Chief of Pediatric Surgery at Palm Beach Children's Hospital and on-staff at St. Mary's Medical Center in West Palm Beach. Dr. Fischer's office is located on the hospital campus with clinics in Jupiter and Royal Palm Beach. For her training, Dr. Fischer completed a pediatric surgery fellowship at Boston Children's Hospital/ Harvard Medical School. Previously, she completed a fellowship at the Sidney Kimmel Cancer Center at Johns Hopkins Medical School in Baltimore, MD, where she had done her residency and internship in general surgery as well as medical school.

PALM BEACH HEALTH NETWORK PHYSICIAN GROUP – WEST PALM BEACH

Hayder Al-Azzawi, MD



Dr. Hayder Al-Azzawi is a colorectal and general surgeon specializing in robotic abdominal procedures, anorectal procedures and laparoscopic abdominal procedures for a wide range of colon and rectal cancer, digestive and abdominal ailments. In 2021, Dr. Al-Azzawi completed his 1,000 robotic-assisted colorectal procedure at Good Samaritan Medical Center in West Palm Beach. In addition, Dr. Al-Azzawi performs robotic-assisted colorectal procedures at Palm Beach Gardens Medical Center. Dr. Al-Azzawi uses the da Vinci XI Surgical System by Intuitive for robotic-assisted surgical procedures. Dr. Al-Azzawi is board-certified by both the American Board of Surgery and American Board of Colon and Rectal Surgery. Prior to opening an office on the campus of Good Samaritan Medical Center and joining the hospital staff in 2013, Dr. Al-Azzawi completed a Colorectal Surgery Fellowship at the Cleveland Clinic in Weston, FL, and his general surgery residency and internship at Indiana University, Indianapolis, IN. Dr. Al-Azzawi's offices are located in Jupiter, Palm Beach Gardens and West Palm Beach.

Jordan Luskin, MD, MS



Dr. Jordan Luskin is a highly skilled urologist with expertise in the latest urology therapies for general urology as well as innovative robotic urology care. He specializes in the UroLift® System, a treatment option for an enlarged prostate condition, advanced prostate biopsies, urologic oncology care, minimally invasive benign hyperplasia (BPH) treatment and focal therapy for prostate cancer. Dr. Luskin also provides expert urologic care for kidney, adrenal, bladder, urinary incontinence and urolithiasis ailments as well as penile reconstructive surgery, advanced minimally invasive robotic-assisted urologic procedures using the da Vinci Surgical System, and no needle, no scalpel vasectomy. His areas of interest includes Peyronie's disease and sexual medicine care, reconstructive urology and all aspects of general urology, clinical and surgical care. He is board-certified by the American Board of Urology. Dr. Luskin is on-staff at Good Samaritan Medical Center in West Palm Beach. He has been practicing medicine since 2010. Prior to professional practice, Dr. Luskin completed his residency in urology, a general surgery internship and graduated medical school from Georgetown University School of Medicine located in Washington, DC.

PALM BEACH HEALTH NETWORK PHYSICIAN GROUP – PALM BEACH GARDENS

Chadwick Hampton, MD, FAAOS, FAAHKS



Dr. Chadwick Hampton is a board-certified and fellowship-trained orthopaedic surgeon specializing in robotic-assisted minimally invasive hip and knee replacement and arthroscopic treatment of knee and shoulder injuries. Dr. Hampton's care focus also includes complex, primary and revision joint replacement surgery and joint preservation of the hip and knee. In addition, Dr. Hampton specializes in custom knee replacements as well as a muscle sparing approach to direct anterior and mini-posterior hip replacement surgery. Dr. Hampton is on-staff at Palm Beach Gardens Medical Center and his office is located near the campus of the hospital. For his education and training, Dr. Hampton completed a fellowship in adult reconstruction and joint replacement at the Hospital for Special Surgery located in New York, NY. Additionally, Dr. Hampton completed a fellowship in orthopaedic surgery research and his orthopaedic surgery residency at the Walter Reed National Military Medical Center in Bethesda, MD. Dr. Hampton graduated medical school from the Howard University College of Medicine in Washington, DC. A U.S. Military Veteran, Dr. Hampton served as a Major in the U.S. Army prior to entering professional practice.

PALM BEACH NEUROSCIENCE INSTITUTE

Ali R. Malek, MD, FAHA



Dr. Ali Malek is a fellowship-trained interventional neurologist and endovascular neurosurgeon board-certified in neurology, vascular neurology and neurocritical care. Dr. Malek is also the Director of the Neurointerventional and Comprehensive Stroke Program at St. Mary's Medical Center and the Palm Beach Neuroscience Institute. Under Dr. Malek's direction, the program was amongst the first to have access to stent retrievers used in stroke care and participated in research trials to demonstrate their efficacy. Today, Dr. Malek's and the program's armamentarium include all of the Food and Drug Administration (FDA) approved stent retrievers and revascularization devices for the extraction and removal of stroke causing blood clots within the brain. Dr. Malek was the first in Florida to use the TIGERTRIEVER device, a blood clot removal tool adjustable inside the brain. For brain aneurysm care, Dr. Malek implements the latest in advanced flow diverters for the treatment of intracranial aneurysms and the newest endovascular device for the treatment of bifurcation aneurysms. Dr. Malek says success in this type of lifesaving care would not be possible without support and collaboration of emergency medical services (EMS), emergency department doctors and nurses, support staff, inpatient neuroscience and neurointerventional teams, outpatient care teams and continuum of care by nursing staff.

Dennys Reyes, MD



Dr. Dennys Reyes is an experienced neurointerventionalist specializing in endovascular neurology treatments for the care of emergent strokes and brain aneurysms. In 2020, Dr. Reyes was the first in South Florida to provide treatment of brain aneurysms with the Surpass Evolve Flow Diverter. In 2021, Dr. Reyes became one of the first in Florida to use the RED 62™ Reperfusion Catheter for rapid aspiration of blood clots from brain arteries in the treatment of large ischemic strokes. Dr. Reyes is dedicated to offering his patients the latest advanced technology for treatment of brain aneurysms, strokes, carotid disease and other vascular malformations of the brain. He is dual board-certified in general and vascular neurology, and on-staff at Delray Medical Center and St. Mary's Medical Center. Dr. Reyes finished his internal medicine internship and neurology residency at Cleveland Clinic Florida in Weston. In addition, Dr. Reyes completed a vascular neurology fellowship at the National Institute of Health (NIH), National Institute of Neurological Disorders and Stroke (NINDS) program located in Bethesda, MD, and an interventional neurology fellowship at Baptist Health South Florida, Miami Cardiac and Vascular Institute. Dr. Reyes is bilingual in English and Spanish, and his office is located at the Palm Beach Neuroscience Institute in Boynton Beach.

SALUTE TO PHYSICIANS

PRIME VASCULAR INSTITUTE

Joseph Ricotta, MD, MS, DFSVS, FACS

Dr. Joseph Ricotta is the National Medical Director for Vascular Surgery and Endovascular Therapy at Tenet Healthcare. Dr. Ricotta was the first in Florida to perform the transcatheter aortic valve replacement (TAVR) procedure, a clinically proven, minimally invasive and safer approach for the treatment of aortic stenosis. In 2021, Dr. Ricotta, a TAVR Clinical Operator of Experience, completed his 200th TAVR procedure at Delray Medical Center a national TAVR Center of Excellence. In addition, Dr. Ricotta was the first surgeon in the U.S. to perform endovascular robotic surgery using the Corindus CorPath® GRX Robot for peripheral vascular procedures. He was also the first in the Southeastern U.S. to perform the VenaSeal™, a vein disease, closure procedure for the treatment of venous insufficiency. Dr. Ricotta also specializes in the treatment of aortic and peripheral aneurysms, pulmonary embolism, peripheral arterial disease and limb salvage. Additionally, Dr. Ricotta provides care for venous disease, varicose veins, May-Thurner Syndrome, thoracic outlet syndrome, renal and mesenteric disease, and dialysis access. Dr. Ricotta is dedicated to training tomorrow's physicians as the Program Director of Vascular Surgery Fellowship at the Charles E. Schmidt College of Medicine at Florida Atlantic University.



PALEY ORTHOPEDIC & SPINE INSTITUTE

Dror Paley, MD, FRCSC

Dr. Dror Paley is an internationally renowned orthopedic surgeon with 35-years of experience and over 20,000 surgeries performed. Dr. Paley specializes in pediatric and adult orthopedics for upper and lower limbs including limb and stature lengthening, deformity correction and joint preservation. In 2009, he founded the Paley Orthopedic & Spine Institute at St. Mary's Medical Center in West Palm Beach, one of the largest medical tourism institutes in the world treating patients from 50 states and over 100 countries. The Paley Institute has 16 physicians and surgeons' on-staff with Centers of Excellence in pediatric orthopedics, limb and stature lengthening, foot and ankle deformity, clubfoot, cartilage repair, joint replacement, hip preservation, spinal deformity, pain management, sports medicine as well as physical and occupational therapy. Dr. Paley is fluent in six languages and opened the Paley European Institute in Poland. During his medical career, he has published seven books, 75 book chapters, and 179 peer reviewed articles. Holding charitable endeavors close to his heart, Dr. Paley runs both the Paley and the unLIMBited Foundations.



PurRelief
FREEDOM IN MOBILITY
Medically Focused CBD
Long-Term Anti-Inflammatory
NSAID/Opioid Alternative
Reduces Pain
No Side Effects

Visit Us
SCAN ME

www.PURWELL.com

POWERED BY:
Purwell
PURE NATURAL WELLNESS

USDA ORGANIC, KOSHER, VEGAN, NON-GMO



23RD ANNUAL HEALTH CARE HEROES AWARDS LUNCHEON

Jungle Island | 11:30 a.m. Registration | 12:00 p.m. Luncheon

SAVE THE DATE

MAY 19



Join us for a special tribute

Reflection & Recognition of All First Responders for COVID and Surfside and to present the Health Care Heroes® Awards in the categories of: Lifetime Achievement, Health Care Professional, Individual of Merit, Organization/Program, Nurse, First Responder and Youth Volunteer

REGISTER ONLINE AT WWW.MIAMICHAMBER.COM
\$95 per person | \$950 table of 10

SPONSORSHIP OPPORTUNITIES AVAILABLE

Health Care Heroes is a trademark registered by its respective owners and administered by Equitable Advisors' South Florida Branch

Founding Sponsor



Platinum Sponsors



Award Presenting Sponsors



Gold Sponsors



Silver Sponsors

Center for Haitian Studies, Health & Human Services
Leon Medical Centers | South Florida Hospital News & Healthcare Report | United HomeCare | Walgreens

First Responders Host Table

HCA Florida Healthcare

For information or sponsorship opportunities, contact Tania Valenzuela at tvalenzuela@miamichamber.com or 305-577-5491 or visit www.MiamiChamber.com

SALUTE TO PHYSICIANS

HEALTH CARE DISTRICT OF PALM BEACH COUNTY

Jamie Bell III, MD, MS

Elijah "Jamie" Bell III, M.D., MS, joined the Health Care District of Palm Beach County in August 2020 as Associate Vice President and Medical Director of Information Technology. Previously, Dr. Bell was an Assistant Professor of Emergency Medicine and Physician Informaticist at the UCLA Department of Emergency Medicine. Dr. Bell works with IT on all matters dealing with physicians and clinical workflow. He is the lead physician champion for the Epic Journey project and coordinates the physician champions for the clinics and inpatient areas. In addition, Dr. Bell leads the clinical informatics team for the enterprise. Born and raised in Florida, Dr. Bell attended Florida State University, where he obtained a BS in Economics. He graduated from Harvard Medical School with an MD, and completed his residency in Emergency Medicine at Baylor College of Medicine while serving as Chief Resident during his final year of residency. He subsequently completed a two-year fellowship in Clinical Informatics at UCLA, where he also obtained a Master of Science in Biomedical Informatics.



Richard Giroux, DO

Richard Giroux, D.O., is the Health Care District's Medical Director for Transportation and Associate Medical Director of the Aeromedical Program. Dr. Giroux is a board-certified emergency physician who serves in multiple leadership roles at South Florida emergency departments, including Lakeside Medical Center and serving as Chief of Emergency Medicine for Palms West Hospital. Dr. Giroux also holds key local Emergency Medical Services positions. He serves as the Medical Director for the City of Stuart Fire Rescue and Associate Medical Director for Palm Beach County Fire Rescue and Palm Beach Gardens Fire Rescue. Dr. Giroux has been practicing for over eight years. He completed his emergency medicine residency training at Mt. Sinai Medical Center in Miami Beach, Florida where he served as Chief Resident. Dr. Giroux is a member of the Florida Association of EMS Medical Directors and the Palm Beach County EMS Medical Directors Association where he serves as Vice Chairman.



C. L. BRUMBACK PRIMARY CARE CLINICS

Gloria Matilde Florez, MD

Gloria M. Florez, M.D., is a family medicine physician with the C. L. Brumback Primary Care Clinics' West Palm Beach clinic. These Federally Qualified Health Centers operated by the Health Care District of Palm Beach County served over 33,000 adult and pediatric patients last year at ten locations countywide. Dr. Florez is board certified by the American Board of Family Physicians and has been practicing since 1987. She is fluent in Spanish and English. Dr. Florez attended medical school at the Universidad de Caldas in Manizales, Colombia and completed her residency in family medicine at Wyckoff Heights Medical Center in Brooklyn, New York. She is a member of the American Academy of Family Physicians. Among her duties of integral care of adults, she treats children in need with diabetes. Her greatest satisfaction is having the opportunity to educate her patients and improve their health as a whole within their limited resources.



Darnel V. Dabu, MD, MPH, FAAFP

Darnel V. Dabu, M.D., MPH, FAAFP, is a family medicine physician with the C. L. Brumback Primary Care Clinics at the Jupiter Clinic. Dr. Dabu is board-certified by the American Board of Family Medicine and has been serving patients since 2007. He specializes in the treatment of lifestyle diseases, especially diabetes, hypertension and hyperlipidemia.

Dr. Dabu earned his Doctor of Medicine at the University of Santo Tomas where he is a member of Tau Mu Sigma Phi. He completed his family medicine residency at the University of Arkansas for Medical Sciences, AHEC-SA where he received Chief Resident and Most Outstanding Resident awards. Dr. Dabu holds a Master of Public Health from the University of the Philippines and a Degree of Fellow from the American Academy of Family Physicians. Dr. Dabu's professional affiliations include the American Academy of Family Physicians, the Florida Academy of Family Physicians, American Society for Quality and American Medical Association. He has rappelled for Habitat for Humanity of Palm Beach County and paddleboarded for Crossing for Cystic Fibrosis.



LAKESIDE MEDICAL CENTER

Luis M. Perezalonso, MD, FACEP

Luis M. Perezalonso, M.D., FACEP, is the Emergency Department Medical Director and Chief of Staff Elect at the Health Care District's rural, acute care teaching hospital, Lakeside Medical Center. Dr. Perezalonso is also an attending Emergency Medicine Physician at Jupiter Medical Center.

During his 11-year medical career, Dr. Perezalonso has served as the Medical Director at North Shore Medical Center in Miami and Assistant Medical Director at St. Mary's Medical Center in West Palm Beach. He served as a clinical instructor for the Family Medicine residency program at Lakeside Medical Center and for Emergency Medicine students at Florida Atlantic University, University of Vermont, Ross University, and Nova Southeastern School of Medicine. Dr. Perezalonso attended Ross University School of Medicine in Dominica, West Indies. He completed his emergency medicine residency at the University of Puerto Rico in San Juan. Dr. Perezalonso is a member of the Florida College of Emergency Physicians and American College of Emergency Physicians. He is also a Fellow of the American Board of Emergency Medicine. Dr. Perezalonso is fluent in English and Spanish.



Doctors' Day 2022

Thank You!

This Doctors' Day, the DCMA celebrates all the doctors who provide care for our community and keep our patients healthy everyday.

miamimed.com

Your DOCTOR In Touch

THE NEXT-GEN CCM INNOVATION

CCM PARTICIPATION = LESS WORK, MORE TIME, INCREASED INCOME, & REDUCED BURNOUT!

- CMS places high priority on the Medicare Chronic Care Management (CCM) program with incentivizing payment increases of up to 51% for 2022.
- Medicare Quality Measures monitored and managed from the inside by our CCM Care Management Team to lessen physician workload and save time.

"We can use your existing software!"

\$ DUAL REVENUE SOURCES \$

- 1) Medicare E&M reimbursement can add more than \$225,000/yr. gross for 300 enrolled patients
- 2) Increase Medicare reimbursements and avoid penalties by optimizing MIPS compliance

INNOVATIVE NEXT-GEN CCM STRATEGIES

- Quadruple Aim guidance
- Care coordination and alignment for precision Care Plan execution
- Patient safety and risk management
- Early detection and reporting of patient deterioration

561-861-5141 • richard.g@ynit.us • 600 Masters Way • Palm Beach Gardens

SALUTE TO PHYSICIANS

JUPITER MEDICAL CENTER

K. Adam Lee, MD, FACS

Dr. K. Adam Lee serves as Medical Director of Jupiter Medical Center's Anderson Family Cancer Institute's Thoracic Surgery Center. A pioneer and leading practitioner of thoracic surgery using minimally invasive and robotic techniques, Dr. Lee's program was recently awarded U. S. News and World Report's highest honor as a high performing hospital for lung cancer surgery. He leads a multidisciplinary team of experts who share ideas and knowledge to develop a personalized treatment plan for each patient.



Dr. Lee received his medical degree from New York Medical College, completed his general surgery residency at Beth Israel Medical Center in New York and his cardiothoracic residency at the University of Massachusetts. Board certified in cardiothoracic surgery and general surgery and a Fellow in the American College of Surgeons; Dr. Lee has spent many years traveling around the United States as an instructor of robotic thoracic surgery.

Nichole Corry, MD

Dr. Nichole Corry is a board-certified internist who believes in a highly personalized, holistic approach to patient care. With an emphasis on prevention and overall wellness, Dr. Corry's practice focuses on longevity and helping her patients feel their best, at any age.



A diplomate of the American Board of Obesity Medicine (ABOM), Dr. Corry has extensive training in the science of obesity and in supporting patients who want to lose weight or maintain weight loss. As a concierge medicine physician, she is able to spend more time with each patient to develop the strong doctor-patient relationships that are essential to patient care.

Dr. Corry has served as a flight surgeon in the U.S. Navy and as an assistant professor at Yale-New Haven hospital, the primary teaching hospital for Yale School of Medicine and Yale School of Nursing. She received her medical degree from Albany Medical College and completed her residency at Dartmouth-Hitchcock Medical Center.

CORAL GABLES HOSPITAL

Gilbert D. Beauperthuy-Rojas, DO

Dr. Gilbert D. Beauperthuy-Rojas is a board-certified orthopedic surgeon and a national and international leader in the treatment of sports injuries and degenerative conditions of the shoulder, hip, and knee. He is dedicated to providing exceptional care, and uses scientifically proven state of the art procedures in arthroscopy, joint replacement, minimally invasive surgery, and cellular rejuvenation. Dr. Beauperthuy-Rojas has been serving the Miami community with excellence in Orthopedics for over 25 years. He places an emphasis on rapid recovery to enable his patients to return to work, to sports, and to resume their daily life. Dr. Beauperthuy-Rojas is the Medical Director of the Orthopedic Center of Excellence at Coral Gables Hospital. Under his leadership, the 245-bed hospital became the first facility in the Miami-Dade area to achieve certification of center of excellence in both total hip and total knee replacement from the Joint Commission. He is an avid athlete, who has participated in multiple endurance events. His vast knowledge of athletic injuries and treatments utilizing the newest and most proven techniques for joint pain, combined with his expertise in sports medicine and cell rejuvenation, gives him the distinct ability to return patients to an active lifestyle.



Carl C. Eierle, MD

Dr. Carl C. Eierle is Board Certified by the American Board of Orthopaedic Surgeons, Fellow of the American Academy of Orthopaedic Surgeons, and Fellow of the American Association of Hip and Knee Surgeons. His surgical focus includes the full spectrum of primary, complex, and revision joint replacement of the hip, knee, and shoulder. He utilizes many innovative and advanced techniques including computer navigation, minimally invasive surgery, Direct Anterior Approach hip replacement, and partial knee replacement. He also has a subspecialty interest in non-arthroplasty hip preservation surgery, including hip arthroscopy and femoral osteotomy, and osteoplasty. Dr. Eierle served as the Director of the Joint Replacement service at the Walter Reed National Military Medical Center in Bethesda, MD from 2006-2012. Under his guidance, the Total Joint Service was expanded to become the busiest arthroplasty service in the DoD. In 2008, he was honored with the Orthopaedic Educator of the Year award for his dedicated training of orthopaedic surgical residents. In 2010, he was named by the Surgeon General as one of the TOP FIVE orthopaedic surgeons in the Navy. Prior to joining OCSF, Dr. Eierle served the Navy for 24 years that included multiple operational deployments, overseas tours, and a combat surgical tour in Iraq. After his Navy retirement, he established the Joint Replacement Center at Memorial Hospital West and served as its Medical Director from 2014-2021, establishing MHW as a destination center for total joint replacement in Broward County. In 2021, Dr. Eierle established a new Joint Replacement Center at Florida Medical Center in North Broward.



FLORIDA MEDICAL CENTER

PALMETTO GENERAL HOSPITAL

Ritesh Kaushal, MD

Dr. Ritesh Kaushal is a renowned neurologist associated with Palmetto General Hospital. He specializes in cerebrovascular disease, occlusion precerebral artery disease, congenital heart disease, headache and migraine, epilepsy, and nervous system disorders. He earned his medical degree from Topiwala National Medical College and completed his internship in internal medicine at Weiss Memorial Hospital. Dr. Kaushal is certified by the American Board of Psychiatry and Neurology, with a focus on neurology. Dr. Kaushal completed his residency in neurology at the University of Chicago Medical Center. He pursued his fellowship in stroke/neurocritical care from Saint Louis University, St. Louis. Dr. Kaushal furthered his expertise with a fellowship in endovascular/interventional neurology from Saint Louis University Hospital. He is a member of the American Heart Association and is fluent in English, Hindi, Urdu, and Punjabi. He has earned the best resident award. He believes in providing patients with all the information they need to make educated decisions about their health care.



HIALEAH HOSPITAL

Tony Diaz, DO

Dr. Tony Diaz is an orthopedist in Hialeah, Florida and is affiliated with multiple hospitals in the area, including Hialeah Hospital and Palmetto General Hospital. He received his medical degree from Nova Southeastern University - College of Osteopathic Medicine and has been in practice for more than 20 years. He did his surgical internship at the University of California, Naval Hospital in Oakland, CA. Dr. Diaz specializes in general orthopedics, arthroscopic, and reconstructive surgery. He provides treatment for tendinitis, sports injuries, and muscular strains. His team of professional staff always offers you detailed instructions on how to move forward. His affiliations include Society of Naval Flight Surgeons, American Osteopathic Academy of Orthopedic Surgeons and the American Medical Association.



