St. Mary’s Clerkships Bring Medicine to Life for University of Vermont Students

BY LINDA LEATHERBURY

Aiming to improve the future of health care in Palm Beach County, St. Mary’s Medical Center has teamed up with the University of Vermont (UVM) College of Medicine in Burlington to give future physicians the opportunity to participate in clinical education alongside practicing doctors in the local community.

The program began as a pilot in March 2010 with two medical students in a Pediatric clerkship. It has been so successful that it was expanded in March 2011 to include 12 students in six different clinical subspecialties. The students rotate...

New Joe DiMaggio Children’s Hospital Couples World-Class Medical Care with an Environment Conducive to Healing

BY LINDA LEATHERBURY

When it opens July 21, the new Joe DiMaggio Children’s Hospital in Hollywood, Fla. will revolutionize pediatric healthcare in Broward County. The four-story, 180,000-square-foot hospital will connect to the facility’s existing spaces at Memorial Regional Hospital via an elevated two-story walkway. The $80 million construction project is the county’s...

Are Medical Providers Leaving PIP Money On The Table? Court Decision Opens Opportunity to Recover Payments

BY C. GLEN GED, ESQ.

In the face of declining reimbursements and rising costs, Personal Injury Protection (PIP) payments offer a predictable revenue source. Florida’s No Fault Insurance law provides reimbursement at a higher level than Medicare or third-party insurance’s contracted rates - and a Florida appellate court decision in May makes PIP revenue recovery an even more compelling opportunity.

Yet many hospitals and other medical providers don’t take advantage of their rights to recover payment for treating automobile accident victims. They too often accept and write off an insurer’s underpayment or denial of benefits, even though by law, the insurer is responsible for all attorney fees and costs in cases where PIP benefits have been denied or underpaid.

Insured motorists in Florida must carry PIP coverage that will pay up to $10,000...

Long-Term Home Care for Seniors Presents New Challenges and Opportunities

BY ELLEN L. BROWN, EDD, MS, RN

By all indicators our nation is aging rapidly, and our ability to provide efficacious and cost-effective long-term care services for a growing population living longer with multiple chronic diseases and disabilities is imperative.

Approximately 1.4 million older adults live in nursing homes, but it is estimated that the population of frail, community-based older adults requiring long-term care services is up to four times higher. Aging in one’s own home is clearly the preference for many older adults and their families, and supporting this choice is cost saving. However according to United Way’s 2006 report entitled “An Impact Area Brief: Elderly,” 25% of seniors cite health problems or age as a cause of loneliness and isolation, and many find transportation is limited and inadequate to meet their needs.

One aspect of home care that proves...
I knew the world wasn’t coming to an end on May 21. Not because it was my son’s birthday or because of some nutty prophecy, but because I knew no way could the world end during baseball season. You see, I am an official Silver Slugger, a group of Jupiter Hammerheads and Palm Beach Cardinals fans age 55 and older who receive special membership benefits during the Florida State League season at Roger Dean Stadium in Jupiter. And aside from the fact, it’s an incredible deal (free admission to 20 Wednesday night games for only $20!), it has really taken me back to the uncomplicated game of my youth—the way we pronounced it back in Brooklyn.

Now as many of you know, between my somewhat insane focus on this newspaper, my dedication to the Fort Lauderdale Rotary Club, and my family, free time is pretty much a rarity for me. But, as Carol puts it, time mysteriously seems to stop dead for Wednesday night baseball with my father-in-law Ralph, putting me right back in the old Yankee Stadium while Ralph channels the Polo Grounds or Ebbets Field. I swear you can even smell the real grass turf.