NORTH SHORE MEDICAL CENTER

Pedro Jose Valdes, DO, FACC

Dr. Pedro Jose Valdes is a highly motivated and bilingual physician. A Board Certified Osteopathic Physician within the State of Florida who completed internship, residency, and fellowship training programs at Palmetto General Hospital. He is a practicing Interventional cardiologist serving the greater South Florida community. Dr. Valdes is experienced in acute and primary care setting with extensive experience working with underprivileged and underserved minority populations. He is able to establish a strong rapport with all of his patients. With a blue-collar work ethic, Dr. Valdes is aiming to constantly improve the lives of those he serves. He earned his Doctor of Medicine / Doctor of Osteopathy degree from Edward Via College of Osteopathic Medicine in Blacksburg, VA, where he graduated with honors. He graduated Cum Laude from Barry University with his undergraduate degree.



SALUTE TO PHYSICIANS

BROWARD HEALTH MEDICAL CENTER

Stephen Swirsky, DO

Stephen Swirsky, D.O., knew early on he wanted to be a physician. However, his path to being an orthopedic sports surgeon had a few detours.

“From the time I was young, I had the idea that I would be a doctor,” he said. “However, through various educational endeavors, I became an athletic trainer and then a physical therapist.”

Dr. Swirsky eventually decided to attend medical school to pursue his dream of becoming a physician. A sports medicine specialist, he is part of the Broward Health Physician Group.

Dr. Swirsky has served as a medical director, delegation physician and team physician for USA Judo and various Olympic games, saying, “I chose orthopedic surgery as my career path likely, in part, to the various injuries I sustained when I was younger and playing sports.”

Dr. Swirsky is enthusiastic about caring for athletes, weekend warriors and everyone in between. He uses minimally invasive robotic surgery to help achieve optimal results for patients.

“Robotic-arm assisted technology provides us with an innovative option to treat adults living with mid- to late-stage osteoarthritis of the hip and knee,” he said.

Dr. Swirsky, who is certified with the American Board of Orthopedic Surgery, has been in practice for more than 20 years. He graduated from Nova Southeastern University’s medical school in Fort Lauderdale, Florida. Dr. Swirsky completed his residency in orthopedic and microvascular surgeries at Jackson Memorial Hospital in Miami, FL.



BROWARD HEALTH CORAL SPRINGS

Kutty K. Chandran, MD

How medical care is provided changes with time and technological advances. One constant is the relationship between the healthcare professional and the patient. This is one of the things about being a physician that is crucial to Kutty K. Chandran, M.D.

“In a world of changing healthcare with patient-and-technology integration, physicians should think of how to establish a good patient-doctor relationship,” said Dr. Chandran, who serves as the chief medical officer at Broward Health Coral Springs. “Without a good relationship, the patient and the physician may not be satisfied with the care that is provided.”

Since 2016, he has provided leadership and oversight for strategic planning, business development, and the recruitment and retention of physicians at the 250-bed hospital in western Broward County.

“I am very proud of becoming the chief medical officer after holding multiple leadership roles, including chief of staff at Broward Health Coral Springs,” Dr. Chandran said.

Dr. Chandran is a member and past president (2011 – 2012) of the Broward County Medical Association. He also holds the designation of Fellow of the American College of Physicians. Over the years, Dr. Chandran’s professional affiliations included the Florida Medical Association, the American Medical Association, the American Society of Addiction Medicine, and the American College of Medical Quality.

Dr. Chandran received his medical degree from Ross University School of Medicine in Dominica. He completed his internal medicine residency at St. Elizabeth’s Hospital in New Jersey. He is board certified in internal medicine and has been practicing medicine for 30 years.



Maxine Hamilton, MD

Maxine Hamilton, M.D., specializes in internal medicine, and her professional interests include diabetes, cardiovascular care and preventive medicine. Dr. Hamilton, who has nearly 40 years of experience, is recognized for providing patient-centered and individualized care.

As the medical director of Broward Health International, she helps care for patients from around the world, including a newlywed who fell into a dormant volcano in St. Kitts and suffered spine fractures and a 36-year-old from St. Croix who had multiple organ failure and required a limb amputation.

“I am an internist by training, and at Broward Health we work with multiple specialists to provide the best possible outcomes for our patients,” said Dr. Hamilton.

She obtained her medical degree from the University of West Indies in Jamaica, West Indies. As part of her post-graduate work, Dr. Hamilton completed her residency and internship at Harlem Hospital Center in New York, New York. She had an additional internship in internal medicine at Spanish Town Hospital in Jamaica, West Indies.



Israel Penate, MD

Israel Penate, M.D., is a board-certified internal medicine physician at Broward Health Coral Springs. He was instrumental in the launch of the hospital’s state-of-the-art cardiac catheterization lab in 2020. That same year, Dr. Penate was nominated as the hospital’s chief of staff.

The 15-year veteran provides guidance to medical staff and helps ensure communication between medical staff, administration, and the North Broward Hospital District Board of Commissioners.

“I love being able to interact with patients, and I especially like preventive medicine,” he said. “The point where a disease can be detected and treated early is often the most rewarding for a physician.”

For the next generation of physicians, Dr. Penate encourages them to “listen to your patients and be compassionate. There are patients I have had for years and being able to develop those long-lasting relationships with them and their whole family is incredible.”

Dr. Penate earned his medical degree at Instituto Superior De Ciencias Médicas De Villa Clara in Santa Clara, Cuba. He completed his residency program at Bronx-Lebanon Hospital Center in Bronx, NY.



BROWARD HEALTH NORTH

Shaye Moskowitz, MD, PhD

With more than 20 years of clinical neuroscience expertise, Shaye Moskowitz, M.D., Ph.D., leads Broward Health’s neuroscience services and is a member of the Broward Health Physician Group.

Dr. Moskowitz is driven to ensure his patients are comfortable, well-informed and receive the highest level of care possible. He is also a resolute advocate of educating people on preventive care and treatment options to help curb the debilitating effects of strokes and neurovascular disease.

Dr. Moskowitz has been published by numerous peer-reviewed and non-peer-reviewed publications and contributed to several chapters in medical books. He’s practiced medicine throughout the United States.

Dr. Moskowitz earned both his doctorate in philosophy and medical degree at the State University of New York Downstate Health Sciences University in Brooklyn. He completed his neurosurgery residency and endovascular surgical neuroradiology fellowship at Cleveland Clinic in Ohio.



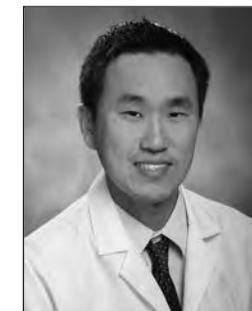
BROWARD HEALTH IMPERIAL POINT

Chi Zhang, MD

What Chi Zhang, M.D., loves most about being a surgeon is his ability to empower each patient to transform their lives. A member of Broward Health Physician Group, Dr. Zhang specializes in bariatric and general surgery.

Dr. Zhang, who finds bariatric surgery particularly rewarding, performs bariatric procedures using minimally invasive robotic surgical techniques that can lead to fewer complications, less blood loss and a shorter hospital stay. Dr. Zhang is part of a multidisciplinary team that collaborates to ensure a bariatric patient’s long-term success.

In practice since 2008, Dr. Zhang earned his medical degree from the University of Florida College of Medicine and completed his residency in general surgery at University of Texas Southwestern Medical Center in Dallas. He completed his fellowship in bariatric and minimally invasive surgery at the University of Miami Health System.



Visit us online at www.southfloridahospitalnews.com

SALUTE TO PHYSICIANS

BROWARD HEALTH IMPERIAL POINT

Jason A. Walters, MD

As an avid golfer, Jason A. Walters, M.D., can relate to athletes who want to resume physical activities in the quickest and safest manner. Whether he is treating a young athlete or a weekend warrior, Dr. Walters takes time to develop a personalized approach to treating each patient.

A member of the Broward Health Physician Group, Dr. Walters is a board-certified orthopedic surgeon specializing in sports medicine. His focus is on complex knee, shoulder, elbow and ankle injuries. He uses advanced technology and techniques to treat patients with a minimally invasive approach. His surgical specialties include arthroscopic shoulder rotator cuff repairs, labral repairs, meniscal repairs, and multi-ligament reconstructions of the knee, including anterior and posterior cruciate ligament reconstructions.

He earned his medical degree from Howard University and completed his orthopedic surgical residency at Howard University Hospital. Dr. Walters also completed an orthopedic sports medicine fellowship with Allegheny General Hospital in Pennsylvania. During his fellowship, Dr. Walters provided expert, personalized care for professional sports teams, including the Pittsburgh Pirates. He currently serves as head team physician for Dillard High School in Fort Lauderdale.



BROWARD HEALTH PHYSICIAN GROUP

Charles J. Zeller IV, DO

Charles J. Zeller IV, D.O., has long been fascinated with the human body. Prior to medical school, he obtained a master's degree in human anatomy.

"During that part of my education, I was fascinated by the complex nature of the structures within the head and neck," he said.

Dr. Zeller is an otolaryngologist and head and neck surgeon with the Broward Health Physician Group. His specialties include thyroid surgery, sleep apnea surgery and disease and surgeries of the ear, nose and throat. A board-certified physician, Zeller has been in practice for more than 20 years.

He obtained his medical degree from Ohio University Heritage College of Osteopathic Medicine. Dr. Zeller completed two fellowships at St. Vincent Medical Center in Indianapolis, Indiana: one in microvascular and reconstructive surgery and the other in head and neck surgical oncology. His post-graduate training also included a residency at Ohio University Heritage College of Osteopathic Medicine and OhioHealth Doctors Hospital.

"I am proud to be a part of the Broward Health system and look forward to the future growth of our otolaryngology and head and neck surgery programs."



Benjamin Klein, DO

Benjamin Klein, D.O., practices family medicine with the Broward Health Physician Group. Dr. Klein's interest in being a doctor started close to home. His grandfather was a physician.

"I saw how well-liked he was in our community," he said, "and all the good things he did for people."

Dr. Klein chose family medicine to "help the most people possible." He most enjoys being able to help patients who have a range of medical needs – from those seeking preventive care to people with chronic conditions.

"I want my patients to know that I am a calm, approachable person," Dr. Klein said. "They can come to me with any of their concerns so that together we can find the best outcome."

Dr. Klein received his medical degree from Midwestern University Arizona College of Osteopathic Medicine in Glendale, Arizona. He completed his post-graduate residency in family medicine at Broward Health Medical Center.



E-mail Your Editorial Submissions to
editorial@southfloridahospitalnews.com

The Broward County Medical Association
salutes and honors the
**Physicians of Broward County
 and South Florida**

for their continued efforts to ensure high quality and cost-effective
 medical care for all citizens of our South Florida community.



The Broward
 County Medical Association
 unites more than 1,200 allopathic
 and osteopathic physicians, of all
 specialties, as well as physician
 assistants, medical students, and
 Alliance members.

5101 NW 21st Avenue
 Suite 510
 Fort Lauderdale, FL 33309
 Telephone: 954-714-9477
 Fax: 954-714-9289
www.BCMA.com
cpeterson@bcma.com



**Broward County
 Medical Association**
 ESTABLISHED 1926

Your patients' satisfaction
 isn't a number.
**It's an
 experience.**



Everything we do is to help you with
 your #1 goal: quality patient care.
 From the gown patients put on before
 they receive care, to our vast array of
 high-quality products and remarkable
 services. ImageFIRST is your partner for
 all of your healthcare linen rental and
 laundry needs.

ImageFIRST
 HEALTHCARE LAUNDRY SPECIALISTS

www.imagefirst.com



Call 800-932-7472 or email info@imagefirst.com to find out more.

SALUTE TO PHYSICIANS

DELRAY MEDICAL CENTER

David Buchalter, MD

Dr. David Buchalter is a board certified fellowship trained orthopedic surgeon with over 30 years of clinical experience. He is on staff at Delray Medical Center, where he has previously served as Chief of the Department of Surgery and Chairman of the Board of Directors. He did his training at The Hospital for Joint Diseases in New York and completed advanced fellowship training in Joint Replacement surgery. Dr. Buchalter uses cutting-edge methods to perform the innovative anterior pathway total hip replacement surgery. This three-inch incision is made in the area of the groin, and is minimally invasive, allowing patients to walk immediately after the procedure. His total knee replacements are done using advanced technology, which helps him obtain a near perfect aligned and balanced knee. The recovery is faster and less painful than standard knee replacement surgery. Dr. Buchalter is a member of the American Association of Orthopedic Surgeons and the prestigious American Association of Hip and Knee Surgeons.



Jean-Pierre Awaida, MD, PA

Dr. Jean-Pierre Awaida is board certified in general cardiovascular medicine and in interventional cardiology. He is currently the medical director of the cardiac cath lab at Delray Medical Center and also served as Chairman of the Cardiology Department from 2018 to 2020. Dr. Awaida began practicing general and interventional cardiology in 2008 after completing his specialty training in Interventional Cardiology at the Massachusetts General Hospital – a Harvard Medical School affiliated hospital, in Boston. Prior to that, Dr. Awaida completed his internship and residency in Internal medicine at the Good Samaritan Hospital in Cincinnati where he was appointed to serve as Chief Medical Resident and then pursued three years of cardiology training at the Montreal Heart Institute affiliated with the University of Montreal. His areas of interest include coronary artery disease and coronary procedures including emergency coronary procedures to the heart in the setting of heart attacks, management of heart failure and heart rhythm diseases. Dr. Awaida is currently an Affiliate Assistant Professor at FAU's Charles E. Schmidt College of Medicine.



PALM BEACH GARDENS MEDICAL CENTER

Jyoti Mohanty, MD

Dr. Jyoti Mohanty is an interventional cardiologist and director of the cardiac catheterization lab at Palm Beach Gardens Medical Center. With over 20 years of experience, Dr. Mohanty's areas of interest include general cardiology and critical care, internal medicine, invasive and interventional cardiology, transesophageal and transthoracic echocardiogram, nuclear cardiology, peripheral intervention, venous ablations, hypertension and high performing high risk coronary intervention and peripheral arterial procedures. Dr. Mohanty earned his medical degree from the University of New Delhi in India. He completed his residency in internal medicine and fellowship in clinical cardiology at Cook County Hospital in Chicago, IL. He is a member of several prestigious organizations, including the American College of Cardiology, the American College of Physicians and the Medical Council India.



Scott Norris, DO

Dr. Scott Norris is a board certified orthopedic surgeon, and the Vice Chief of Staff at Palm Beach Gardens Medical Center. Dr. Norris has been treating patients in Palm Beach County over 20 years with a specialization in sports medicine. His fellowship training allows him to treat complex injuries of the shoulder, knee, hip, foot, and ankle, and his special interests include, total knee and hip replacements, arthroscopic and open knee ligament reconstruction, cartilage injuries of the knee, arthroscopic and open shoulder reconstruction, rotator cuff repair, and ankle arthroscopy. He earned his Bachelor of Science degree from Florida State University and then went to medical school at the University of Medicine and Dentistry of New Jersey – School of Osteopathic Medicine. Dr. Norris did his residency at Kennedy Memorial Hospital and his fellowship at Temple University Hospital.



WEST BOCA MEDICAL CENTER

Stephen Milan, MD

Dr. Stephen Milan is a pulmonary-critical care physician and medical director of the Critical Care Intensivist Program at West Boca Medical Center. The program consists of a team of doctors and advanced practice providers overseeing the intensive care unit, 24 hours a day seven days a week. The intensivists are board-certified physicians certified in the subspecialty of critical care medicine. Dr. Milan earned his Bachelors of Arts degree in Biology from Pace University, and then received his medical degree from Ross University School of Medicine in the West Indies. Dr. Milan did his Residency, Internship, and Fellowship at New York-Presbyterian Brooklyn Methodist Hospital, in Brooklyn, NY.



Barry Peskin, MD

Dr. Barry Peskin has over 30 years of experience as an OBGYN and is currently the medical director of the laborist program of the Boca Center for Women's Care at West Boca Medical Center. This program offers in-house physicians, who are specialized obstetricians and gynecologists. They are available 24/7 to care for all your maternity, labor and delivery needs. Prior to his time at West Boca Medical Center, Dr. Peskin was Head Section of Ambulatory Gynecology at another South Florida Hospital. He also worked in the field of reproductive endocrinology and infertility while practicing in Ohio. He is a graduate from the University of the Witwatersrand, Faculty of Health Sciences Medical School in Johannesburg, South Africa. He also earned his Masters of Business Administration from Baldwin Wallace University in Cleveland, OH.



GOOD SAMARITAN MEDICAL CENTER

Nicholas Sama, MD

Dr. Nicholas Sama is a board certified orthopedic surgeon with fellowship training in trauma and reconstructive surgery and is the medical director of orthopedics at Good Samaritan Medical Center. Dr. Sama specializes in the surgical treatment of complex fractures in the arms and legs, and has been a member of the medical community in South Florida for nearly 20 years. Dr. Sama prides himself in always trying to provide compassionate, comprehensive care. He completed his medical training at the University of Miami, School of Medicine. He then completed his orthopedic trauma and reconstruction fellowship at Hospital for Special Surgery/Weill Cornell Medical College. The scope of his practice includes evaluation and non-operative care of problems with bones, muscles, tendons, ligaments, as well as the treatment of arthritic conditions. He has provided surgical intervention to amateur and professional athletes from many sports, and to those involved in non-sports-related accidents and injuries.



Zachary Grabel, MD

Dr. Zachary Grabel is a fellowship-trained spine surgeon. Raised in Palm Beach Gardens, Florida, Dr. Grabel received his undergraduate degree at the University of Florida, where he was named Outstanding Four-Year Scholar and graduated summa cum laude. He went on to earn his medical degree from Brown University, where he was inducted into the prestigious Alpha Omega Alpha (AOA) honor society. He then completed his orthopedic surgery residency at Emory University, where he received the Outstanding Chief Resident Award. Dr. Grabel completed a combined orthopedic and neurosurgical spine fellowship at the Cleveland Clinic, in Cleveland, OH, where he worked with world-renowned spine surgeons. He received training in both orthopaedic and neurosurgical spine surgery techniques and continues to combine them in his practice. Dr. Grabel is also an avid researcher. He has published many peer-reviewed articles and presented at national and international spine conferences. He treats a variety of conditions, ranging from degenerative spine disorders such as spinal stenosis, disc herniations, myelopathy, and radiculopathy to complex deformities and spine tumors. He uses a variety of techniques, including minimally invasive spine surgery, artificial disc replacement, laminoplasty, anterior spine surgery, lateral spine surgery, deformity correction, and more traditional posterior spine decompressive and fusion techniques.



SALUTE TO PHYSICIANS

ST. MARY'S MEDICAL CENTER

George Kamel, MD

Dr. George Kamel is a board certified craniofacial and pediatric plastic surgeon on staff at St. Mary's Medical Center & Palm Beach Children's Hospital. He diagnoses and treats patients with complex facial deformities, including craniosynostosis, cleft lip and palate, facial fractures, facial nerve paralysis, and microtia as well as hand anomalies, vascular malformations, and congenital breast conditions. As a pediatric plastic surgeon, Dr. Kamel routinely performs complex craniofacial reconstruction on the face, including the lip, palate, nasal reconstruction, and cranium resulting from birth defects, cancer treatments, or traumatic injuries and uses cutting edge 3-D technology to help reconstruct and restore normal tissue. Dr. Kamel earned his medical degree from Penn State College of Medicine and completed his general surgery and plastic surgery training at Albert Einstein College of Medicine/Montefiore Medical Center in New York City. He also completed a research fellowship at Harvard/Massachusetts General Hospital at the Center for Regenerative Medicine. Dr. Kamel completed a craniofacial and pediatric plastic surgery fellowship at University of California San Diego/Rady Children's Hospital.



Rami Elkhechen, MD

Dr. Rami Elkhechen is a board certified fellowship trained sports medicine orthopedic surgeon on staff at St. Mary's Medical Center. His interests include performing hip arthroscopy, open shoulder surgery, cartilage preservation, and orthobiologics. A native of Boca Raton, Florida, Dr. Elkhechen graduated with a neuroscience degree from the University of Miami. He then moved up to New York City for medical school attending New York University School of Medicine in Manhattan. Dr. Elkhechen did his residency at the State University of New York at Downstate Medical Center. Prior to his time at St. Mary's, Dr. Elkhechen pursued specialty training at the Oshner Sports Institute in New Orleans, Louisiana where he also served as the assistant team physician for the New Orleans Saints, and Pelicans.



In tribute to our physicians
for their dedication
to our patients and the
practice of medicine,

Happy Doctor's Day!



Medical

Providing care to infants, children
and moms since 1988

Miami-Dade County • Broward County • Palm Beach County
Saint Lucie County • Lee County • Collier County

www.KidzMedical.com

Subscribe to...
**SOUTH FLORIDA HOSPITAL NEWS &
HEALTHCARE REPORT** today!
Subscribe online at
www.southfloridahospitalnews.com
or call 561-368-6950



Smart hospitals and practices
are switching to **iCare**.

Not all EHRs are the same. iCare runs in the cloud so you don't need servers, a data center, or a large support staff, and you will never worry about ransomware attacks.

iCare is always on, always current, and always less costly than your current EHR.

Contact us today – and let iCare help squeeze the high costs out of running your healthcare business!



Focus on Patient Care – not software

Learn more: 1-800-784-8045 icare.com

SALUTE TO PHYSICIANS



Edwin Harvey Hamilton, MD, D. MIN.



Dr. Edwin Harvey Hamilton, D. Min. passed away on his 91st birthday, January 31, 2022. Dr. Hamilton was a member of the Broward County Medical Association for 53 years, and was an Emeritus Member. He was honored by the BCMA at the June 5, 2021 Annual Dinner for his dedication to the profession of medicine. Dr. Hamilton was installed in 2002 as the BCMA's first African-American President. Dr. Hamilton broke many barriers and contributed greatly to increase the quality of health for the African-American community. It is likely that his outreach efforts saved many lives. Dr. Hamilton had continued to serve on the Board of Directors and had been on many BCMA Committees, and chaired the BCMA We Care Program.

PULMONARY, CRITICAL CARE & SLEEP DISORDERS INSTITUTE OF SOUTH FLORIDA

David Weissberger, MD



Dr. David Weissberger is originally from Scranton, PA and has been practicing pulmonary medicine in Palm Beach County since 1979. He attended Temple University and graduated with an A.B. in Biology. He then studied medicine at Penn State in Hershey, PA. He did his internal medicine residency at Jewish Hospital in St. Louis, part of Washington University. He did his pulmonary fellowship at Mt. Sinai Hospital in Miami Beach.

In his free time Dr. Weissberger enjoys playing tennis. He also enjoys traveling to California and visiting wineries. He is an active member and participant in synagogue activities.

Weissberger has enjoyed practicing pulmonary medicine and hopes to continue caring for patients as part of Pulmonary, Critical Care & Sleep Disorders Institute of South Florida.

Carlos Sanchez, MD



Dr. Carlos Sanchez is a Pulmonary/Critical Care physician originally from Argentina. He has been practicing medicine since 1998 and studied at several universities including UMDNJ, Beth Israel Medical Center, and Hofstra University. He was the Chief Medical Resident at UMDNJ where he studied Internal Medicine, Pulmonary Medicine, Critical Care Medicine, and Sleep Medicine.

Dr. Sanchez is certified in both Internal and Pulmonary/Critical Care medicine and he now specializes in treating conditions such as COPD, Emphysema, Chronic Bronchitis, Asthma, and other pulmonary diseases.

In his free time, Dr. Sanchez participates in philanthropic events that support those in his community. When he is not treating patients or attending philanthropy events, you can find him spending time with his family.

“From Caring Comes Courage.”

- Lao Tzu



**BROWARD
HEALTH**

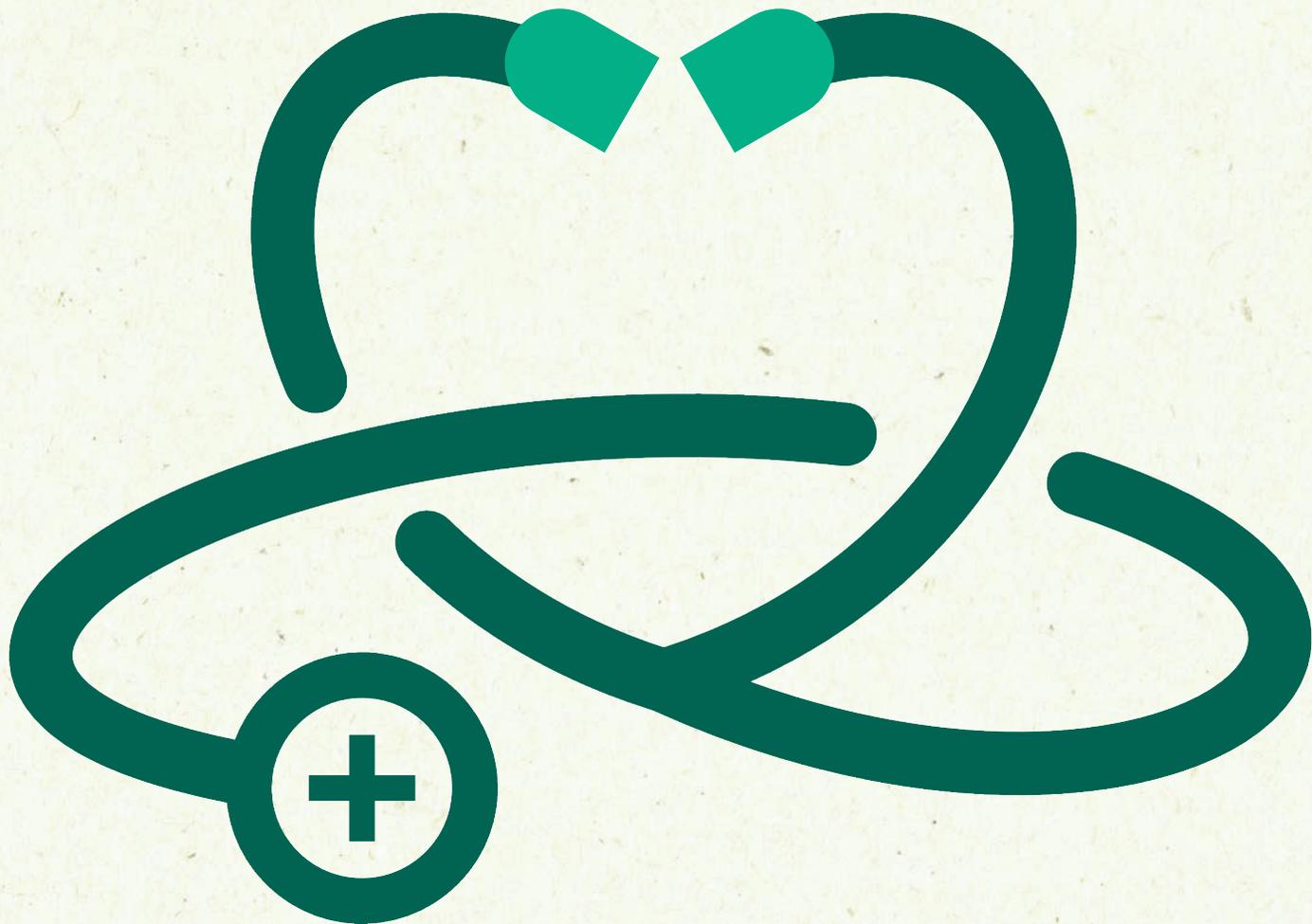
Our physicians at Broward Health are dedicated to caring for others. As we celebrate **National Doctors' Day**, we thank all physicians for serving patients with kindness and compassion.

[BrowardHealth.org](https://www.browardhealth.org)

Thank You, Doctors

South Florida depends on your expertise and excellent, compassionate care for hope and healing. On National Doctors Day, we say, “Thank you”—for your dedication to your patients and their loved ones and for making them feel welcome, safe and comforted. We appreciate you today and every day.

From all of us at Baptist Health, Happy Doctors Day!



[BaptistHealth.net](https://www.baptisthealth.net)



Baptist Health

SALUTE TO PHYSICIANS

HOLY CROSS HEALTH

Ross Wodicka, MD

An orthopaedic surgeon who has treated athletes from the NBA, NFL, MLB, MLS and University of Miami as well as weekend warriors, Ross Wodicka, M.D., specializes in minimally invasive arthroscopic surgery of the shoulder, hip, knee and ankle and revisions and complicated hip labral repairs at Holy Cross Health. A member of the American Academy of Orthopaedic Surgeons, Arthroscopy Association of North America and American Orthopedic Society for Sports Medicine, Dr. Wodicka completed his orthopedic surgery residency at Jackson Memorial Hospital/University of Miami where he spent a year as Chief Resident. He was then chosen for a fellowship position in sports medicine at the world-renowned Southern California Orthopedic Institute in Los Angeles, where he received specialized training in the treatment of complex sports injuries, arthroscopy and shoulder and knee reconstruction. Dr. Wodicka graduated magna cum laude from the University of Georgia with a degree in biology and received his Doctor of Medicine at the Medical College of Virginia in Richmond.



HOLY CROSS MEDICAL GROUP

Patrick Amar, MD, CM

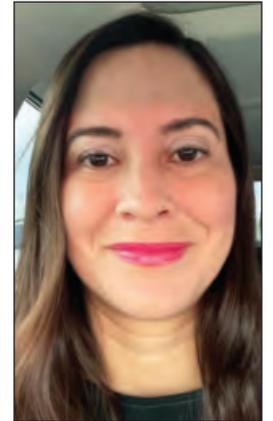
Patrick Amar, M.D., C.M., is a gastroenterologist and hepatologist at Holy Cross Medical Group, a multi-specialty physician employed group of more than 160 physicians providing services throughout Broward and Palm Beach counties. Dr. Amar has demonstrated outstanding leadership, from starting a new office to building it into a successful practice with an excellent reputation. Board certified in Internal Medicine and Gastroenterology, Dr. Amar has participated in multiple research studies. He earned his M.D. from McGill University in Montreal, Canada and completed his residency in Internal Medicine at Jacobi Medical Center and Albert Einstein College of Medicine in Bronx, New York. He specialized in gastroenterology and liver disease and completed ERCP training, including therapeutic procedures, as a Gastroenterology/Hepatology Fellow at the University of Miami/Jackson Memorial Hospital. He graduated from Yeshiva University with a B.A. in Biology.



KIDZ MEDICAL SERVICES

Daniela Egas-Bejar, MD

It is with great sadness that KIDZ Medical Services announces the passing of Daniela Egas-Bejar, M.D., a beloved pediatric hematologist-oncologist. Dr. Egas-Bejar had been a member of the NCH North Naples Hospital Medical Staff for the past seven years. Condolences go to her husband, Jose Ruben Valle, M.D., an NCH pulmonologist, and their three young sons, Ruben, Daniel and Christopher. Dr. Egas-Bejar had recently been voted by her peers to the Naples Illustrated magazine's 2022 list of Top Doctors. Fond memories and expressions of sympathy for the Valle-Egas family may be shared at www.hodgesfhatnaplesmg.com. In honor of Dani, donations may be made to St. Jude Children's Research Hospital (www.stjude.org) or the Cholangiocarcinoma Foundation (cholangiocarcinoma.org/egas/).



South Florida Physicians:

On National Doctors' Day, We Salute You!

Thank you to all South Florida physicians who honor their patients' wishes for dignified end-of-life care by referring them to our expert teams at VITAS® Healthcare.

We are proud to call you our partners.

We are available 24/7/365 to answer your questions and admit your patients in a timely manner. Our end-of-life care honors patients' wishes, goals, and values in their preferred setting: home, nursing home, or assisted living community.

Happy National Doctors' Day on Thursday, March 31!

Sincerely,

The VITAS hospice teams in Dade-Monroe, Broward, and Palm Beach counties, and the Treasure Coast

VITAS
Healthcare

800.723.3233 | VITAS.com
f in @ | Since 1980

HAPPY DOCTOR'S DAY

YOU ARE APPRECIATED

On this Doctor's Day and every day, we are grateful for all the physicians at **UHealth - University of Miami Health System, Bascom Palmer Eye Institute, Sylvester Comprehensive Cancer Center and the Miller School of Medicine** for their unshakeable dedication to pushing medicine forward.

Thank you for leading with kindness and compassion, and treating and healing those who need you.



UNIVERSITY OF MIAMI
**MILLER SCHOOL
of MEDICINE**

UMiamiHealth.org

Coming next month in **South Florida Hospital News and Healthcare Report...**

- **Healthcare Volunteerism in South Florida**
- **Healthcare Consulting/Outsourcing**
- **Insurance for Healthcare Professionals, Businesses, Consumers**
- **Organ and Tissue Donation Awareness**

For more information on advertising and editorial opportunities, call (561) 368-6950 today!

SALUTE TO PHYSICIANS

UHEALTH

Hayley Gershengorn, MD

Dr. Hayley Gershengorn's expertise as professor and medical director of data quality analytics and critical care quality at the University of Miami Health System has been tested during COVID-19.

Her involvement in creating many of UHealth's inpatient policies and procedures helped ensure care could be delivered efficiently and safely. Dr. Gershengorn further led several research projects using data from COVID-19 patients engaged with UHealth to understand how policies and patient-specific factors impact outcomes.

"The best part of my job is the people I get to work with—my patients, their families, and worldwide colleagues," Dr. Gershengorn said. "Without them, I would never have managed the stresses of this pandemic."

Dr. Gershengorn continues her fifth year at UHealth, focusing on her research that leverages real-world practice to identify optimal strategies to deliver safe and effective care. Her other focus is to advance in hospital leadership to optimize health care delivery.



Stephanie Brown, MD

As associate professor and director of the Internal Medicine Residency program at the University of Miami/Jackson Health System, Dr. Stephanie Brown is heavily involved with leadership, Infection Control, and various hospitals to ensure adequate resident staffing and optimal workflow for their COVID-19 patients.

Dr. Brown transitions her passion for academic medicine from the frontlines to her research involving debriefing trainees in the ICU during COVID-19 while focusing on educational research and the intersection of gender and race in education and medicine.

"I love medicine's ever-changing ways based on political and social landscapes and the evolution of science," Dr. Brown said. "It is a field where personal and system improvement is a constant process but still enjoyable."

Dr. Brown looks forward to continuing her leadership roles in education and clinical operations while creating a premier center to transition youth with special health care needs to adult services by age 18.



E-mail Your Editorial Submissions to editorial@southfloridahospitalnews.com



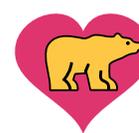
Care. Compassion. Dedication.
Thank you for your service.

Medicine is a special calling. We are inspired daily by the remarkable passion, dedication and professionalism of the physicians who comprise our 850-member medical staff. They all leave a lasting impact on the lives they touch.

We are grateful for all you do for the children we are privileged to serve. This Doctor's Day, and always, we thank you.

Happy Doctors' Day!

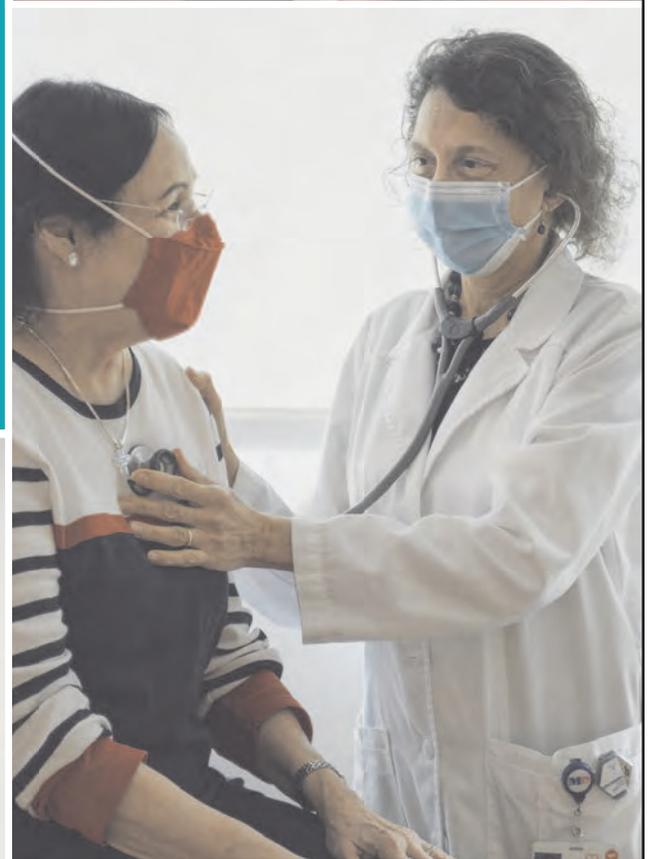
You can make a donation in honor of your doctor and make a difference in the life of a child at the same time. To donate visit nicklauschildrens.org/give or text **MIAMIKIDS** to **24365**



Nicklaus Children's Hospital

Where Your Child Matters Most

Facing Crisis with **COURAGE & COMPASSION**



So many days have been hard, and still, you're here as givers of hope when patients and their families need you most.

We see that you care and offer a comforting hand. We see your courage and dedication. We see how much you give.

We hope you know that your gifts of expertise and compassion light up the darkest days.

And we can't thank you enough.



#DoctorsDay2022

SALUTE TO PHYSICIANS

MEMORIAL REGIONAL HOSPITAL

Aharon Sareli, MD

Perspective is pivotal for critical care physicians, especially in the age of COVID-19.

“One fundamental I live by is that my worst day is better than any of my ICU patients’ best day,” said Dr. Ari Sareli, Memorial’s chief of critical care medicine and Memorial Physician Group’s chief physician executive. “COVID has created extreme challenges for providing healthcare, but our goals as physicians remain the same: to care for patients, the community, and positively impact the lives that we touch.”

Even when faced with slim chances of survival, and an overwhelming probability of death, we are 100% committed to maximal efforts to save a life,” said Dr. Sareli. “We carry the responsibility of treating patients during the worst times of their lives and we should never miss any opportunity to make a difference in our patients’ lives and those of their families.”



MEMORIAL NEUROSCIENCE INSTITUTE

Tarek Zakaria, MD

Dr. Tarek Zakaria is excited about the advances being made in the treatment of epilepsy at the Memorial Neuroscience Institute, a level 4, comprehensive, epilepsy program.

“We’re one of the very few centers in Florida that offer ROSA, a robotic platform for non-invasive surgical procedures,” said Dr. Zakaria, who is medical director for both epilepsy and the institute’s adult neurology program. “We’ve also significantly reduced seizures, and in some cases eliminated them completely, using different treatment options, including surgery, NeuroPace, and newer technology based on brain stimulation and neuro modulation.” After an analysis of patient outcomes at Memorial’s epilepsy program, Dr. Zakaria and the team found 50% of patients reported a 90% reduction in the number of seizures. Using newer technology significantly reduced complications, morbidity, and mortality for patients when compared to traditional, invasive surgeries. “I’m happy that the improvements in treatment enables epilepsy patients to live the lives they deserve,” said Dr. Zakaria.

“And, one day, we’re going to find a cure.”



Brijesh Mehta, MD

Dr. Brijesh Mehta has worked with city and county-based emergency medical services (EMS) teams since 2016 to assess and expedite treatments for acute stroke victims before they reach the hospital. The education he and his Memorial-based team provide empowers first responders to assist stroke sufferers in the field and offers valuable information that helps neuro teams prepare to treat patients once the ambulance arrives. “We can improve the likelihood of good outcomes and reverse the effects of stroke if we can administer treatment in less than an hour,” said Dr. Mehta, medical director of the Comprehensive Stroke Program and neurointerventional surgery at the Memorial Neuroscience Institute. “By optimizing the systems of care, we have brought our response time to 30 minutes or less and we can have patients in the cath lab within the hour.”

Dr. Mehta says the follow-up data supports the positive impact of the innovative approach. Patients have less stroke-induced paralysis and permanent disability, with some regaining their strength and walking out of hospitals on their own just days later.



Christopher R. DeMassi, MD, FACS

Much has changed in the roughly ten years since Dr. Christopher DeMassi joined Memorial Healthcare System after completing a neurosurgery residency and fellowship at Jackson Memorial Hospital. “Memorial had no strong epilepsy or neurology programs at that time, just a limited number of doctors working in those specialties. We were a community system that served local patients.”

Today, DeMassi leads a comprehensive neuroscience center that is expanding and on pace to become a destination that will draw patients from areas beyond South Florida. His roles include chief of the Memorial Neuroscience Institute, chief of neurosurgery, and medical director of the Memorial Spine Center. “I’m a clinician that grew into a leader. I still enjoy surgery but have come to appreciate the fresh challenges of planning 5-10 years in advance and incorporating all the services we offer.”

Memorial is a great healthcare system that’s focused on the right things, enjoys community support, and hires well,” said Dr. DeMassi. “We’ll reach our goals and become the destination for care we all believe we can be.”



GRADUATE MEDICAL EDUCATION

Saima Chaudhry, MD

In her role as Memorial Healthcare System’s chief academic officer, Dr. Saima Chaudhry oversees a Graduate Medical Education program that now offers training in 14 accredited programs. But while residents make up the bulk of that audience, it isn’t just the younger doctors that Dr. Chaudhry wants to see focus on learning. “Physicians have made a commitment to the public that they have the proper expertise for the job. The only way to honor that commitment is for the doctor to dedicate him or herself to lifelong learning.” Under Dr. Chaudhry’s leadership, Memorial has become an accredited source of continuing medical education, providing more than 22,000 hours of CME instruction to 13,000 clinicians during the past 12 months. “My focus has been on advancing healthcare by training and improving doctors,” said Dr. Chaudhry. “It’s my way of contributing to the public good.”



MEMORIAL PRIMARY CARE

Christopher Ramsaran, MD

A primary care and non-surgical sports medicine physician, Dr. Christopher Ramsaran treats a wide variety of patients, from the acutely/chronically ill to those with musculoskeletal injuries suffered during exercise to elite athletes. “Our practice has grown to include a younger, more health-conscious audience that looks to us for well visits as well as sports injuries.”

Caring for athletes requires a different type of expertise that illustrates the value of Dr. Ramsaran’s combined specialties. Diuretics are usually the prescribed medication to treat hypertension, to cite just one example, but they would dehydrate an athlete during strenuous exercise and cause adverse outcomes, so different medications are required. Dr. Ramsaran is part of Memorial’s team of sports medicine specialists that manage the care of athletes at several local universities. Another area of focus among that group is on concussion education, diagnosis, and treatment, including working with neurologists to ensure individuals with symptoms receive immediate follow-up care.



MEMORIAL HEALTHCARE SYSTEM

Candice Sareli, MD

“Transforming Hope into Reality” is a phrase Dr. Candi Sareli believes accurately describes the impact of research now being done within Memorial Healthcare System that has provided South Floridians convenient access to clinical trials and alternative treatments on par with any found in traditional university settings.

“We’re a centralized hub supporting research being done by 130 physicians conducting 150 clinical trials in 36 specialties,” said Dr. Sareli, Memorial Healthcare System’s chief medical research officer. “We also assist our Graduate Medical Education program in their submissions to publications that document scholarly activity.” Dr. Sareli started Memorial’s academic research program in 2011 after nearly seven years as director of clinical research at the University of Pennsylvania. She believes strongly in the need for alternative treatment options and loves the fact that by utilizing science and reason her team can add to the information available within the art of medicine.