There’s a calm methodical order to our Baseball nights. I often tell Carol, who thinks baseball is closely akin to watching paint dry, that Baseball is 9+ innings of strategy, mixed together with a large helping of stadium food and Silver Slugger camaraderie. Where else can you hear a beer seller yelling, “Cold beer,” and a fan responding “any cold prune juice?” Where else does the 7th inning stretch allow extra time for creaky knees and sore backs? Yes, as Baseball (and I) have aged, some of the tweaking like splitting the leagues, elevating the pitcher’s mound and enclosed stadiums has severely tried my patience. But I guess as long as the World Series doesn’t start competing with the Christmas season, I’ll always be a boy of summer, sitting in the stands with my glove just waiting for that next foul ball.
The U.S. Department of Health and Human Services (HHS) Office for Civil Rights recently imposed its first-ever civil money penalty (CMP) for violation of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) Privacy Rule for $4.3 million. Shortly after imposing the $4.3 million penalty, HHS announced another settlement for a health care entity’s potential HIPAA Privacy Rule violation for $1 million. These back-to-back HHS enforcement actions indicate that HHS is taking HIPAA violations seriously, and health care providers should take heed.

Cignet Health: Penalized for Willful Neglect
In February 2011, HHS imposed a CMP of $4.3 million on Cignet Health of Prince George’s County, Md. (Cignet). The HIPAA Privacy Rule requires that health care entities subject to HIPAA’s requirements provide patients with copies of their medical records within 30 days (and no later than 60 days) of a patients’ request. HHS found that Cignet violated 41 patients’ rights by denying them access to their medical records between September 2008 and October 2009. HHS imposed a CMP of $1.3 million for these violations.

Furthermore, health care entities are required by law to cooperate with HHS investigations. Cignet initially refused to respond to HHS demands to produce medical records, and failed to cooperate with HHS investigations. Additionally, Cignet made no efforts to resolve the complaints through informal means. HHS ultimately found that Cignet willfully neglected to comply with the HIPAA Privacy Rule, and failed to cooperate with HHS investigations during 2009 and 2010. HHS imposed an additional $3 million in penalties ($1.5 million for each year during which violations occurred) for these violations.

The authority for HHS’s imposition of the additional $3 million penalty arises from section 13410(d) of the Health Information Technology for Economic and Clinical Health (HITECH) Act, a provision which amended the penalty amounts established under HIPAA for Privacy Rule violations occurring on or after February 18, 2009. Prior to February 18, 2009, HHS was authorized to impose CMPs of up to $100 for each violation. The total amount imposed on a health care entity for violations of an identical requirement or prohibition during a calendar year could not exceed $25,000. However, under section 13410(d) of the HITECH Act, HHS is now authorized to impose CMPs ranging from not less than $100 to more than $50,000 for each violation. In addition, the total amount imposed on a health care entity for violations of an identical requirement or prohibition during a calendar year has been increased from $25,000 to $1.5 million.

Massachusetts General Hospital: Settling Potential Violations
Shortly after the CMP was imposed against Cignet, HHS announced another health care entity had paid $1 million for potential HIPAA Privacy Rule violations. A Massachusetts General Hospital (MGH) employee removed documents from MGH containing protected health information in order to work on the documents from home. The employee had the documents held together by a rubber band and accidentally left the documents on the subway while commuting. The documents were never recovered, and contained the protected health information of 192 patients, including the information of patients with HIV/AIDS.

HHS’s investigation indicated that MGH failed to implement reasonable, appropriate safeguards to protect the privacy of protected health information and impermissibly disclosed the information, potentially violating provisions of HIPAA. MGH agreed to settle the potential HIPAA violations by paying $1 million and by entering into a Corrective Action Plan (CAP). The CAP requires Mass General to (1) develop and implement policies and procedures that adequately safeguard protected health information, (2) train employees on the new policies, and (3) render semi-annual reports to HHS for a 3-year period.

Conclusion
HHS stated that a robust compliance program includes employee training, vigilant implementation of policies and procedures, regular internal audits, and a prompt action plan to respond to potential HIPAA violations. It is evident from the MGH example that HHS intends to impose harsh penalties on health care entities for HIPAA violations, despite the inadvertent nature of violations.