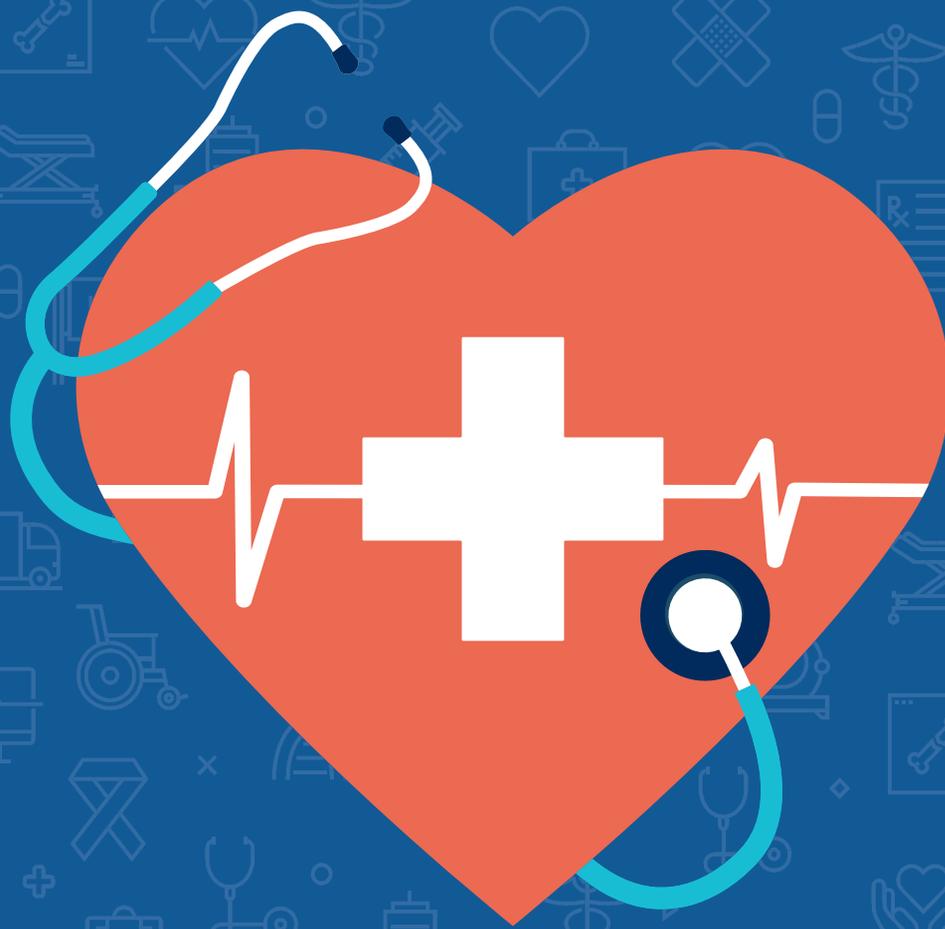


Paula Eckardt, MD, FACP, FIDSA, AAHIVS

While many have become aware of Dr. Paula Eckardt as one of the architects of Memorial Healthcare System’s ongoing response to the COVID-19 pandemic, the chief of Memorial’s Division of Infectious Disease also continues to focus on treating patients with HIV. “Broward County has one of the highest rates of new HIV cases in the nation. These patients need monitoring and ongoing care regardless of the amount of COVID-related activity or restrictions in our community,” said Dr. Eckardt. That means an increased reliance on telemedicine, an approach that many with HIV had previously resisted because of concerns about privacy. At the height of COVID, when in-person care was interrupted by shutdowns at outpatient clinics, the online consultations Dr. Eckardt had long advocated for became a critical part of treatment protocols.

As medical director of Memorial’s Ryan White Clinic, Dr. Eckardt leads a multidisciplinary team that ensures HIV/AIDS patients have access to medications, mental health, and case management services. The program is a source of pride for the infectious disease expert, recently earning three awards for viral suppression.





Steward Health Care Celebrates

NATIONAL DOCTORS' DAY

Coral Gables Hospital • Florida Medical Center • Hialeah Hospital
North Shore Medical Center • Palmetto General Hospital

March 30, 2022

In recognition of Doctors' Day, Steward thanks our physicians for their commitment to healing and the difference they make in our communities each day!

steward.org



SEND US YOUR

NEWS @

- News Tips
- Letters To the Editor
- Announce New Hires and Promotions
- Promote Your Event
- Announce Business-Related Awards
- Tout Your Success

E-mail your submissions to
 editorial@
 southfloridahospitalnews.com

SALUTE TO PHYSICIANS

MEMORIAL HOSPITAL WEST

Steven Katz, MD

After more than 20 years in emergency departments, Dr. Steven Katz knows the individuals that thrive in the pressure-packed environment are ones able to work effectively under pressure and stay calm in critical situations. But it's a group dynamic he credits with taking the ED team at Memorial Hospital West to a different level. "Our teamwork is outstanding. All the doctors, nurses, and physician assistants get along and work collaboratively," said Dr. Katz, the hospital's chief of emergency medicine. In addition to his leadership role at Memorial Hospital West, Dr. Katz is also actively involved in the emergency medicine residency program on its campus and serves the larger community as medical director at Pembroke Pines Fire Rescue. He began his medical career as a paramedic at a firehouse in New York and says he says he has always been attracted to the pace, challenges, and excitement of delivering life-saving care.



MEMORIAL REGIONAL HOSPITAL SOUTH

James Salerno, MD

Dr. James Salerno is chief of Physical Medicine & Rehabilitation and a driving force behind the growth of Memorial's rehab program. Both inpatient and outpatient care now include multi-disciplinary collaborations between neurosurgeons and oncologists, to name just two of the additional specialists that may be part of a patient's care team.

"We're becoming a destination for rehabilitation services, with more individuals aware of our reputation and seeking the expertise we provide," said Dr. Salerno, a clinician whose practice focuses on the medically-complex transplant population. "The expansion of services extends our geographic footprint, both inside Memorial Healthcare System and in collaboration with other healthcare providers in the community." Dr. Salerno believes the sophisticated level of service Memorial offers enables it to be an option for patients wherever they may be. He cites the success Dr. Jeremy Jacobs has had using telemedicine to provide orders to amputees throughout Florida for necessary procedures or a replacement prosthesis.



E-mail Your Editorial Submissions to editorial@southfloridahospitalnews.com



Celebrating National Doctors' Day

Recognizing our A-rated, Top Doctors

Jupiter Medical Center is honored to have over 600 physicians in more than 60 specialties dedicated to providing world-class care. Our doctors are among the finest in the nation and dedicated to achieving the highest level of quality, safety, and patient experience in our region. We are proud to call them ours.

Visit jupitermed.com.

 JUPITER MEDICAL CENTER

WORLD-CLASS HEALTHCARE IS HERE.





In these extraordinary times, we thank our
EXTRAORDINARY DOCTORS.

These last two years have proven – time and time again – that being a doctor is more than just a job. It’s a calling. To all of our Jackson doctors, we thank you for your selflessness, expertise, bravery – and your resilience. You are heroes in our hallways, and throughout our community. On National Doctors’ Day, and every day, we salute you.

Jackson
HEALTH SYSTEM
Miracles made daily.

SALUTE TO PHYSICIANS

Giving Credit Where Credit Is Due: Our Physicians Are Our Heart

The past two years have created extraordinary challenges for physicians. Particularly for those caring for seniors, the COVID-19 pandemic imposed a physical, mental and emotional burden on doctors, who in the blink of an eye faced new processes, new pressures and new priorities in keeping their patients safe and healthy.

As Conviva Care Centers closely monitored the pandemic, our physicians and operations staff continuously provided guidance to seniors on how best to safeguard themselves and their families. Our physicians led organization efforts to acquire and deliver COVID-19 vaccinations, and at the same time created safety protocols so our patient care operations could continue while protecting staff and patients alike. They proactively reached out to our most vulnerable patients, including those who contracted COVID-19, and delivered food to those facing difficulty in their daily lives.

With the pandemic beginning to relax its grip, this seems a good time to step back, catch our breath, and say thank you. Thanks to all of you who have invested so much of your time and energy in becoming a guiding light through this crisis and continuing to provide high-quality care for your patients.

I so appreciate the rich life experiences our elders have lived. For many of them, with age comes health issues and, quite often, diminishing social support. The physicians who lead the Conviva care teams know this well. They understand the importance of care management, addressing emotional and social health, and seeing the whole person, in order to help our patients live their best lives. Our physicians work to ease friction in care while participating in the joy our seniors hold in their lives. They build relationships with both our patients and their loved ones, so that together they can enable our patients to age well.

It takes a lot to become a physician, and it takes a lot to bring the skills and com-



BY VIVEK GARG, MD, AND STEVE LEE, MD

passion of a physician to each patient interaction. We recognize not only the cognitive effort but also the emotional commitment that goes into providing care, every single day, for every single patient.

We honor our physicians for their sense of duty and humanity in providing the best care for our seniors, from seeing patients in our centers to quarterbacking our team effort to support our patients' holistic needs.

Pride and Gratitude

Our primary care physicians are an inspiration for our organization and are a big reason why Conviva earned the 2021 eHealthcare Leadership Award in

the "Best COVID-19 Pandemic Related Communications" category.

To our physicians and care team members: We are profoundly grateful to you for staying the course during these unprecedented times. Your care promotes longevity and improves lives. You know that healthcare isn't only about managing diseases — it's also about ensuring that our patients have the environment and support to thrive, including nourishing food, a loving community, and a safe place to live.

You are helping seniors live longer, fuller lives. It has been an incredible time of change and challenge, but your commitment to service as a healthcare professional has been steadfast. We thank you and we salute you.

Dr. Vivek Garg is Chief Medical Officer for Humana's Primary Care Organization. Dr. Steve Lee is Chief Medical Officer, Florida Division, Conviva Care Centers. For more information about Conviva Care Centers, visit www.ConvivaCareCenters.com.

Visit us on the web at www.southfloridahospitalnews.com

We Salute our Physicians!

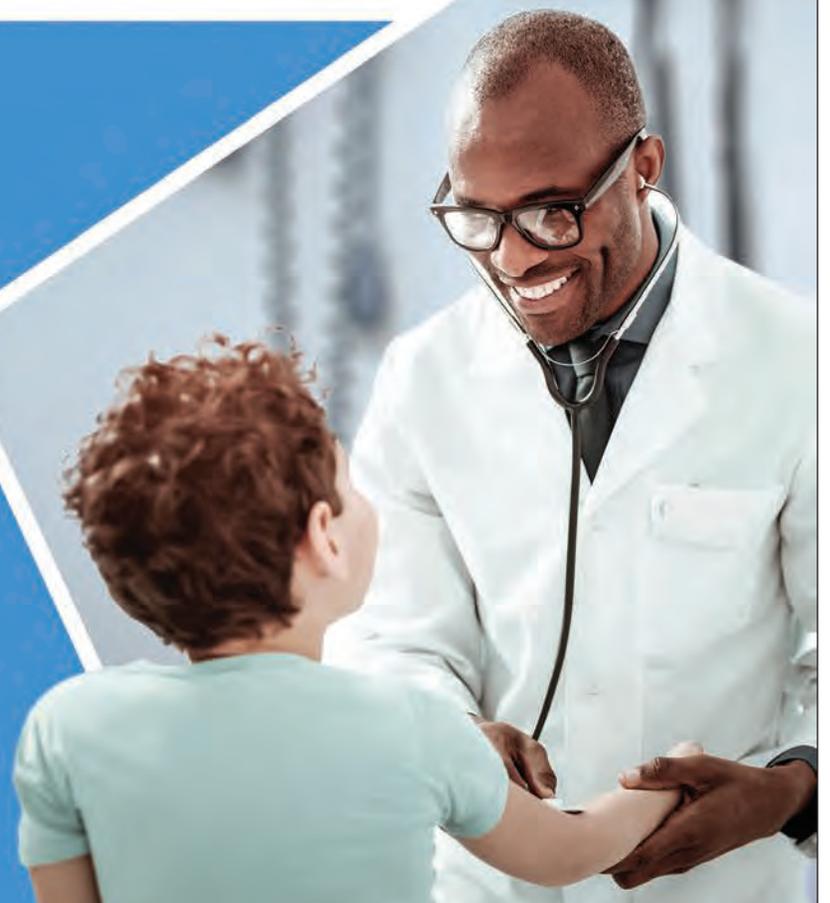


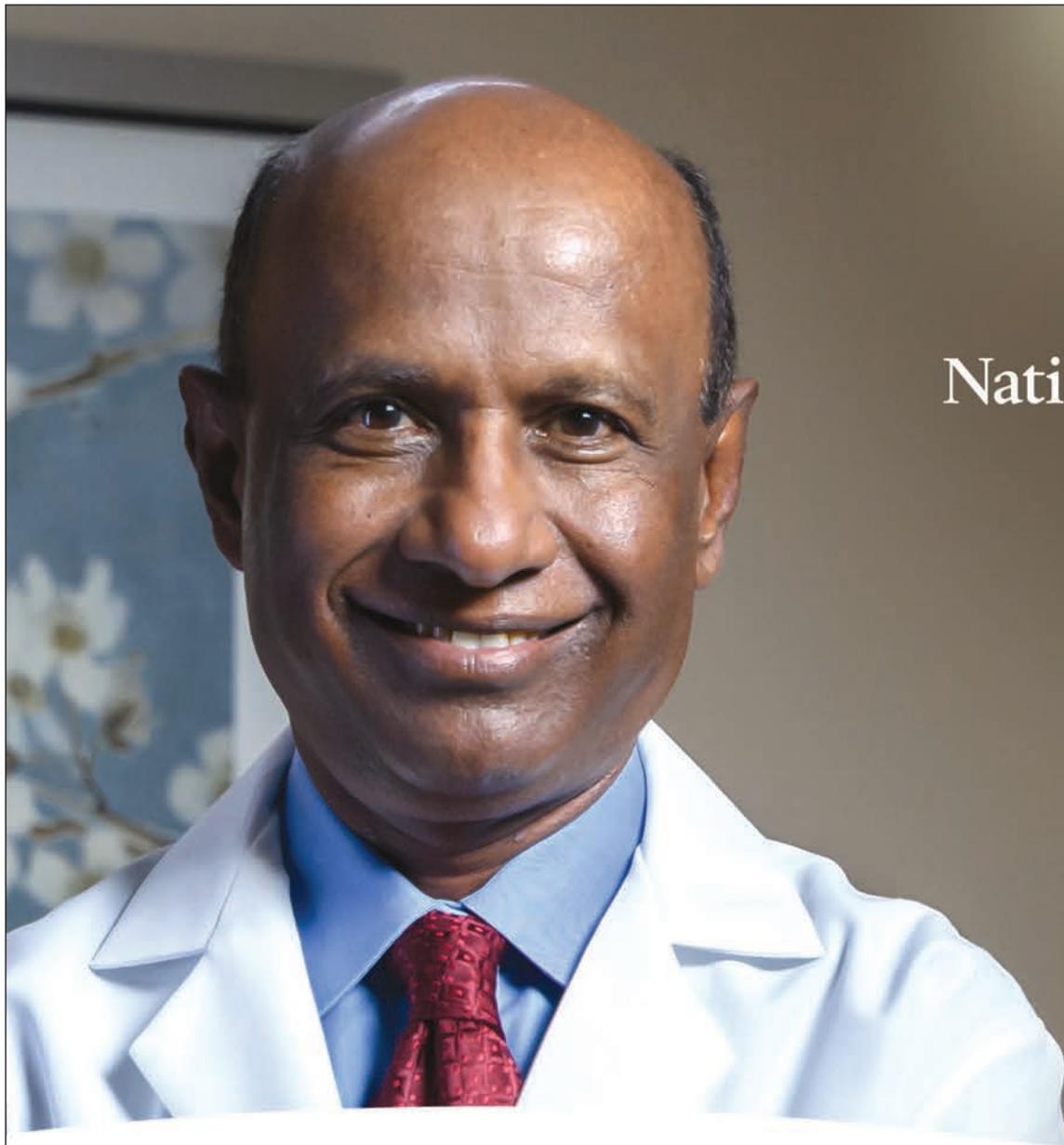
The Health Care District of Palm Beach County thanks the dedicated doctors and medical staff who keep our community healthy.

The Health Care District appreciates our providers who deliver care with passion to those who need it most. Our community-focused health system includes dedicated providers at our C.L. Brumback Primary Care Clinics, our teaching hospital, Lakeside Medical Center, on our air ambulance Trauma Hawk, at the Edward J. Healey Rehabilitation and Nursing Center, and in the school health clinics throughout Palm Beach County.

Learn more about our mission and opportunities to join our community-focused health system.

Visit www.hcdpbc.org and get social





March 30
National Doctors' Day



Dear health care heroes, thank you for your compassion and resilience. You are truly Remarkable.

On this Doctors' Day, we would like to take a moment to recognize and thank all caregivers who have united on the front line responding with bravery, compassion and resourcefulness. We are so proud of the incredible service our medical teams are providing to fight COVID-19 and help our community return to health and wellness.

Holy-Cross.com
A Member of Trinity Health

BeRemarkable.



Happy Doctors Day

Our doctors are the reason
our patients can *Age Well*.

Every day – but especially on
Doctors Day – we share our gratitude
for talented, dedicated physicians
everywhere. Doctors who are
committed to their patients and to
providing compassionate, attentive
care are invaluable to our community.

Thank you!



ConvivaCareCenters.com

SALUTE TO PHYSICIANS

Cover Story: Salute to Physicians: A Cautionary Tale for Organizations

Continued from page 1

While they may have benefits of mobility and compensation, autonomy in managing workflow and productivity is lost. The administrative burdens of prior authorizations, phone calls, patient messaging, as well as the compliance learning modules, are expected to be done “in between” patients. Private practice physicians suffer from increasing costs and lowering reimbursements. The variable under their control is volume or charging for patient access. Physician extenders, advance practice nurses soon gain their own panels of patients and are in the same situation. Moral distress of not being able to do what is right for the patient when competing interests ensues. This becomes a time/money conundrum. Our sense of purpose is diminished.

How can it be that physicians flock to do “mission” work? We are treating throngs of patients for the sheer joy of practicing medicine. We get no compensation, there is minimal to no paperwork, just taking care of people and feeling fulfilled. Here is a clue to managing the crushing administrative workload we face, by creating systems that encourage practice of medicine instead of data entry. Burnout is a scourge of the profession, a danger to patients and society at large, and robs individuals of their vitality. Suicide rates among physicians are higher than the average even while adjusting for hours worked.

Organizations with vision use physician wellness and wellbeing as critical elements for planning operations, workflows and a metric for C suite balanced scorecards. Most organizations have realized this is an issue of maintaining a limited resource. Their efforts are in the nascent stage. The Florida Department of Health’s 2021 workforce report shows that 60% of Florida physicians are over age 50. Survey data shows 92% of younger physicians felt work life balance was a necessity.

How will we cope? We know what works. Reduction of administrative burden. Physician to physician interventions to prevent “Second Victim” trauma.

Returning voice to physicians to manage their workloads. Return of the Doctor’s lounge where the organization recognizes the physical and emotional strains of practice and provides nourishment for the body and a safe place for nourishment of the soul.

The Palm Beach County Medical Society recognizes a physician’s worth.

In 2017, following a successful model from Washington State, they began a Physician Wellness Program to bring this to the attention of our members and the medical community at large. Under the leadership of Dr. Stefan Pasternack and his generosity, the Society raised funds to provide resource material available to members on the PBCMS website. Additionally, the PBCMS has held a formal educational Wellness Conference to educate our members and the healthcare community. Our proudest accomplishment has been for the Society to partner with vetted mental healthcare professionals to provide confidential free of charge counseling for five sessions. The Committee, headed by Dr. Shawn Baca, strives to advocate for physicians’ mental and physical health. To date the program has directly served practicing physicians, residents and medical students. Although organizations may have an assistance program, many physicians will not access that service through an employer. The PBCMS and the FMA actively advocate for changes in the licensing process to eliminate the question “Have you ever seen a mental health provider?”

We advocate for physicians to do what they were trained to do. Practice Medicine.

We call upon the South Florida healthcare community to understand a physician’s worth. The business case, moral case and ethical case is clear. Preserve the ability of physicians to practice medicine or be at the peril of losing this critical limited resource.

Dr. Claudia Mason is President of the Palm Beach County Medical Society.

**MARCH
2022**

SOUTH FLORIDA HEALTHCARE NETWORKING GROUP



ZOOM MEETINGS

**DATES: Thursday, March 10
& Wednesday, March 23**

TIME: On-line Networking
begins at **8:00 am**
Eastern Time (US & Canada)

For registration information,
contact charles@southfloridahospitalnews.com



Frida Dunayer Handles Challenges of Healthcare Interior Design

BY LOIS THOMSON

With her 30 years of experience in interior design – the past 21 with Saltz Michelson Architects – Frida Dunayer understands the difficulties that can arise in designing healthcare facilities. As she pointed out, "The environment we create for the patient is more important (there) than in other fields."



Frida Dunayer

Dunayer, director of interior design, explained some of the specifics: "When we are talking about different kinds of illnesses and treatments (for patients), we have to deal with the equipment and systems necessary for successful medical treatment. For example, air conditioning has a big impact in the design of a building because of the need to maintain the required temperature and cleanliness. Functionality of all the spaces is the main goal for us to reach."

She also talked about working on hospitals, where patient health and safety takes priority. "Let's say we are doing a full renovation of a hospital. We design the project considering different phases, according to the demand for the rooms in each case."

They work on one side of the building to minimize the disruption, and then on the other. "We normally work it like that. It takes longer, but that's the way to deal with construction in a building that never closes."

Once the design is finished, the construction begins, but there has been change in that area over the past few years. Dunayer said, "Currently, all the new normals are a reality;

because of COVID, the challenges are mostly financial in the case of construction – and the challenge of not being able to get materials. Many of the constructions have to make sure that they are not going to have any problems budget-wise, so they increase the price even though it is not necessary. We have found several cases like that. Even though the price of materials has not increased, the constructors add an additional percentage because they are trying to predict prices three months in the future."

While some of Saltz Michelson's buildings are spectacular in their design, the healthcare facilities usually do not exhibit extravagance. Dunayer agreed that some clients like their buildings to stand out, but for others, "it's not as important. And

that doesn't affect our decision of how we design the building. It doesn't matter what the specialty, we try to do our best – look-wise, function-wise. We try to design within the budget but not sacrifice in looks. The expense is inside the medical facility because of equipment, special needs. Outside, to make a building attractive, we can use different materials or we can use different colors with paint and create the same effects. It's really not difficult to design great buildings outside with a low budget."

Dunayer said Saltz Michelson is able to handle projects of all sizes; and that over the past five years, approximately 60 percent of the work has been new structures. "Before, maybe 30 percent were new buildings and the rest were renovations and additions. Now it's been different, and it's been better." She explained that even though renovations and additions are smaller in size, they can sometimes cause more difficulty than a new building. "When you start construction you find so many conditions that are hidden that you have to go back to the design. Meanwhile, the construction is already underway." That can result in friction between the design and construction teams.

The firm's clients are a mixture, and include both public works and private. Dunayer said they are fortunate to have

contracts with some medical facilities and government institutions, which usually run two to three years. One project that was just finished and is operational is BARC, Broward Addiction Rehabilitation Center, for Broward County; and another under construction, also in Broward, is the sexual assault facility for women and children. Additionally, following the renovation of an assisted living facility, the firm was given the opportunity to do three more such buildings. "Assisted living facilities provide residence and basic medical attention to elderly. The occupants usually stay temporarily to be treated for minor rehabilitation matters."

Another of Saltz Michelson's clients is the Seminoles. Dunayer said they just finished a project for the Immokalee community in central Florida. "We designed a medical clinic, a behavioral Health Center, a police station, a fire station, and an emergency operation building in case of disaster. They are trying to organize all services for the community on a single campus."

Whatever challenges are taking place, Saltz Michelson – and Frida Dunayer – are able to handle them.

For more information, call (954) 266-2700 or visit www.saltzmichelson.com.

Good Samaritan Medical Center Brings New Technology and Services to the Newly Redesigned Norma E. & Miles M. Zisson Comprehensive Breast Center of the Palm Beaches

Good Samaritan Medical Center part of the Palm Beach Health Network, announces a new look and new equipment in the redesigned Norma E. & Miles M. Zisson Comprehensive Breast Center of the Palm Beaches. The Palm Beach Health Network invested nearly a quarter of a million-dollars into the center, bringing a sleek and calm aesthetic look, along with some of the newest high-end technology for patients being treated for their breast health.

Some of the new additions to the center include:

- The Genius 3D Mammography™ exam with Hologic Clarity HD – This technology generates images of the breast that are sharper and even more detailed so a cancer can be detected earlier, when it is easier to treat. It also cuts down on unnecessary follow-up appointments by up to 40% compared to 2D imaging alone. It also produces images quicker so less time for the patient to have their breast under compression
- Affirm Breast Biopsy Guidance System – This system allows doctors to quickly perform 3D breast biopsies on patients and accurately target regions of interest for a breast biopsy assisting in breast cancer detection.
- Supersonic Mach 40 Ultrasound – The Ultrasound system gives the highest resolution images of patients to enhance diagnostic certainty, regardless of tissue density.





CGC1513679 PCC1256850 MRSA27 MRSR57

S.R. Construction Services LLC -
Proud to be a part of the FoundCare, Inc. open house ribbon cutting ceremony for their West Palm Beach Okeechobee Blvd. site of care. The newly opened community health care center provides pediatric, adult, geriatric primary care, chronic disease mgt, behavioral health, laboratory services, infectious disease, and social services, as well as an on-site pharmacy. The center will be named after their CEO of 20 years, Yvette Bonnet, for her unwavering efforts to serve the uninsured and underserved members of our community. S.R. Construction Services is honored and privileged to have been the General Contractor for this design build project!

Speed to Market • Vertically Integrated • Statewide GC

Contact Eric Rogers for your upcoming project:
(561) 290-0402 / Eric@S-R-Construction.com
www.S-R-Construction.com



AHCA, CMS and Fire Departments Require an Annual Fire Door Inspection

Why is it required? Because it only takes one defective or non-compliant fire door to turn a small fire into a deadly inferno

The purpose of official agencies such as AHCA, CMS, insurance carriers and local fire departments is to increase public safety by making sure Medicare-funded health care facilities are complying with all Fire and Life Safety and fire codes and concerns.

Next to full sprinkler systems, code compliant fire, smoke and egress doors are the facility's next most crucial fire prevention device. The reason is that most fires usually start small and can be limited to the original area, providing that any fire door leading from the room is closed and is fully fire-code compliant. In addition, it is a fact that very few people are hurt or die from flames; it's smoke and fumes that injure and cause death. Therefore, fire doors blocking the spread of fire, smoke, etc., are essential. In addition, a properly engineered and closed fire door will cut off additional oxygen from entering the fire zone and fueling the blaze proving it is fully compliant with the fire code.

"Fire Safety" doors are the second line of defense against the spread of a fire and lethal smoke, with a complete sprinkler system being number one. Unfortunately, "Fire Safety" doors sadly have the most potential for failure due to the high frequency of use and sometimes, the simple lack of regular maintenance. For this reason, a need for strict regulatory compliance has been established by (a) The National Fire Protection Association (NFPA), (b) The International Code Council (ICC), and (c) The Joint Commission, AHCA, and CMS [Healthcare], which requires the inspection of ALL Fire Doors at least annually.

A complete fire door inspection requires several things. First – you need a completed Door Schedule - listing every fire, smoke and egress door. Each door must be listed individually, and its exact location and other information noted. Our company National FireDoor attaches a permanent QR-coded ID label to each door's hinge edge.



BY DAN ARCE

Facilities' floor plans are also beneficial; however, some entities use the Fire "Life Safety Plans" for buildings. Without a complete door schedule a full Inspection cannot be completed.

When an AHCA or other AHJ (Authorities Having Jurisdiction) shows up to do a life safety survey, one of the records facilities must keep available is a Fire Door ITM (Inspection, Testing & Maintenance) workbook or report. This report is a permanent record of the ITM for each door and must be available upon demand.

An annual inspection of ALL fire, smoke and egress doors is required and a report for each door must be made available to any AHJ upon request. In addition, your facility can be cited for failing to comply with Annual Fire Door Inspection (AFDI) Mandate requirements. Never forget, it's facilities management that is held responsible for required safety inspections.

YOU may ask who is authorized to do the AFDI. The NFPA code states that anyone who possesses the proven knowledge of Fire Safety Door Assemblies and Fire Code compliance experience is eligible as an inspector, providing they are acceptable to the AHJ. Most facilities utilize the services of professional companies such as National FireDoor, LLC, one of the fastest-growing companies in the Fire Door compliance inspection field.

National FireDoor offers several programs which run from Full Service (includes everything necessary for compliance with the directives required for Annual Fire Door Inspections) to programs which supervise a DIY program.

If you would like to discuss your compliance concerns, call National FireDoor for a no-obligation consultation. NFD can ensure your buildings conform to the inspection requirements for your facility now and in the future. National FireDoor can be reached at (305) 233-1477 or email info@Nationalfiredoor.com.

COMPREHENSIVE

MEDICAL DESIGN

AMERICAN COLLEGE OF HEALTHCARE ARCHITECTS
Experienced, Certified, Preferred

SALTZ MICHELSON ARCHITECTS

www.SALTZMICHELSON.COM
19541 266-2700

\$168 Million Investment in State-of-the-Art Healthcare Facilities Keeps Jupiter Medical Center Leading and Looking to the Future

BY DENISE MOORE

World-class healthcare requires substantial investment to stay at the forefront of medicine.

Jupiter Medical Center is sparing no expense to provide the highest level of care to discerning patients throughout South Florida.

Since 2019, the award-winning medical center has invested \$168 million in its future and the future of healthcare in South Florida. Substantial investments in campus expansion, state-of-the-art facilities, and advanced technology — all at the fingertips of the area's leading physicians and specialists — result in nationally recognized care.

Jupiter Medical Center's latest enhancements include:

- **The Anderson Family Cancer Institute:** This comprehensive treatment center ushers in a new era of cancer care in South Florida. It brings together multidisciplinary cancer experts, leading technology, care navigation specialists, and personalized treatment that is unmatched in the region.

- **Expanded Emergency Department:** When it opens in 2022, Jupiter Medical Center's Emergency Department will expand by 5,000 square feet and incorporate the latest advanced emergency medicine technologies and expansive patient care areas. The improvements are designed

to reduce wait times and enhance the patient experience.

- **90,000-Square-Foot Surgical Center:** Plans for this \$100 million, state-of-the-art Surgical Institute include 16 operating rooms, two hybrid operating rooms, anesthesiology workrooms, private consultation rooms, pre- and post-operative meeting areas, expanded nurses' stations, clinical offices, and more.

The Surgical Institute will meet the increased demand for surgical care, expand access to minimally invasive treatment options, and elevate the patient experience. As they await for a loved one during surgery, for example, family members will receive real-time, clinical information and updates via private, patient-focused communication technology.

Top Ratings and Leading Surgical Technology

Jupiter Medical Center designed the Institute with the latest quality enhancements in mind, bolstered by seven consecutive "A" ratings from the Leapfrog Group, a national nonprofit organization whose annual hospital survey of inpatient and outpatient care is "the nation's gold standard in evaluating hospital performance," and a 2021 Top Hospital distinction by Leapfrog.

Jupiter's operating rooms will leverage sophisticated infection prevention technology, including ultraviolet light steriliza-

tion, advanced ventilation design, and hands-free door operation. An expanded sterile processing department will enable faster cleaning and reduced sterilization times, enhancing the overall surgical infection-prevention process.

Combining advanced surgical, imaging, and information technologies, the new Surgical Institute also will utilize the latest in multilocation data collection to consolidate patient information and make it immediately available to clinical teams. This new functionality also makes it possible to perform 3D image-guided surgery, a leading-edge technology that aids surgeons by enhancing visualization of each surgical procedure and enabling them to perform surgery with greater accuracy.

Jupiter Medical Center's focus on technology-enhanced multidisciplinary care prompted the addition of two advanced hybrid operating rooms. These hybrid suites will be equipped with the latest image-guided and robot-assisted surgical equipment. The suites combine a traditional operating room with an image-guided interventional suite to accommo-



date more complex procedures.

These state-of-the-art spaces also allow for the combination of image-guided surgery with surgical procedures that require traditional open incisions. Multidisciplinary clinical teams can transition seamlessly from minimally invasive procedures to an open procedure without the need to reschedule the surgery to a different day and time.

Jupiter Medical Center is well-positioned to provide world-class care across South Florida. Continued investment in sophisticated technology, specialized medical facilities, and leading physicians enables the medical center to lead the way in healthcare innovation and provide the level of care our community deserves.

For more information, visit www.jupitermed.com.

VITAS® Healthcare Inpatient Hospice Unit Opens at Sunrise Health and Rehabilitation Center

Residents of South Florida's City of Sunrise now have increased access to high-quality hospice care through the VITAS Inpatient Hospice Unit (IPU) at Sunrise Health and Rehabilitation Center. The newly remodeled hospice wing is expected to care for more than 500 Broward County patients each year.

"As the nation's leading provider of end-of-life care, we are privileged to serve and support patients who require levels of care beyond routine hospice service," said Kathleen Coronado, general manager for VITAS in Broward County. "The availability of this hospice unit helps ease the concerns of hospice patients and their families,

relieving some of the burden on hospital staff and rooms, while providing the high level of compassionate care that VITAS is known for."

The VITAS IPU includes 16 private patient rooms with special amenities for families and visitors, private areas for quiet conversation and reflection, and overnight accommodations for guests, in adherence to current COVID-19 regulations.

Patients receive high-acuity care, as needed for their individualized care plan, including medicine and nutrition, and modalities to ease pain and other symptoms.

A Special Thank You to the Vitas Healthcare Delray Beach Inpatient Hospice



The family of Ralph E. Newman would like to extend its sincere thanks and appreciation to the Vitas Healthcare Delray Beach Inpatient Hospice Unit for its extraordinary care and consideration of their father, brother, grandfather and great grandfather Ralph Newman.

Even in the midst of COVID and Omicron restrictions, the entire Vitas family managed to make a difficult situation both heartwarming and peaceful. In its calm and nurturing atmosphere, our whole family knew that Poppie or Peepaw (as he was known), was receiving the best care possible.

GULFSTREAM PETROLEUM SERVICES, INC.

Gulfstream Petroleum Services is a full-service, licensed, and insured petroleum contracting firm proudly serving hospitals in the South Florida area.

We specialize in essential petroleum system services at fair prices, including:

- Diesel Fuel Polishing
- Fuel Tank Cleaning
- Fuel Tank Removals
- Fuel Tank Installations
- Above Ground and Below Ground Fuel Systems
- Monthly Compliance Inspection Service
- General Maintenance Services
- Day Tank Installations
- Remote Fill Installations

305-281-7240 • info@GPSfuel.com • www.GPSfuel.com

South Florida's
Monthly
Healthcare Newspaper

PO Box 812708
Boca Raton, FL 33481-2708
Phone: (561) 368-6950

Website:
www.southfloridahospitalnews.com

CHARLES FELIX
CAROL FELIX
Publishers

NANCY LAMMIE
Editor

JUDY GRAMM
Editorial Manager & Webmaster

JMC GRAPHICS
Art/Production
lammienancy@aol.com
412-877-5321

CONTRIBUTING WRITERS
Daniel Casciato
Barbara Fallon
Vanessa Orr
Lois Thomson

**LOOK FOR OUR
NEXT ISSUE
IN APRIL**

**TO REACH US
FOR
ADVERTISING
OR EDITORIAL**
Call (561) 368-6950
or e-mail
carol@southfloridahospitalnews.com

SUBSCRIPTIONS

One Year \$40
Two Years \$60
Three Years \$75

To subscribe,
call (561) 368-6950
or subscribe online at
southfloridahospitalnews.com.

All rights reserved. Reproduction
in whole or part without written
permission prohibited. Copyright © 2022

Don't forget to include
**South Florida Hospital News
& Healthcare Report**
in your Marketing Plans

Call Charles at 561-368-6950 for a Media Kit

REAL ESTATE, CONSTRUCTION, DESIGN & FACILITY PLANNING

Palm Beach Gardens Medical Center Adds Advanced Visualization with Interventional Radiology Suite and Technology

Palm Beach Gardens Medical Center continues strengthening its services in the community by offering patients advanced vascular and interventional imaging procedures in its new imaging suite and interventional radiology lab. The new lab will add the Innova IGS 5 with Auto Right™ bringing enhanced visualization, workflow integration and image clarity to address interventional radiology and oncology, electrophysiology, cardiology and neuro-interventional procedures.

Some of the benefits of this technology include:

- Larger field of view to image the anatomy in a single image
- More flexible procedural configurations for radiologists to view images on patients
- 3D imaging to provide clearer images for radiologists to diagnose medical issues
- More comfort for the patient to provide fast and easy imaging



West Boca Medical Center to Open New Boca Center for Orthopedics and Spine Care

West Boca Medical Center, part of the Palm Beach Health Network, is set to open up its newest hospital addition with the Boca Center for Orthopedic and Spine Care. This unit is designed to provide a seamless continuity of care with advanced treatment options. The Boca Center for Orthopedics and Spine Care enables patients to easily transition from surgery to recovery and rehabilitation. The hospital offers leading edge robotic technology used by our skilled surgeons to provide better outcomes. This dedicated unit allows patients to recover in the comfort of a private, specialized area within the hospital.

“This new center is essential to providing some of the top orthopedic and spine care in our community so patients can receive the most precise and least invasive treatment options in our area,” said George Rizzuto, Chief Executive Officer of West Boca Medical Center. “Our dedicated staff and surgeons are experts in minimally invasive procedures giving our patients a chance to heal quicker and get back to their daily activities.”

Some of the benefits of The Boca Center for Orthopedic and Spine Care include:

- Separate private entry way within our Medical Surgical unit
- 8 patient rooms
- New orthopedically designed walk in showers
- Dedicated staff and upgraded furniture
- Dedicated patient navigator following your continuum of care
- Inpatient rehabilitation
- Outpatient physical therapy

Patients at the center undergoing inpatient joint replacements can benefit from either the Mako Robotic-Arm Assisted Surgery System or the CORI Surgical System. Both Robotic systems afford enhanced accuracy, potential for longer-lasting implants, less post-operative pain and a quicker recovery.

Coming in **South Florida Hospital News and Healthcare Report...**

APRIL

- **Healthcare Volunteerism in South Florida**
- **Healthcare Consulting/Outsourcing**
- **Insurance for Healthcare Professionals, Businesses, Consumers**
- **Organ and Tissue Donation Awareness**

MAY

Annual Nurses Issue – **Salute to Nurses**

For more information on advertising and
editorial opportunities, call (561) 368-6950 today!

Around the Region... Around the Region... Around the Region...

West Boca Medical Center Announces the Appointment of New Board Members

West Boca Medical Center announces the appointment of three new board members to its 2022-2023 Governing Board:

- Tim Ahlbum, President of Health Coverage Solutions, is a local executive with a wealth of knowledge in the healthcare insurance industry. He started his company, Healthcare Coverage Solutions in 2008 which is an agency specializing in Medicare coverage and life insurance plans for individuals over 65.

- Rabbi Rael Blumenthal, Rabbi at the Boca Raton Synagogue, was born and raised in Johannesburg, South Africa and studied for three years at Yeshivat Kerem B'Yavneh. He holds a bachelor's degree in computer science from Yeshiva University.

- Dr. Celina Moore, Advanced Pediatrics of Boca Raton, joined the medical staff at West Boca Medical Center in April 2006 and has held many medical leadership positions during her tenure. She completed her residency at Miami Children's Hospital and serves on the Pediatric Management Committee.



Tim Ahlbum



Rabbi Rael Blumenthal



Dr. Celina Moore

HCA Florida Woodmont Hospital Welcomes Patrick George as New Chief Financial Officer

HCA Florida Woodmont Hospital announced that Patrick George has joined as Chief Financial Officer.

Prior to joining HCA Florida Woodmont Hospital, George was the Assistant Chief Financial Officer at another HCA Healthcare Facility, Presbyterian St Luke's Medical Center and Rocky Mountain Hospital for Children. He has been with the company for four years.

George is a certified public accountant who holds a bachelor's degree in accounting from Xavier University in Cincinnati, Ohio.



Patrick George

Chris Irizarry Appointed as Foundcare's New Chief Executive Officer

Following an extensive national search, the board of directors at FoundCare, Inc. appointed Christopher Irizarry as the non-profit healthcare center's second CEO in its 20-year history. Irizarry follows newly retired and founding CEO, Yolette Bonnet, in leading the Federally Qualified Health Center's (FQHC) explosive growth. According to FoundCare's board president, Vivianne Jean-Francois, Irizarry was unanimously selected for the promotion. He originally joined FoundCare in 2019 as the Chief Strategy Officer after 13 years of executive-level experience working with FQHCs throughout the country.

Irizarry's leadership was instrumental in launching FoundCare's Women's Health Program by adding prenatal and postpartum outpatient services and an in-house mammography-screening program. He also marshalled the construction and renovation of FoundCare's latest 10,000-square-foot health center located on Okeechobee Boulevard in West Palm Beach, while expanding FoundCare's behavioural health services.

Before his career credentials, Irizarry earned his administration of justice degree from Rutgers University in New Jersey and his master's in public administration from the City University of New York (CUNY). He continued his professional development as a graduate of Leadership Palm Beach County and the UCLA/Johnson & Johnson Health Care Executive Program.



Chris Irizarry

Ronald McDonald Charities of South Florida Announces the Appointment of Three New Board Members

Ronald McDonald Charities of South Florida has announced the appointment of three new members of its Board of Directors: Jennifer Beber, Alejandro Arias and Eduardo Alvarez.

Jennifer Beber, President and Chief Strategy Officer at Beber Silverstein Group, is an expert advertising and marketing professional with an exceptional ability to mine critical insights from consumers and apply them to client challenges. She has accumulated over 30 years of experience with hospital and healthcare marketing initiatives, working with clients such as Jackson Health Systems, CareMax, AvMed and more.

Alejandro Arias, a partner at Holland & Knight, LLP, is an experienced real estate attorney focused on land use and zoning matters. He is well-versed in creating multifaceted strategies for project approvals that include working with development teams, meeting with key constituencies, interacting with government officials and staff, preparing public outreach messaging and lobbying elected officials.

Eduardo Alvarez, Senior Operations Manager at Sunshine Gasoline Distributors, is a seasoned executive with years of experience in business administration and operations. He also currently manages various companies in a presidential capacity, such as Service Stations Maintenance Inc., Mendheim Construction LLC and Tri-County Equipment.



Jennifer Beber



Alejandro Arias



Eduardo Alvarez

ACHE of South Florida
An Independent Chapter of



American College of
Healthcare Executives
for leaders who care®

Thank You for your Leadership and Service
from the
2022 ACHE of South Florida Board of Directors



Ashley Vertuno, FACHE
Chief Executive Officer, JFK Memorial - North Campus
HCA Healthcare
**ACHE Regent for Florida - Eastern
2019-2022**

Please visit: ache.org and acheofsouthflorida.org

E-mail Your Announcements to
editorial@southfloridahospitalnews.com

Cover Story: Top Five Access Challenges and Solutions in Response to COVID

Continued from page 1

required to conduct an appropriate patient encounter further reducing access. Ease of navigation from one care site to another has also been more complicated than before COVID. Due to these challenges, the Holy Cross Medical Group (HCMG), like medical groups across the country, have adapted to these demands and deployed new capabilities that will benefit patient access, safety, and care for years to come regardless of COVID.

Holy Cross Medical Group (HCMG) recognized and responded to the need to answer the phones quickly and effectively by centralizing the call center. HCMG started with the primary care offices and rapidly expanded to the larger specialty practices. This resulted in greater than 98% of patient calls being answered in less than 30 seconds. Specialized training allows for the call center representative to answer questions and schedule appointments while on the call eliminating long wait times, voicemails and return phone calls. Their training also prepares the call center representative to assess the health condition, and if COVID may be a factor, it can guide the patient to available resources.

A collaborative team approach is improving access to patient appointments. While the patient/provider relationship remains a priority, a patient's immediate need may require seeing a provider who has immediate availability versus waiting for the established physician relationship to have an appointment available, which could be many weeks out. This is accommodated by the centralized call center who has visibility into all physician schedules and can navigate a patient to another excellent physician either in the exact location or at a geographically convenient

location nearby.

Telehealth is another exciting method by which patient access to their physician can be accommodated. The rapid development of telehealth platforms allows patients to quickly and easily engage in a video visit with their physician from the comfort of their own home. Telehealth has proven to be an excellent solution for those patients with mobility or immunocompromised conditions. Telehealth makes the visit both safer and more convenient.

Lastly, online scheduling provides access to care to the patient by logging onto an online scheduling option. Doc ASAP is a scheduling tool available to all current and potential patients of HCMG and accessible from any electronic device such as smartphone, tablet, or computer. It will list physician availability and make scheduling as simple as selecting a time that is convenient for them.

While COVID has had heartbreaking implications across every community, it has pushed the adoption of centralized services such as call centers and the advancement of technology such as telehealth and online scheduling. HCMG has taken full advantage of these new capabilities to serve our patients better.

It is essential to note that in addition to learning and deploying new capabilities, HCMG and other excellent health care organizations across the community have known how to keep patients and care teams safe while seeking care. It is crucial that those in need of care understand this and don't delay care even though COVID continues to be a challenge in our communities.

James Moffett is President, Holy Cross Health Medical Group.

Visit us on the web at
www.southfloridahospitalnews.com

Cover Story: Medical Directorships Come with Responsibilities, Risks

Continued from page 1

administrative duties needed for licensure and board requirements, and providing generalized oversight to the practice, among others.

"What some physicians might think of as a way of supplementing their income for very little effort is really taking on a great deal of responsibility if they do the duties required in the needed manner," said Gompers. "In fact, in some states including Florida, the failure to do these duties as defined in state statute could have an effect on the status of their medical licenses."

While some of the tasks of a medical director can be delegated, the medical director can be held responsible when a patient suffers an adverse effect or the entity's regulatory compliance is called into question.

"Many physicians don't realize that their medical professional liability policy most likely excludes medical director-initiated duties," said Gompers. "In order to protect themselves from any suits or issues, they may need to get a separate policy or be added on to the facility's policy where they are serving as the medical director."

There are a number of red flags that may signal a problem when looking at a medical director agreement.

"For example, if a person is a medical director at a facility like a nursing home, and refers patients there while getting a monthly fee as a medical director, he or she may be violating anti-kickback regulations," said Gompers.

The Physician Self-Referral Law, commonly referred to as the Stark law, prohibits physicians from referring patients to receive "designated health services" payable by Medicare or Medicaid from entities with which the physician or an immediate family member has a financial relationship.

"If a physician doesn't make sure that the ancillary staff meets their in-service education requirements and are ade-

quately trained or that all of the professionals in the facility have the correct licensure, they may also be liable if something happens," added Gompers. "In the state of Florida and other places, the medical director is also responsible to make sure that a facility's billing procedures are appropriate and meet all requirements."

In Florida specifically, any licensed healthcare clinic may not operate without the day-to-day supervision of a single medical or clinic director, who is, in the state's view, the focus point of maintaining high quality care and ensuring that the facility is operating in compliance with the law. When applying for recertification, medical directorships will be reviewed by the state as part of the licensure requirement, and if there is a complaint about the facility, every facet, including the medical director's role, will be reviewed.

"Anybody contemplating entering into a medical directorship should have a contract and consult with a healthcare attorney to ensure that the proposed business arrangement does not violate any state or federal laws such as corporate practice of medicine and payment arrangements," said Gompers. "They need to make sure that they understand their duties under the contract and consider if they can appropriately perform those duties."

"They also need to make sure that they have their own liability coverage to protect them in this role, or make sure that they are included in the policy of the facility or clinic engaging them and get a Certificate of Insurance as evidence of such," he added. "A number of physicians fail to realize how important this role is to the facility and how much exposure they may have."

For more information, contact
Bill Gompers at bill@dannagracey.com,
(888) 777-7173 or
visit www.dannagracey.com.

Accolades Accolades Accolades Accolades

Century Ambulance Service EMS Professionals Receive Prestigious Stars of Life Recognition by the Florida Ambulance Association

Century Ambulance Service EMS professionals representing Taylor County, Columbia County and northeast Florida were recognized with the prestigious Stars of Life award recently at the 2022 Stars of Life medal ceremony. The four recipients representing Century Ambulance EMS professionals include: Michael Krohn, EMT, Taylor County; Greg Thacker, EMT, Columbia County; Cornelius Lavan, Paramedic, and Laurretta Kaylor, Dispatcher/Paramedic both from Jacksonville, Florida. These four individuals were nominated by their station supervisors.

The Star of Life medal is given each year by the Florida Ambulance Association to recognize that EMS saves, sustains, and touches lives every day and shines a light on all the important work these individuals do who have either resuscitated a patient, improved public health, had a positive impact in the community, or showed exceptional care and compassion.

"We are very proud of the courage and dedication demonstrated by our EMT's, Paramedics and Dispatcher throughout this year and their unwavering commitment to providing compassionate care at every level in their respective roles here at Century Ambulance, said Matt Johnson, Vice President-East and General Manager of Century Ambulance. "Over the past year, the tireless efforts of all EMS professionals throughout the state have been critical to ensuring the health and safety of all Floridians throughout this pandemic," he added.

In addition to the awards ceremony, the Stars of Life recipients had the opportunity to meet Lt. Governor Jeanette Nuñez, attend meetings at the Florida State Capitol and also met with their state legislators and local representatives.

Century Ambulance Service is a Covalent Health Company and provides services throughout the state of Florida serving northeast Florida, Columbia County, Taylor County and Palm Beach County.



Back row (l-r) Michael Krohn, Greg Thacker;
Front row (l-r) Cornelius Lavan, Laurretta Kaylor

WHAT'S NEW...WHAT'S NEW... WHAT'S NEW...

Dr. Robyn Moncrief and Alex Gellman Make \$2 Million Gift to Boca Raton's Keeping the Promise Capital Campaign

Retired Boca Raton Regional Hospital Breast Surgeon Robyn Moncrief and her husband Alex Gellman have made a \$2 million gift to Keeping the Promise ... The Campaign for Boca Raton Regional Hospital. The couple's generosity brings the total funds raised through the Keeping the Promise campaign to \$225 million toward its goal of \$250 million and amplifies and symbolizes the enormous philanthropic commitment from the medical staff.

"Dr. Moncrief holds a special place in the hearts of so many of us here at the hospital and in this community," said Lincoln Mendez, CEO of Boca Raton Regional Hospital. "As a breast surgeon, she has had enormous impact on patients and their family members who depended on her extraordinary skill to both save and enhance life. There is no greater accomplishment as a physician, as a person. Dr. Moncrief was part of the substantial growth of the Christine E. Lynn Women's Health and Wellness Institute before she retired to spend more time with her husband and their philanthropy. The gift she is making with her husband, philanthropist and businessman Alex Gellman, underscores their commitment to Boca Regional and to our bold vision to expand. We are eternally grateful."

The gift from Dr. Moncrief and Mr. Gellman will be fittingly recognized in the new planned Sanctuary and will carry the name of Alex's grandmother, Anne Brenner Gellman.



Dr. Robyn Moncrief and her husband Alex Gellman

Palm Beach Gardens Medical Center Reaches Milestone of 19,000 Open Heart Surgeries

Palm Beach Gardens Medical Center, part of the Palm Beach Health Network, celebrates a major milestone in the history of its cardiac program, as the hospital completes over 19,000 open-heart surgeries. As the first hospital in Palm Beach County to start an open-heart surgery program, Palm Beach Gardens Medical Center continues to provide innovative, top quality cardiac care to the community. "Experience counts, and that's what this achievement represents as an important part of the growth of our cardiac program for almost 40 years," said Teresa Urquhart, chief executive officer for Palm Beach Gardens Medical Center. "When it comes to the heart, we remain focused on advancing the level of care we provide to our patients by adding some of the newest and latest cardiac procedures to our program." Palm Beach Gardens Medical Center started its open-heart program in 1983, with cardiothoracic surgeon, Dr. Richard Faro performing the first procedure. Since then, the hospital has been recognized nationally for its cardiac care, and continues to be at the forefront of pioneering some of the latest medical procedures in the area.

Palm Beach Gardens Medical Center Implementing the ERAS System for Heart Surgery Patients

Palm Beach Gardens Medical Center is adopting the ERAS (Enhanced Recovery After Cardiac Surgery) system for patients undergoing heart procedures. ERAS is a dedicated clinical and perioperative surgical pathway to streamline goals of care and ensure a safer, more efficient and comfortable recovery for the patient. "ERAS represents a new way of thinking about recovery after cardiac surgery. The program focuses on patient centered care to involve you and your family in your own recovery", said Dr. Nishant Patel, cardiac surgeon on staff at Palm Beach Gardens Medical Center. "Our multidisciplinary team here at Palm Beach Gardens Medical Center has worked

Nicklaus Children's Hospital Awarded Grant from Rotary to Advance Behavioral Services for Children

Rotary has awarded Nicklaus Children's Hospital \$333,125 to support the expansion of the hospital's tele-behavioral health program. The grant is a joint initiative of the Rotary Club of Key Biscayne in Florida and the Rotary Club of Windsor Roseland in Ontario, Canada. These critical funds will enable the hospital to expand availability of mental healthcare services for South Florida children and their families, addressing the increased demand brought on by the COVID-19 pandemic, while also providing services in a safe virtual setting. The grant builds upon Nicklaus Children's existing telehealth program, Pediatric Virtual Care, which has been operational since 2013. Pediatric Virtual Care offers convenient access to pediatric care for a wide range of services from the comfort of home, or other location.

The grant funding is provided through The Rotary Foundation – Rotary's charitable arm – to select programs undertaken by Rotary members that support sustainable, defined community needs around the world.

Nicklaus Children's is working hard to address the behavioral health needs of the region, aided by telehealth, which enables the hospital to safely serve more children than in the traditional office-based model. In 2021, the hospital conducted nearly 30,000 virtual consultations and visits, with tele-behavioral health accounting for 51 percent of these. This follows another busy year in 2020, when the hospital conducted over 31,000 virtual visits, with 42 percent involving behavioral health.

The Rotary Club of Key Biscayne works closely with Nicklaus Children's Hospital on local and regional advocacy initiatives and special event development. Later this year, once it is safe to gather again, Rotary club members and Nicklaus Children's leaders will host an event to promote awareness of the mental health needs of the region's children and recognize donors, partners and contributors.

Broward Health Coral Springs Becomes the First Breast Milk Depot in Broward County

Broward Health Coral Springs is proud to partner with Mothers' Milk Bank of Florida (MMBFL) as the first Milk Bank Depot in Broward County. Broward Health has utilized Pasteurized Donor Human Milk in the treatment and care of premature and critically ill babies in the Neonatal Intensive Care Unit.

"We are excited for the opportunity to partner with Mother's Milk Bank of Florida by utilizing the gift of donor milk for our tiniest patients, and now also by participating with our community with giving back as a depot location," said Sabra Henry, Administrative Director, Women's and Children's Health at Broward Health Coral Springs.

Approximately 14% of Florida babies are born preterm according to the Centers for Disease Control and Prevention. Breast milk for premature or seriously ill newborns is an effective way to enhance the baby's health, growth and development. Breast milk can reduce the incidence of serious and even fatal digestive tract infections.

Once frozen donated milk is received at Broward Health Coral Springs' Milk Depot, it's sent via courier to the Milk Bank where it's tested for bacteria and levels of nutrients and pasteurized to kill any bacteria or viruses. Before the pasteurized milk is dispensed, bacteriological testing is done to ensure its safety. Donor milk is dispensed to babies by a doctor's prescription.



E-mail Your Editorial Submissions to
editorial@southfloridahospitalnews.com



Healthcare Education Series

PRESENTED BY

- South Florida Hospital News & Healthcare Report
- South Florida Healthcare Executive Society
- Healthcare Law Partners, LLC
- Broward County Medical Association

 Session is FREE via ZOOM. **Register Today!**

The session will be one hour with a presentation on current issues facing healthcare professionals.

Tuesday, March 15th
6:30pm - 7:30pm

TOPIC:
Roadmap to Healthcare Mergers & Acquisitions

Register in advance for the meeting:
charles@southfloridahospitalnews.com

After registering, you will receive a confirmation email containing information about joining the meeting.

Cover Story: South Florida's Healthcare Industry Recovery Is on the Mend Despite New Variants – Here's How

Continued from page 1

how to increase efficiencies by serving patients in new ways. In fact, BDO's recent CFO Survey, which polled 100 healthcare industry CFOs with revenues ranging from \$250 million to \$3 billion, found that 63% of healthcare organizations are thriving and 82% expect to be thriving in one year. In South Florida, telehealth innovations have given primary care physicians the flexibility to provide patients with more convenient care and the bandwidth to garner additional business. Fewer in-person visits have reduced patient costs, allowing primary care facilities to benefit from cost-savings bonuses on capitated health plans, including Medicare Advantage.

In addition to making these operational pivots, healthcare organizations that received Provider Relief Funds (PRF) and related government funding are positioned to face new variants and come out of the pandemic with greater financial stability. A number of South Florida's specialty practices have quickly rebounded because of the funds.

While some of the federal funding program updates, such as changing eligibility criteria and the need for additional documentation, have required increased oversight to ensure compliance with the latest audit requirements, the funds have had an overall positive impact on South Florida's healthcare industry.

Looking ahead, we expect to see continued growth and investment in South Florida healthcare. The influx of people moving to Florida from across the country and the substantial senior population has sparked a great deal of merger and

acquisition activity from out-of-state private equity groups. These firms are attracted to opportunities for consolidation and acquisition and are heavily investing in Florida's rapidly growing healthcare tech industry. The firms are also helping South Florida companies expand and replicate their success in regions across the country. Several medical centers are bringing South Florida's full-service medical center concept, which involves multiple specialty offices in one large facility, to regions of Texas and California.

As South Florida further emerges as a healthcare hub, mergers and acquisitions are expected to continue, especially over the coming months before any new tax proposals are finalized.

While the state's healthcare sector has seen unprecedented challenges over the last two years, it has proven incredibly resilient with access to better services and working systems in place to care for high volumes of patients. Adversity often breeds innovation, and the positive steps South Florida's healthcare organizations are taking have positioned them to help more people in 2022 and beyond.

Alex Binelo, Partner at BDO USA, LLP, can be reached at abinelo@bdo.com or (786) 477-5418.

*Contact:
Alfredo Cepero, Managing Partner
305-420-8006 / acepero@bdo.com*

*Angelo Pirozzi, Partner
646-520-2870 / apirozzi@bdo.com*

MAKINGROUNDS...MAKINGROUNDS...

Colorectal Surgeon, Sarah Vogler, MD, MBA, Joins Cleveland Clinic Martin Health



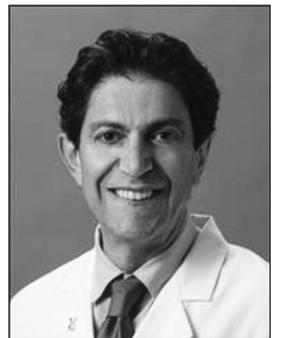
Dr. Sarah Vogler

Cleveland Clinic Martin Health welcomes Sarah Vogler, M.D., MBA, as Associate Chief of Staff for the Cleveland Clinic Florida region, and colorectal surgery. She is board-certified in general surgery, and colon and rectal surgery, and specializes in the evaluation, treatment and surgery of pelvic floor disorders.

After earning her medical degree at the University of Cincinnati School of Medicine, Dr. Vogler completed the general surgery residency program at the University of Utah Hospitals and Clinics, and the colon and rectal surgery fellowship program at the University of Minnesota.

Prior to joining Cleveland Clinic Martin Health, Dr. Vogler was Vice Chair of Operations, Department of Colorectal Surgery at Cleveland Clinic in Ohio. She also served as Section Chief for Pelvic Floor Disorders at Cleveland Clinic where she oversaw the anal physiology lab and led multidisciplinary clinics and surgeries with urogynecology and urology for the treatment of pelvic organ prolapse.

Renowned Pediatric Oncologist Doured Daghistani, MD, Joins KIDZ Medical



Dr. Doured Daghistani

Doured Daghistani, M.D., a renowned pediatric oncologist/hematologist, has joined KIDZ Medical Services.

Dr. Daghistani diagnoses and treats cancer in children including leukemia, brain and other central nervous system tumors, lymphomas, neuroblastoma, kidney tumors, and malignant bone tumors. He will continue providing care at the Miami Cancer Institute where he serves as Medical Director of Pediatric Oncology and where he recently finished his third term as President of the Medical Staff at Baptist Hospital of Miami.

Board-certified by the American Board of Pediatrics, Dr. Daghistani also holds a sub-board certification in pediatric hematology/oncology. He received his medical degree from Damascus University in Syria and his initial post-graduate training in France. He then completed a residency in pediatrics and a fellowship in pediatric hematology/oncology at the University of Miami/Jackson Memorial Hospital.

An active scientist and researcher, Dr. Daghistani is part of the prestigious Children's Oncology Group (COG).

Obstetrician and Gynecologist Crystal Taylor, MD, Joins Cleveland Clinic Indian River Hospital



Dr. Crystal Taylor

Cleveland Clinic Indian River Hospital welcomes board-certified obstetrician and gynecologist Crystal Taylor, M.D.

Dr. Taylor earned her undergraduate and medical degrees at Florida State University. She completed her residency at the University of Texas Health Science Center at Houston and is a member of the American College of Obstetrics and Gynecology.

Colon and Rectal Surgeon Haane Massarotti, MD, Joins Cleveland Clinic Indian River Hospital



Dr. Haane Massarotti

Cleveland Clinic Indian River Hospital welcomes Haane Massarotti, M.D.

After earning her medical degree at the University of Hawaii John A. Burns School of Medicine, Dr. Massarotti completed the Residency Program at Lehigh Valley Health Network in Allentown, PA.

Prior to joining Cleveland Clinic Indian River Hospital, Dr. Massarotti was part of AdventHealth Medical Group in Tampa. She is currently a Fellow with the American Society of Colon and Rectal Surgery and the American College of Surgeons.

E-mail Your Editorial Submissions to editorial@southfloridahospitalnews.com

Subscribe to...
SOUTH FLORIDA HOSPITAL NEWS
& HEALTHCARE REPORT today!

Subscribe online at
www.southfloridahospitalnews.com
or call 561-368-6950

NEAVE | FAMILY LAW

When you are facing a divorce that will impact the rest of your life, you need a knowledgeable family law divorce attorney on your side.

At Neave Family Law, we have extensive experience guiding clients through difficult life-altering situations. Trust our firm for thorough preparation, attention to detail and if needed, aggressive representation.

- Divorce
- Paternity
- Relocation
- Alimony
- Child Support
- Modifications
- Prenuptial Agreements
- Collaborative Divorce

Angela R. Neave
Esquire
SHAREHOLDER

(954) 981-2200 | 12 S.E. 7th Street | Suite 601 | Fort Lauderdale, FL 33301

BUSINESS/RESOURCE DIRECTORY

ACCOUNTING & ADVISORY SERVICES

MARC EGORT, CPA, P.A.

Marc Egort, CPA, P.A. is a South Florida CPA firm of dedicated accountants who work closely with our clients providing accounting services as well as tax preparation and book-keeping. We offer value-added services in areas of assurance, CFO services, and other areas of compliance. Our philosophy is client focused service that addresses the needs of our personal and corporate clients whether they are considered a startup venture or a seasoned organization. For more information, visit egortcpa.com or call (754) 301-2183.

ARCHITECTURAL DESIGN SERVICES, PLANNING, DEVELOPMENT

SALTZ MICHELSON ARCHITECTS

Saltz Michelson Architects (SMA) is an award winning architectural design firm founded in 1976 specializing in healthcare facilities. The firm's experience ranges from hospital design to traditional medical offices of all specialties and outpatient facilities such as women's centers, outpatient diagnostic centers, outpatient surgery centers, MRI centers, urgent care facilities, walk-in clinics, oncology centers, artificial kidney centers, and pediatric facilities. Our hospital experience includes renovation and modernization projects encompassing all areas of a hospital facility. For more information, contact Charles A. Michelson, AIA, Principal, at (954) 266-2700 or email cmichelson@saltzmichelson.com or visit www.saltzmichelson.com

ATTORNEYS

GED LAWYERS, LLP

Ged Lawyers, LLP has successfully recovered over \$85M representing hospitals and other medical facilities in PIP collections. Our proprietary software analyzes and identifies claims inaccurately paid by insurance companies and generates demand letters, which insurance companies typically pay. In the event the insurance company doesn't, we then file suit. Ged Lawyers' mission is to GET EVERY DOLLAR owed. For more information, call 844-4GEDLAW or visit www.gedlawyers.com.

MIRZA HEALTHCARE LAW PARTNERS, LLC

Does your team need access to a healthcare attorney to solve legal issues that arise regularly? Are you an inhouse counsel who needs to get assistance on specialty matters or have occasional overflow of work?

A majority of our clients choose an affordable monthly plan, have access to "Counselor On-Call" 24/7 and an extensive library of document templates that are readily available. Our clients enjoy a full range of services including: physician employment contracts, leases, collection demands, subpoenas, licensing, investigations, M&A, medical staff privileges, HIPAA, Stark and False Claims Act issues.

When you are ready: call/text (954)445-5503 or email Ben@HealthcareAttorney.Net; Ben Assad Mirza, JD, LLM, CPA, MPHA, CHC. Visit www.HealthcareAttorney.Net

NOSSAMAN LLP

Founded in 1942, Nossaman LLP is an innovative, midsize national law firm. We counsel hospitals and other delivery systems, managed care organizations, research companies, ambulatory surgery centers, medical staffs, discount plans and senior living providers as well as practice entities and individual professionals. They turn to us to ensure regulatory compliance and handle litigation, peer review proceedings, organizational growth and restructuring, IP licensing, and on matters that require FDA oversight. Visit the website www.nossaman.com for more information, or contact Paul DeMuro, in Fort Lauderdale, or email pdemuro@nossaman.com.

CONSTRUCTION, DESIGN, PROJECT MANAGEMENT

S.R. CONSTRUCTION

S.R. Construction is a 'turnkey' division 1 vertical FL statewide General Contractor invested in the cannabis industry. S.R.'s diversification in the industry allows us to provide our partners with a true 'seed to sale' model where all of your construction needs from agriculture, labs, distribution and retail are single sourced under one roof.

*Value Add - A true partnership

*Construction Model: S.R. offer clients multiple project platforms ranging from a traditional competitive bid, cost plus, design build and several hybrid programs that it can tailor to your needs

*Speed to Market - Experience in all aspects of property acquisition and subsequent construction projects. <https://www.S-R-Construction.com>
Eric@S-R-Construction.com
(954) 358-3035 ext. 94

EDUCATIONAL OPPORTUNITIES

FLORIDA ATLANTIC UNIVERSITY

MASTER OF HEALTH ADMINISTRATION / ON-SITE

Florida Atlantic University is home to the 15-month Executive Master of Health Administration (EMHA) program designed for working professionals looking to enhance their career. The program offers the convenience to complete the master's degree in a structured 15-month cohort program offered on Monday and Wednesday evenings. The EMHA program will expand student's qualifications for challenging leadership positions in various healthcare sectors. Students are given the tools to help foster change in a dynamic, ever-changing environment. For more information, call (561) 297-6000 or visit www.business.fau.edu/emha.

MIAMI DADE COLLEGE - MEDICAL CENTER CAMPUS

Students at the Medical Campus learn as they build their experience in state-of-the-art facilities. Students practice their skills on human patient simulators - manikins capable of mimicking more than 200 illnesses and conditions. The Campus offers a variety of disciplines in nursing and allied health. There are more than 20 options, including bachelor's degree programs and training certificates that can put you on the fast track to an exciting career in healthcare. For more information, contact 305-237-4141 or visit <http://www.mdc.edu/medical/academic-departments> for more information.

SOUTH UNIVERSITY

South University is a nonprofit institution offering educational opportunities for intellectual, social and professional development. With a 120-year story, our community is one where you can belong, believe and become. Providing excellent student services since 1981, the beautiful West Palm Beach Campus, with its landmark Clock Tower, is ideally located in the Palm Beaches of Florida. Regardless of pursuing an associate degree, baccalaureate, masters, or doctorate, our campus offers something for all. †

South University - West Palm Beach
University Centre 9801 Belvedere Road
Royal Palm Beach, FL 33411

(561) 273-6500

Toll-free 1-866-242-1840

www.southuniversity.edu/westpalmbeach

FULL SERVICE PRODUCTION COMPANY

CROWN STREET FILMS

Crown Street Films is a full-service, bi-coastal production company with locations in Miami and Los Angeles. Crown Street Films produces premium content for any medium, social channel, or network. We work with healthcare providers to showcase the Who, What, When, Where, Why, and How compellingly and creatively. Crown Street Films understands the needs and goals of providers and can quickly understand a project's scope, making everything run smoother from conception to completion. For more information, visit the website www.crownstreetfilms.com.

HEALTHCARE ACCOUNTING AND ADVISORY

BDO

BDO, one of the nation's leading accounting and advisory firms, understands the unique accounting, financial, and advisory requirements that deserve experienced attention in the healthcare sector. The BDO Center for Healthcare Excellence & Innovation brings together healthcare professionals with the knowledge, expertise and necessary resources to help organizations of all kinds navigate risk, make informed investment decisions, and seize opportunities. With offices in South Florida and across the U.S., we stand ready to deliver fresh insights and help you prosper in this ever-changing healthcare environment. For more information, visit bdo.com or contact Angelo Pirozzi, apirozzi@bdo.com.

HOSPICE

VITAS® HEALTHCARE

PATIENTS AND FAMILIES COME FIRST

When someone you love is seriously ill, there are so many decisions to be made. VITAS helps you make care transitions that make sense: From hospital to home. From focusing on the disease to focusing on the patient. From coping on your own to being part of a team. We have served Dade-Monroe, Broward and Palm Beach counties since 1978. For information or to make a referral, call 800.723.3233 or go to VITAS.com.

INFECTION CONTROL

THE KLEAN COMPANY - PREVENTION IS KEY

Unlike disinfectants, KLEAN's surface program delivers long-term protection against the spread of bacteria, fungi, mold and mildew, by creating an anti-microbial protected surface that continues to kill for at least 90 days. KLEAN's suite of products meet FDA standards as safe to use on food-contact surfaces. KLEAN's affordable surface protectant is a chemical-free, non-toxic, non-flammable, non-leaching, odorless, colorless, alcohol-free, water-based solution that has been put to the test within a hospital network (hospitals, nursing homes, clinics, daycare centers). For more information, go to the website www.thekleancompany.com or please call (936) 994-7016.

INSURANCE SPECIALISTS

RISK STRATEGIES

Danna-Grace, the largest independent medical malpractice insurance agency in Florida, dedicated to providing insurance coverage placement for doctors and other health care providers over the past 20 years, is now a part of Risk Strategies. Risk Strategies is a leading national specialty insurance brokerage and risk management firm offering comprehensive risk management advice and insurance and reinsurance placement for property & casualty, and employee benefits risks. With more than 30 specialty practices, Risk Strategies serves commercial companies, nonprofits, public entities, and individuals, and has access to all major insurance markets. For more information, contact Matt Gracey at matt@dannagracey.com, or you can call (561) 276-3553.

KAIROS INSURANCE GROUP

An independent agency with access to many carriers, Kairos works with clients from all sectors of the Cannabis industry, from manufacturers to wholesale and retail operations to address the unique challenges facing the industry's efforts to provide quality insurance options for its employees. Kairos employee benefit/health insurance specialists craft comprehensive solutions and provide superior service to meet all business needs. For more information about the best available coverage at the lowest cost, contact Summer Westerbur by phone at (719) 331-1832 or email summer@kairosinsurancegroup.com www.cannainsurancepro.com

MARITAL AND FAMILY LAW ATTORNEY

NEAVE FAMILY LAW, P.A.

Neave Family Law, P.A., provides legal services in the area of marital and family law. When family law matters must be decided by the legal system, the process can be complicated by heated emotions and financial turmoil. It is the goal of Neave Family Law, P.A., to guide you through the legal process and remove as much financial stress as possible. For a consultation, please call (954) 981-2200 or visit our website at www.divorcelawyerfortlauderdale.com.

MARKETING & PUBLIC RELATIONS

BOARDROOMPR

BoardroomPR is a full-service PR and integrated marketing agency, leveraging the skills of our staff of former journalists, PR and marketing pros and multimedia specialists to provide visibility across numerous platforms to our healthcare clients. We combine PR with digital and branding campaigns to build brand and business. Contact Don Silver at donsil@boardroompr.com.

MEDICAL ASSOCIATION

DADE COUNTY MEDICAL ASSOCIATION

Dade County Medical Association (DCMA) - "The voice of Physicians in Miami Dade County." Supporting its members in all aspects of the practice of medicine; to serve physicians and their patients by establishing and promoting ethical, educational and clinical standards for the medical profession, and to advocate the highest principle of all, the integrity of the patient/physician relationship. For more information: visit the website www.miamimed.com or please call Angel Bosch at (305) 324-8717 or email Angel@abosch@miamimed.com

If your organization or business wants to reach more than 32,000 healthcare professionals every month AND enjoy the value-added benefit of a weblink on southfloridahospitalnews.com, then our Resource and Business Directory is right for you! Call (561) 368-6950 today!



To join our growing community of Cannabis-related resources, go to <http://cannabisnewsflorida.com/business-directory/>

HEALTHCARE CANNABISNEWSTM FLORIDA

BUSINESS DIRECTORY

ACCOUNTING & ADVISORY SERVICES

Marc Egort, CPA, P.A.

Marc Egort, CPA, P.A. is a South Florida CPA firm of dedicated accountants who work closely with our clients providing accounting services as well as tax preparation and bookkeeping. We offer value-added services in areas of assurance, CFO services, and other areas of compliance. Our philosophy is client focused service that addresses the needs of our personal and corporate clients whether they are considered a startup venture or a seasoned organization. For more information, please visit egortcpa.com or call us at (754) 301-2183.

ATTORNEYS

Ged Lawyers, LLP

Ged Lawyers, LLP has successfully recovered over \$85M representing hospitals and other medical facilities in PIP collections. Our proprietary software analyzes and identifies claims inaccurately paid by insurance companies and generates demand letters, which insurance companies typically pay. In the event the insurance company doesn't, we then file suit. Ged Lawyers' mission is to GET EVERY DOLLAR owed. For more information, call 844-4GEDLAW or visit www.gedlawyers.com.

CBD PRODUCTS AND SERVICES

PÜR WELL

PürWell was founded in 2018 by Nick DiFrancesco who partnered with a farm in Pueblo, CO where PürWell hemp is grown, cultivated, processed, and packaged. PürWell's medical-grade products are designed for and are sold exclusively through healthcare professionals and in the PürWell online store. PürWell's proprietary formulations are crafted specifically to meet the needs of the healthcare marketplace, offering a range of strengths and applications for seamless customized treatment. PürWell has a variety of programs that enable healthcare providers to capitalize on the emerging CBD market. For more information, please visit www.purwell.com or call 844-PUR-WELL (787-9355).

CONSTRUCTION, DESIGN, PROJECT MANAGEMENT

S.R. Construction Services

From pre-construction through final DOH inspection, SR Construction Services is a valuable and scalable 3rd party extension of your organization's infrastructure. SRCS is a turnkey, division 1, CRB Bankable, statewide contractor experienced in the large-scale commercial, industrial cultivation and retail dispensary projects in the cannabis market since Florida medical legalization.

Having completed over 75+ retail dispensaries, offering 60-day retail fast track construction options and finishing numerous large-scale indoor & outdoor cultivation facilities, S.R. Construction delivers expertise with all phases of your vertical license requirements in FL (Seed to Sale).

Please view our portfolio:

<https://www.s-r-construction.com/industrial> |

<https://www.s-r-construction.com/commercial-tenant-projects>. Contact us today to discuss your construction needs at Eric@S-R-Construction.com or (561) 290-0402.

CONSULTANT SERVICES

Zing Online Services, Inc.

A web design and hosting company
<http://www.zingonlineservices.com>
info@zingonlineservices.co

DATA & ANALYTICS

Strainprint™ Technologies

Strainprint™ Technologies is the leader in demand-side cannabis data and analytics. Strainprint™ was created by patients for patients with a mission to advance the scientific understanding of cannabis and its legitimization as a mainstream therapy. We support cannabis patients, practitioners, industry and government with the most sophisticated digital technologies for responsible cannabis use and global research. Strainprint™ is privacy compliant, military-grade encrypted and all patient data is completely anonymized and at rest in Canada.

<https://strainprint.ca/>
info@strainprint.ca

EDIBLES

The Green Baker, LLC

The Green Baker, LLC is a full service chef driven infused edibles company. Through this innovative company The Green Baker also offers personalized virtual cannabis cooking classes, infused dining experiences, educational lectures on cannabis lifestyle and ready made edibles options for all dietary needs. Let The Green Baker help you better understand how cannabis can fit into your healthy lifestyle!

www.thegreenbkr.com - (954) 546-4166 -
IG @the.green.baker - FB The Green Baker, LLC

INSURANCE SERVICES

Kairos Insurance Group

An independent agency with access to many carriers, Kairos works with clients from all sectors of the Cannabis industry, from manufacturers to wholesale and retail operations to address the unique challenges facing the industry's efforts to provide quality insurance options for its employees. Kairos employee benefit/health insurance specialists craft comprehensive solutions and provide superior service to meet all business needs. For more information about the best available coverage at the lowest cost, contact Summer Westerbur at 719.331.1832 or summer@kairosinsurancegroup.com www.cannainsurancepro.com

MEDICAL MARIJUANA TREATMENT CENTERS

Curaleaf Florida – Cannabis with Confidence

Curaleaf Florida offers premium, safe and reliable medical cannabis products to our patients. Our mission is to improve lives by providing clarity around cannabis and confidence around consumption. Advanced industry research is used to develop our products. We cultivate our cannabis products using the highest standards of production with medically precise extraction and purification methods. Dispensaries are located across Florida with delivery offered statewide. Free patient consultations are available. Please visit us at <https://curaleaf.com/>

MEDICAL MARIJUANA TREATMENT CENTERS

Trulieve

Trulieve is the first and leading medical cannabis company in the state of Florida. At Trulieve, we strive to bring you the relief you need in a product you can trust. We offer an extensive variety of premium medical cannabis products to meet our patients' needs. Our plants are hand-grown in a facility with a controlled environment specially designed to reduce unwanted chemicals and pests, keeping the process as natural as possible at every turn. With over 70 locations statewide, including Miami, Kendall, Deerfield Beach, and Fort Lauderdale, Medical Marijuana Patients in the Miami-Dade area can be sure there is a Trulieve dispensary nearby. We also offer convenient delivery options, including free delivery for patients over the age of 65. For natural relief you can rely on, visit us at Trulieve.com.

PAYROLL SERVICES

Paymaster

PayMaster provides payroll processing, time & labor, and human resources to the cannabis industry. Our services include payroll tax service, employee direct deposit, employee self-service, paperless on-boarding and much more. Serving Florida for 25 years. Give us a call and see why PayMaster is "A Better Way To Pay." Contact Rhonda at rbunker@paymaster.net or (561) 735-9969, or visit our website at mygreenpayroll.com for more information.

PHYSICIANS

Cannabis Card Orlando

Also providing Concierge Medicine program, Immigration Exams, Emotional Support Animal Certifications
<http://www.cannabiscardorlando.com>
Info@cannabiscardorlando.com

DOCMJ

DocMJ was started in August 2016 as a small group of physicians saw the need for affordable, direct patient access to medical cannabis recommendations under the Amendment 2 guidelines. Check out our Pricing page for our current options.

DocMJ Values - We're big believers in the virtues we live and work by — empathy, compassion, and kindness. We're here to support patients in getting the help they deserve as quickly as possible. We strive to accomplish that in the most effective way possible. **Our Mission** - We aim to bring affordable medical marijuana recommendations to qualified patients across the state of Florida. We work tirelessly to be the most convenient, streamlined, and cost-effective solution for Floridians, and our mission is to provide the highest quality of care in the process. Check us out at www.DOCMJ.com or call (888) 908-0143



Back Cover Story: S.R. Construction: Florida Partner With Cannabis Clients

Continued from back cover

Having completed over 75+ retail dispensaries, offering 60-day retail fast track construction turn time options and finishing numerous indoor and outdoor cultivation facilities, SRCS clearly understands the challenges that medical cannabis cultivation, processing, distribution and retail present. The SRCS culture of ‘communication’ and ‘transparency’ provides synergy and balance to our client relationships, according to Ryan Seddon, Principal of SRCS.

Scalable Support and Resources

“Whether working with the new 2nd round of Florida MMTL licenses (which will be entering the FL market in 2023) or the current 22 existing Florida license holders, our knowledge of state-wide permitting, codes and total market compliance - from pre-planning through construction to final DOH inspection - enables us to sit at the table as a scalable 3rd party extension of your organization,” Seddon explained.

Early and consistent collaboration among the design and architectural team, contractor, and equipment vendors is key to avoid costly and time-consuming

design alterations during construction. The SRCS team offers clients scalable support in all facets of design, compliance, permitting, estimating, supply chain and construction to support the critical speed to market priorities.

An OG Player with an Eye on Future Trends

“Our investment of time and resources in technology, continuing education along with participation in both national and local industry associations help keep SRCS at the forefront of the ever-changing and fast paced cannabis market,” Seddon explained.

Business Development Manager Eric Rogers added “We have been active in the Florida Canna Construction space since medical purpose legalization. This experience has resulted in our unique time-tested set of systems and controls focused on customer expectations and proven logistics planning for both industrial cultiva-



Retail Dispensary

tion facilities and retail dispensaries. This practice mitigates supply chain delays, capex budget overruns and expedites speed to market.”

CRB Bankable

Furthermore, as a CRB bankable firm, SRCS market leadership offers a potent asset for clients facing enormous capital expenditures. Conflicting views of legality between federal and state regulations create critical yet often overlooked financial challenges for contractors in the medical cannabis industry.

The current conundrum of federal classification of marijuana sales and use as non-legal makes it difficult for companies conducting legitimate operations (in states where it is legal like Florida) to have secure financial interactions.

“As a CRB bankable partner we submit

to stringent quarterly audits, record keeping and documentation of financials to avoid delays and costly fees or penalties while executing our plan and working through this challenge currently under debate and review while Congress considers the Secure and Fair Enforcement (SAFE) Banking act,” Seddon said. “In an industry that is still evolving, we see this as a necessary customer service in relationship building,” he explained.

Building Relationships

“Our most valuable asset is the talented and experienced SRCS staff who contribute - both as individuals and team members - to the ultimate goal of a job well done,” he explained, “and that’s what brings our customers back,” Seddon said.

SR Construction Services (SRCS) is a turnkey, division 1, vertically integrated, multi-licensed Florida contractor with years of active experience in the commercial retail and industrial cannabis market. Their diverse business model is focused on Industrial, Hospitality, Retail tenant improvement, Medical (including health facilities and dispensaries) and large-scale Commercial construction and renovations.

Whether new to the market or existing license holders, SRCS proven professionals with a reputation for safety and compliance are eager to partner on your next project. Contact us for a free consultation.

For more information, visit www.s-r-construction.com/industrial, call (561) 290-0402 or email info@S-R-Construction.com.

Shifting the Script: Transitioning Patients to Natural Treatments for Pain and Inflammation

Do your patients suffer from chronic joint pain or mobility issues? Are you looking for a natural way to help them reduce inflammation and get relief without pharmaceuticals or NSAIDS? Are you looking for a high-quality product to offer at your practice for an additional, turn-key, income stream?

PūrWell’s medically focused products are custom formulated to help alleviate specific symptoms. This is nothing like any of the CBD products you see on Amazon or at your local gas station.

A prime example is PūrRelēf. PūrRelēf is an all-natural cannabinoid supplement (CBD + CBG + Delta-8 THC) that has been shown to reduce pain and aid mobility; even for stubborn, persistent conditions. Patients can finally receive all the relief that medical marijuana patients enjoy, without the need for a medical card!

What makes PūrRelēf stand out from the crowd?

- Medical grade formula that is safe for daily use
- USDA certified organic and pesticide free
- No artificial colors, flavors, or sweeteners
- Non-GMO
- Alcohol Free
- Gluten free
- Vegan
- Kosher
- Powerful anti-inflammatory and antioxidant Flavonoids (Baicalin + Catechin)
- Boswellia and Turmeric for additional anti-inflammatory support

Would you like to learn more about PūrRelēf? Contact one of PūrWell’s expert CBD Consultants to find out how your patients can start living with less pain and anxiety, the natural way. For more information, please visit www.purwell.com or call 844-PUR-WELL (787-9355).



E-mail your Cannabis news to:
carol@cannabisnewsflorida.com

Accounting, Tax, and Consulting Services for the Cannabis Industry

ME MARCEGORT, CPA, P.A.

- We cater to cannabis related businesses, including those involved with Hemp and/or CBD.
- We can assist you in getting started and help keep you compliant with all Federal and state and local tax regulations.
- We offer a wide range of services including bookkeeping, financial reporting, and tax compliance and consulting.
- Whether you are a startup or a well-established business, we are here and ready to be of service.

754.301.2183 | www.egortcpa.com | marc@egortcpa.com

PurRelief
FREEDOM IN MOBILITY
**Medically Focused
CBD**

**Long-Term Anti-Inflammatory
NSAID/Opioid Alternative
Reduces Pain
No Side Effects**

Visit Us

SCAN ME

www.PURWELL.com

POWERED BY:
PurWell
PURE NATURAL WELLNESS

www.purwell.com | (844) 787-9132 | info@purwell.com | Facebook | Instagram | YouTube

**HEALTHCARE
CANNABISNEWS™**
FLORIDA

Back Cover Story: Cannabis Spotlight

What field are you in within the cannabis space?

I'm in the marketing and creative field within cannabis; I call it "the fun stuff". At Fluent, I'm in charge of the branding, all the marketing initiatives, and all the creative strategy and development that comes with it. I'm really passionate about cannabis branding. I believe the industry is very young and there's a lot of work to do on the branding and marketing side. Because the industry is so new, I've seen cannabis companies miss the mark with compelling branding and just recently we are starting to see strong and well-developed brands hitting the market. This trend is not going to stop anytime soon.

How can people in Florida benefit from the company you represent?

We are proud of being a patient-minded cannabis company that goes above and beyond to make cannabis patients

feel supported and taken care of. We offer a wide range of high-quality cannabis products, but we take it up a notch by providing an outstanding customer experience too. Our dispensary team is the best and our online experience is just an extension of the quality service patients expect to get when they visit Fluent.

Getfluent.com is the place to go to start your cannabis journey with Fluent.

How did you get started within the cannabis industry?

Before joining the cannabis industry I worked as a creative developer for Legacy and Digital Media. A production company in Miami reached out to me to develop a Documentary Series about the cannabis industry in Florida. This was during 2017 and the MMTC that I was assigned to follow was Knox Medical, which later became Fluent Cannabis.

I fell in love with the industry during the production of the pilot episode. I started to advise the CEO on some ideas

for marketing the company and, four years later, here I am as the Creative Director of Fluent.

Are you personally a MJ card holder?

Yes, I am.

Do you see Florida moving forward with recreational Marijuana/cannabis and how will that affect your business?

The simple answer is yes. I believe it's not a matter of "if" anymore—it's a matter of "when" and "how". Whenever recreational cannabis laws are put in place, every player in the industry will be affected. In general, I think it will be great for the industry and patients/consumers, but I'm sure there will be winners and losers while this transition happens. I'm looking forward to continuing along the journey of adult-use policies in Florida. From a marketing and creative standpoint, I think the best is yet to come.

PRESENTED BY

ALTERNATIVE PRODUCTS EXPO

A LIVE MARKETPLACE
For thousands of different alternative products

 Functional Beverages	 Dietary Supplements	 Cannabis Derivatives	 Vape Products
 Herbal Products	 Energy Enhancement	 Mood Changers	 Nicotine Replacement
 Nootropics	 Mushrooms	 Kratom	 Delta 8

WANT TO ATTEND?
Take **50% OFF** your ticket using code **CANNABISNEWS**
SCAN HERE TO CLAIM YOUR DISCOUNT!

FT. LAUDERDALE | MARCH 11-13, 2022
GREATER FT. LAUDERDALE / BROWARD COUNTY CONVENTION CENTER

Medical Marijuana Use Registry Update – 35 Day Rolling Period

Beginning Monday, March 1, 2022, the Medical Marijuana Use Registry (Registry) was updated to comply with section 381.986(8)(e)16.b., Florida Statutes (F.S.), which states, in part, medical marijuana treatment centers (MMTCs) "may not dispense more than one 35-day supply of marijuana in a form for smoking within any 35-day period to a qualified patient or caregiver." As such, a 35-day rolling limit will now be used to calculate dispensation limits for marijuana in a form for smoking. This means the amount of marijuana in a form for smoking a patient may purchase on any given day is calculated as the difference between the amount permitted by the patient's current order and the patient's total dispensation history over the past 35 days. The 35-day cycle is not based on the calendar month or certification-issued date.

All patients will be given a 35-day transitional period from March 1, 2022 to April 4, 2022. During this time, only dispensations made on or after March 1, 2022, for marijuana in a form for smoking, will be used to calculate the amount available to be dispensed to the patient. Beginning April 5, 2022, all patients will start their own 35-day rolling limit, and MMTCs will not be permitted to dispense an amount in excess of a patient's 35-day rolling limit.

As part of this Registry update, patients

and caregivers will see a new "Dispensable Amount" value on their orders. The "Dispensable Amount" value is the total available amount of marijuana in a form for smoking that a qualified patient or caregiver may receive at any given time due to the patient's 35-day rolling limit.

For more details about a patient's dispensation history and the date additional amounts will become available to the patient, you can access the new "Dispensation History" dashboard. This dashboard tracks all smoking dispensations used to calculate the patient's "Dispensable Amount." To view this new dashboard, expand your active Smoking Order in the Registry, and click the "See Calculation" link next to the "Dispensable Amount." It is important to note that "Date Expires" means that the respective amount of marijuana in a form for smoking will become available the day following the date listed (i.e., the amount dispensed becomes available to the patient at midnight of the day following the date listed on "Date Expires").

The Office of Medical Marijuana Use (OMMU) has published an instructional guide on how to understand the Amount Available Calculation Page. This guide can also be found on the OMMU's website, here: <https://knowthefactsmmj.com/registry/#instructional-guides>.

Senate Majority Leader Provides Timeline for Introducing Long-Awaited Marijuana Descheduling Plan

U.S. Senate Majority Leader Chuck Schumer announced that he intends to formally introduce the Cannabis Administration and Opportunity Act (CAOA) in April. The forthcoming legislation, which was released in draft form last July, repeals federal marijuana prohibition by removing cannabis from the U.S. Controlled Substances Act.



Chuck Schumer

future iterations of the marketplace.

As initially drafted, the Cannabis Administration and Opportunity Act directs the U.S. Attorney General to remove marijuana from the federal Controlled Substances Act — thereby allowing states to either maintain or establish their own cannabis regulatory poli-

cies free from undue federal interference. Under this scheme, state governments — if they choose to do so — can continue to impose criminal penalties for marijuana possession offenses. However, states would not be permitted to prohibit the interstate commerce of legal cannabis products transported through their borders.

The proposal also mandates for the expungement of the records of anyone convicted of a federal, non-violent marijuana offense. The expungements must take place within one year of the law's enactment.

The Act also forbids federal officials from taking discriminatory actions against those who legally use cannabis. It prohibits “individuals from being denied any federal public benefit ... on the basis of [the] use or possession of cannabis.” It also, for the first time, permits physicians associated with the U.S. Department of Veterans Affairs to make recommendations to their patients to access medical cannabis.

The proposal transfers primary agency jurisdiction over cannabis regulation from the U.S. Drug Enforcement Administration to the Food and Drug Administration and to the Alcohol and Tobacco Tax and Trade Bureau in manner similar to the ways in which these agencies already oversee alcohol and tobacco products. A federal excise tax of 10 percent would be imposed within the first year of the law's enactment. Medical cannabis access programs, which are operational in the majority of U.S. states, would not be disrupted under this federal plan.

The proposed Senate plan is competing against two other House bills, The MORE Act and The States Reform Act, both of which also seek to deschedule cannabis at the federal level. The MORE Act previously was advanced by the U.S. House of Representative in the 116th Congress and is expected to be taken up again by House lawmakers in the coming weeks.

Speaking at the event, Sen. Schumer said: “In the coming weeks, we're ramping up our outreach and we expect to introduce final legislation. Our goal is to do it in April. Then we begin the nationwide push, spearheaded by New York, to get the federal law done. As the majority leader, I can set priorities. This is a priority for me.”

NORML's Political Director Morgan Fox responded: “We are enthusiastic that the Senator is moving forward on his promise to prioritize cannabis policy reform in the 117th Congress. It is our hope that the official introduction of CAOA jumpstarts hearings and debates in the Upper Chamber — debates that are long overdue.”

In past months, Senate leadership has received criticism for both the slow roll-out of the CAOA and for failing to support efforts to enact more incremental federal legislation, such as The SAFE Banking Act, which has been passed multiple times by the U.S. House of Representatives.

NORML was among numerous groups that submitted comments in response to CAOA draft. Specifically, NORML called for:

- Strengthening civic protections, including record relief, to provide justice to those previously wronged by federal marijuana criminalization;
- Revising outdated employment policies regarding non-scientific testing for trace metabolic elements of THC;
- Ensuring that small and local businesses can compete both with larger corporations and the unregulated market by reducing regulatory and tax burdens;
- Narrowing the scope of the proposed excise tax to exempt medical cannabis consumer markets;
- Balancing the roles of the FDA, TTB, ATF, and antitrust regulators in a manner that is consistent with other adult-use substances, such as alcohol or tobacco, to ensure non-disruption of currently operational state programs and promoting increased local ownership in the



MEDICAL MARIJUANA RECOMMENDATIONS
from Compassionate Doctors
You Can Trust.



Florida's largest and most experienced group of Certified Medical Marijuana physicians providing recommendations to qualified patients.

Highest quality care | Individualized wellness approach | Affordable payment options

People of all ages and from every background are turning to medical marijuana to find relief.

ASK ABOUT OUR VETERAN, FIRST RESPONDER AND PEDIATRIC DISCOUNTS!

100% Risk-Free
Money back guarantee

SCHEDULE YOUR VISIT TODAY

Book online at DocMJ.com or call (888) 908.0143

SCAN ME



SERVING FLORIDA PATIENTS STATEWIDE



Florida Medical Marijuana Physicians Group

ZOOM Meeting

Wednesday, March 9

6:30 PM Eastern Time (US and Canada)



A Zoom meeting exclusively for Certified Medical Marijuana Physicians and MMTc Medical Directors in the State of Florida

Purpose: to discuss current medical, legal and business issues facing the Medical Marijuana industry.

Registration in advance is required.

Registration is **FREE**

After registering, you will receive a confirmation email containing information to join the Zoom meeting.

For registration information, contact charles@cannabisnewsflorida.com



Back Cover Story: The Top 10 Cannabis Myths to Dispel in 2022

Continued from back cover

ing “all things cannabis” together under one umbrella. It may or may not be too much to expect laypersons to understand terms like Delta-8 versus Delta-9 but explaining the fact that THC-based products are the psychoactive components is not difficult to convey.

4. **CBD and THC can be taken in any dosage regardless of what other medications one uses.** While there may be many benefits to the various cannabinoids, it is critical to emphasize that appropriate dosing with cannabis is just as important as it is with other prescribed or over-the-counter medications. As one would expect and hopefully understand, too little or too much may not achieve a desirable effect.

5. **All cannabis is the same.** This goes without saying that the more we learn about the variations of the plant the more we need to educate others. For now, it is too easy for people to just think all cannabis is the same. One analogy I have used to begin this conversation is to think

of the cannabis plant in the way you might think of a coffee bean. Coffee beans can grow in different geographies, under different climates, with different cultivation methods. All coffee beans are not the same.

6. **CBD will show up in a drug test.** This may be one of the biggest fears that individuals have – the possibility of whatever cannabinoid they take and no matter how they take it – it will lead to a positive drug test. While there are no absolutes, and certainly there is inaccurate labeling or no labeling with some products, this is an area that needs further factual clarification and may in fact be specific to one’s occupation and what form of cannabis they are choosing to use in what manner.

7. **Cannabis can cure any condition.** It can’t? Really? How about the irony that states can approve the use of medical marijuana for certain conditions, but over-the-counter CBD products are not allowed to market their benefit for any medical condition? The fact is that by the very nature of having receptors throughout the body

leads to the claims of symptomatic relief for many. An explanation of how this works can be helpful without getting too technical, with a disclaimer that cannabis is not a cure all for everything.

8. **Medicinal and recreational marijuana are the same thing.** This is an area where we as educators, healthcare providers, and clinicians can play a major role in explaining the importance of professional oversight, advice and guidance for using cannabis to obtain optimal results. The difference here lies in one’s purpose and goals.

9. **It is not possible that the body has a new system.** Very few of us who have migrated to the cannabis space went to school during a time when we were formally educated about the endocannabinoid system. How is it possible that just 30 some years ago someone found a system in the body that we never knew about? Teaching an old dog new tricks is possible. New body system charts in all of our offices need to include the ECS alongside nervous, cardiovascular, digestive, etc.

10. **Cannabis is illegal.** No not all cannabis is illegal all of the time. Educating here involves more than Florida laws. A good number of individuals flock here during the winter, vacation here and many of us from here travel elsewhere. Despite frequent changes in legislation, providing simple methods for people to understand what is legal, where it is legal, how it impacts travel, work and even possession are important.

Dr. Jeff G. Konin is a Clinical Professor in the Department of Athletic Training in the Nicole Wertheim College of Nursing and Health Sciences at Florida International University (FIU) where he directs the Global Initiative for Cannabinoid Research and Education. To learn more about FIU’s cannabinoid research and education initiative you can visit their website at <https://go.fiu.edu/GlobalCannabis>. Views represented in this column do not reflect that of Florida International University and are solely attributed to Dr. Jeff G. Konin.



**CANNABIS
IN SPORTS
CONFERENCE**



This conference is designed to foster education on the use of cannabis in sports!

July 29-31, 2022

Rosen Centre Hotel
Orlando, Florida

**The Inaugural
Cannabis in Sports
Conference
(CIS 2022)**

**Scientific Based
Presentations for the Use of
Cannabis in Sports.**

For more info view this link:

cannabisinsportsconference.org

Trulieve Opens Riverview, FL Dispensary

Trulieve Cannabis Corp. announced the opening of a new medical cannabis dispensary in Riverview, Florida. This is Trulieve's 112th dispensary in Florida and its 161st nationwide. "Trulieve is excited to expand access to medical cannabis in Riverview and build strong relationships in the community," said Kim Rivers, CEO of Trulieve. "Our company is driven by our commitment to providing tailored, high-quality patient care to as many patients as possible."



Sunnyside Cannabis Dispensary Opens in North Miami

Cresco Labs Inc. is pleased to announce the opening of a new Sunnyside dispensary located at 505 NE 125th St. in North Miami. Sunnyside North Miami is Cresco Labs' first location in Miami-Dade County, 15th store in the state and 49th dispensary nationwide. "We're pleased to continue expanding our retail presence in south Florida with the opening of Sunnyside North Miami," said Cris Rivera, Florida Regional President at Cresco Labs. "We aim to normalize the cannabis buying experience and ensure that every patient feels comfortable buying cannabis products through our bright, open, welcoming stores and knowledgeable wellness advisors. Following the opening of Sunnyside Clearwater last week, our North Miami store will offer the same approachable and welcoming store experience and provide a wide selection of premium branded products and convenient next-day delivery service."

Trulieve Announces Exclusive Partnership with Khalifa Kush

Trulieve Cannabis Corp. announced an exclusive partnership with multi-platinum-selling, GRAMMY® Award and Golden Globe® Award-nominated recording artist Wiz Khalifa's brand, Khalifa Kush. Through the agreement, Trulieve becomes the exclusive producer, processor and retailer of Khalifa Kush branded products in Florida and other northeast markets, beginning this summer.

"We're excited to partner with the undisputed leader in the Florida market," said Wiz Khalifa. "Trulieve's dedication to working with the community and creating an amazing customer experience perfectly lines up with our brand values, making them a great fit for our first expansion to the East Coast."

Valda Coryat, Chief Marketing Officer of Trulieve, said, "Trulieve is committed to delivering a broad selection of the highest-quality cannabis brands to better serve our patient communities. Khalifa Kush is a respected brand known for top-tier genetics among cannabis connoisseurs. We look forward to becoming the exclusive home of the brand's premium products in Florida and eventually in other markets."

ISO/IEC 17025:2017 accredited #102139
Certified Marijuana Testing Lab License #CMTL-00009
Minority-Owned Business



FULL PANEL
as low as
\$299.00

Americanna is a true pharmaceutical laboratory which has been audited by the FDA and EPA since 1989. We perform advanced analytical testing on all hemp and CBD products, and exceed the highest level of quality standards set by ISO, FDA, EPA, USDA and AOAC.

CANNABIS ANALYTICAL SERVICES

• Cannabinoid (Potency)	• Terpenes
• Microbiology	• Heavy Metals
• Residual Solvents	• Water Measurements
• Pesticides	• Filth and Foreign Materials
• Mycotoxins	• Amazon's COA requirements



VOLUME DISCOUNTS AVAILABLE

(904) 549.5948 • Info@americannalab.com • www.americannalaboratories.com

With **BIG GROWTH** in
the Cannabis Market, comes
Opportunities & Challenges

**Let GED LAWYERS work to help you build
and sustain your cannabis business.**

**Ged Lawyers, LLP
is a Multi-Purpose,
Multi-Cultural,
Multi-Lingual
Law Firm.**

- Corporate Organization
- Licensing & Regulatory Concerns
- Contract Disputes
- Real Estate Acquisitions & Sales
- Estate Planning
- Will & Trust Packages

GED LAWYERS, LLP
ATTORNEYS AT LAW

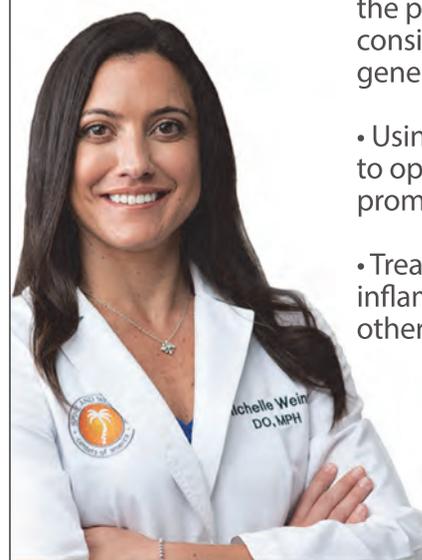
Toll Free: 844-4GEDLAW (844-443-3529)
Headquarters in Boca Raton, FL: (561) 995-1966
www.gedlawyers.com

FLORIDA OFFICE LOCATIONS

Boca Raton • Melbourne • Panama City • Sarasota



DR. MICHELLE WEINER
South Florida's Leading Medical Cannabis Physician



• Integrative Pain Management empowers the patient using personalized medicine considering physical and emotional pain generators.

• Using cannabis and botanical medicine to optimize one's health and lifestyle promotes neuroplasticity.

• Treats common conditions such as pain inflammation, anxiety, insomnia, and other neurogenerative diseases.

"Healing from the inside
is the secret to longevity" - MW

www.drnichelleweiner.com

Phone: 305.974.5533 Fax: 305.974.5553

Email: mweiner@spinewellnessamerica.com

   drnichelleweiner



**HEALTHCARE
CANNABISNEWS™
FLORIDA**

Florida's Resource for
Medical & Business
Cannabis Developments

PO Box 812708
Boca Raton, FL 33481-2708
Phone: (561) 368-6950

Website:
www.cannabisnewsflorida.com

**CHARLES FELIX
CAROL FELIX**
Publishers

NANCY LAMMIE
JMC Graphics
Art/Production

JUDY GRAMM
Editorial Manager

CONTRIBUTING WRITERS
Daniel Casciato
Barbara Fallon
Vanessa Orr
Lois Thomson

SUBSCRIPTIONS
One Year - \$45
Two Years - \$70
Three Years - \$85

To subscribe, call (561) 368-6950
Or email: carol@cannabisnewsflorida.com

All rights reserved. Reproduction
In whole or part without written
permission is prohibited.
Copyright ©2022



Back Cover Story: Benzinga's Unparalleled Cannabis Investing Event in Miami, April 20 and 21

Continued from back cover

keynotes, panel discussions, fireside chats, networking, company presentations and investor and celebrity appearances. And then there's the venue, which has a huge exhibit floor providing enhanced industry networking opportunities.

"Adding an expo floor is extremely exciting for us. We were waiting for the right time to do this; now that we've had many years to curate the best of the best companies in the cannabis space, we feel confident that the offering will be like no other. This, on top of the already impressive speaker lineup and investment opportunities Benzinga always brings to the table," said Patrick Lane, executive vice president of Partnerships at Benzinga.

Deals discussed and valuable information gleaned while hobnobbing with like-minded people in a large conference hall often prove to be game changers, say scores of attendees at Benzinga events.

"We've seen cannabis businesses raise tens of millions of dollars at our events and this year's meeting will be even larger,

with a record level of investment capital and top-notch operators," said Chief Zinger Jason Raznick.

In addition to the roomy expo floor to give more visibility to the brands that are shaping the cannabis space, attendees can also peel off to private meeting areas, or hunker down in the comfortable chairs and listen to an interview or fireside chat. And then there's the food, premium food options on hand for both days.

Benzinga Conferences: A Proven Model

After 13 extremely successful editions in Toronto, Chicago, Detroit, New York and Miami, the Benzinga Cannabis Capital Conference has grown by leaps and bounds - not just in attendance or venue size but in terms of guests, CEOs and influencers in the industry, whom you don't want to miss meeting in person.

Looking forward to you joining us in Miami in April.
Register at www.bzcannabis.com for the Benzinga Cannabis Capital Conference.

E-mail your Cannabis news to: carol@cannabisnewsflorida.com

**Wake Up
CANNABIS**

Coming Soon

WAKEUPCANNABIS.COM

**MIAMI, FL
APRIL 20-21, 2022**

#1 MARIJUANA CONFERENCE
At our conference, you'll enjoy exclusive opportunities for curated 1:1 networking, access to private dealflow, and hear directly from the executives of top-performing cannabis companies.

WHAT PEOPLE ARE SAYING:
"The Benzinga Cannabis Capital Conference was the single-best conference we came to all year. It really is the best collection of industry people and group of investors at this show."
—Mitchell Kahn, CEO, Grassroots Cannabis

"Being a publicly traded company in the cannabis space, the Benzinga Cannabis Conferences have proven to be a powerful forum of industry leaders and new investors."
—Kiran Sidhu, CEO, Halo Labs

**PURCHASE
TICKETS**



MedMen Announces Sale of Florida Assets, New Trademark Licensing Agreement

MedMen Enterprises Inc., a premier cannabis retailer with operations across the United States, announced plans to sell its Florida assets to Florida-based private company Green Sentry Holdings LLC for \$83 million. The cash deal includes the sale of substantially all of MedMen's Florida-based assets, including its license, dispensaries, inventory and cultivation operations. Additionally, the Company agreed to license its trademarks in the state for a two-year period, subject to termination rights, for a quarterly revenue-based fee. The transaction is subject to customary closing conditions, including applicable regulatory approvals. The deal is expected to close in late April or early May 2022, pending the receipt of all required contractual consents and governmental approvals including the requisite change of ownership approval from the Florida Office of Medical Marijuana Use.

"As MedMen continues to transform its business model and position itself for future growth, our go-forward strategy is going to include an asset-light model that enables us to leverage the power and strength of the MedMen brand," said Michael Serruya, MedMen's Chairman and Interim CEO. "We feel confident this model will deliver strong financial results and opportunities for growth across many states and will continue to identify trademark licensing opportunities that will introduce the MedMen brand and retail experience to other markets across the United States and internationally."

Subscribe to...
CANNABIS NEWS FLORIDA
today!

To subscribe,
call 561-368-6950
or email

carol@cannabisnewsflorida.com

CANNABIS CARTRIDGE
INDICA

MuseTM

A LINE OF PREMIUM, MIND-EXPANDING CANNABIS CONCENTRATES AND CARTRIDGES, MUSE AWAKENS YOUR CREATIVITY, GIVING YOU PERMISSION TO LET GO AND GIVE INTO INSPIRATION AND UNLOCK WHAT IS WITHIN.

@MEET.YOUR.MUSE

FOR MORE INFO

CREATEWITHMUSECANNABIS.COM



TRULIEVE.COM

PLEASE CONSUME RESPONSIBLY. This product has not been analyzed or approved by the Food and Drug Administration (FDA). There is limited information on the side effects of using this product, and there may be associated health risks. Marijuana use during pregnancy and breast-feeding may pose potential harms. It is against the law to drive or operate machinery when under the influence of this product. **KEEP THIS PRODUCT AWAY FROM CHILDREN.** There may be health risks associated with consumption of this product. Marijuana can impair concentration, coordination, and judgment. The impairment effects of edible marijuana products may be delayed by two hours or more. In case of accidental ingestion, contact the Poison Control Hotline at 1-800-222-1222 or 9-1-1. This product may be illegal outside of MA. Do not operate a vehicle or machinery under the influence of this drug. For use only by adults 21 years of age or older.



CANNABIS BUSINESS DIRECTORY

page 40



Senate Majority Leader Provides Timeline for Introducing Long-Awaited Marijuana Descheduling Plan

page 43

March 2022

CANNABIS NEWS FLORIDA™

FLORIDA'S RESOURCE FOR MEDICAL & BUSINESS CANNABIS DEVELOPMENTS

2019 Cannabis Business Award's Publication of the Year

Benzinga's Unparalleled Cannabis Investing Event in Miami, April 20 and 21

BY MAUREEN MEEHAN

The 14th Benzinga Cannabis Capital Conference is happening on April 20 and April 21, at the Fontainebleau Miami Beach. The world's largest and most successful cannabis investing and finance event is already looking like it's going to be the best attended in terms of heavy hitters in cannabis investing, financing, analyzing and, yes, enjoying all that this booming industry has to offer.

At the Benzinga Cannabis Capital Conference in Miami you'll hear from some of the top names in the industry including:

- Boris Jordan, Executive Chairman, Curaleaf
- Irwin Simon, CEO, Tilray
- Whitney Beatty, CEO, Josephine & Billie's
- David Klein, CEO, Canopy Growth
- Nancy Whiteman, Co-Founder & CEO, Wanna Brands
- Zach George, CEO, Sundial

Check out the full list of speakers at www.bzcannabis.com.

Join us in Miami to enjoy exclusive opportunities for curated networking and unparalleled access to private deal flow at this extraordinary event hosted by the Detroit based with international outreach, Benzinga, the financial news and data company recently acquired at a \$300 million valuation. Hear what executives of top-performing cannabis companies have to say about the booming industry and get priceless insights from the world's leading cannabis investors, all in one place.

Why Attend the 2022 Benzinga Cannabis Capital Conference?

For starters, the upgraded version of the Benzinga Cannabis Capital Conference is the biggest and best yet with a vast collection of traditional

Continued on page 46

S.R. Construction: Florida Partner With Cannabis Clients Knowledge and Experience Deliver Homefield Advantage

BY BARBARA R. FALLON

Yes, Florida cannabis construction is different and many of the initial license holders learned this truth the expensive way. Due to the diverse and intricate set of codes, Florida compliance regulations, and existing property conditions, it takes more than a tool belt to design and construct successful cannabis infrastructure in the unique Florida market.

Partnering with a Florida-based, statewide cannabis-experienced general contractor, such as S.R. Construction Service (SRCS), brings familiarity with all phases of large-scale indoor cultivation, processing, retail construction and a keen awareness of the many Department of Health (DOH) requirements. This knowledge and experience is vital to ensure your infrastructure plan is successfully executed delivering market share and ROI.

Continued on page 41



Indoor Cultivation Facility

Cannabis Spotlight

Oswaldo Graziani

Director of Marketing & Creative Fluent

What benefits do you see for patients throughout Florida within this space?

Cannabis is medicine, and it's all about providing communities with choices. Medical cannabis patients have the opportunity to choose between a variety of healthcare options beyond big pharma. Medical cannabis is positively changing people's lives every day.

What motivates you to be a part of the cannabis industry?

There are a combination of factors that motivated me to join the industry. For starters, I'm a true believer in the powers of the plant—it has changed my life for the better and I want others to feel the benefits and positive influences too.

Secondly, the cannabis industry is new and exciting, and it's really inspiring for a creative and marketing professional to tap into such an evolving space. Lastly, I truly believe Florida has enormous potential to become one of the most important cannabis states in the United States. We have it all: the population, the weather, and the demographics.



Continued on page 42



Dr. Jeff Konin

The Top 10 Cannabis Myths to Dispel in 2022

BY DR. JEFF G. KONIN

It is likely that if you are reading this article, you too have realized that we all have a long way to go in educating the general public about many aspects of cannabis. I have found that in near every presentation that I give it is essential to revert back to the basics. Why? The bottom line is that for the most part the general public is not cannabis smart. This may or may not include the hundreds of thousands of medical marijuana patients in Florida, but it is essential to elevate the baseline knowledge of as many people as possible in order to remove the remaining stigmas associated with cannabis.

Here is my top 10 list of cannabis myths and facts that should be a part of every educational presentation:

1. CBD is a drug that can get you high. The majority of the general public do not know what cannabinoids are or that there is any difference between THC and CBD, let alone what the difference actually is. Very simple explanations, factoid sheets, and educational materials can go a long way toward clarifying this myth.

2. There is no research to support any effectiveness of cannabis. The fact is if you type the word "cannabis" in a PubMed search it will yield 27,628 results! That a lot? Yes. Could we benefit from more? Of course! It is important to disseminate what has been published with quality and strive to perform the studies that address the unanswered questions.

3. CBD has a psychoactive effect. This is likely a result of people simply clump-

Continued on page 44