Comprehensive HIPAA training programs should be administered to all employees in accordance with current legal requirements, and all such training should be thoroughly documented.

Gabriel L. Imperato is the Managing Partner of the Fort Lauderdale office of Broad and Cassel. He can be reached by calling (954) 745-5223 or by e-mail at gimperato@broadandcassel.com.
Principle of Vital Records

Chances are, if you were born or have family that has died in Miami-Dade County you have at one time or another requested a certified copy of a birth or death certificate from the Office of Vital Statistics in Miami-Dade. Since November 11, 1942 the Office of Vital Statistics in Miami-Dade has been providing public health services to the residents and visitors of our county. The Office of Vital Statistics in Miami-Dade County has two core functions: Review of birth and death records for completeness and accuracy before acceptance as permanent records, prepare and deliver certified copies of Vital Statistics as requested by the public, government and private agencies. In addition, Vital Records Statistics provide vital information for epidemiological surveillance activities related to monitoring the health status and risk factors in Miami-Dade County's population.

The Office of Vital Statistics issues and records approximately 31,336 birth certificates, and 18,774 death certificates a year. Prior to 2005 the collection of data in this unit was a manual process; however, with the recent advances in computer technology the systems have become automated. Currently, the Vital Statistics Units in Miami-Dade and across the state utilize the E-Vitals Electronic Birth Registration System “EBR” as the mechanism by which births are registered via the internet. This system allows hospitals birth registrars to electronically enter and register a birth record, and capture and store any required signatures. Similarly, the Bureau of Vital Statistics in currently implementing the e-Vitals Electronic Death Registration System “EDRS across the State of Florida; the system will allow funeral directors to initiate a death registration directly in the state data base reducing the entire registration process from several weeks to just a few days.

The Offices for Vital Statistics in Miami-Dade County are strategically located in South Dade, North Dade and the Health District Center. These offices serve a population of over 2.5 million residents and visitors to Miami-Dade County, more than 75 Local Hospitals, 88 Funeral Homes, 2 maternity centers and over 100 Living facilities including Nursing Homes and Hospices in our community.

Maribel Zayas is Finance Administrator at the Miami-Dade County Health Department. For more information, visit www.dadehealth.org.

FIU College of Business
Professors Awarded Contract from AHCA

Dr. Monica Chiarini Tremblay, Assistant Professor, and Gloria Deckard, Associate Professor from FIU’s College of Business have been awarded a contract from the Agency for Health Care Administration (AHCA) for the evaluation of the implementation of the statewide health information exchange (HIE). This competitive award of $495,980 funds the evaluation of the planning and implementation of HIE through Harris Corporation and aligns with the national oversight of these efforts established through the Office of National Coordinator for Health Information Technology (ONC). The three-year study will focus on stakeholders’ reactions and interactions with the health information exchange process, and behavioral and sociological barriers to its success, areas in which Tremblay and Deckard have previously conducted studies. The researchers will also develop an assessment tool for the state to monitor the implementation process and the participation of health care providers in HIE. The AHCA vision is to achieve relevant, secure, and sustainable approaches to health information technology adoption, utilization and exchange that drives the achievement of better health care outcomes for all Floridians and through lowered total costs, improves access to quality care.

Maribel Zayas is Finance Administrator at the Miami-Dade County Health Department. For more information, visit www.dadehealth.org.

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Andrea Collins, a high school junior, started a foundation and is continuing its efforts to collect caps and hats for cancer patients and raise funding and awareness for cancers.

The foundation, Caps4Cancers, was founded last year when Andrea was 16 years old and a sophomore in high school in Miami. She had the idea when she was made aware of one of the side-effects of cancer treatment, losing one’s hair, and realized how that might impact the self-esteem of a patient. She decided to begin to collect caps and hats to donate to the patients for this reason and also as a protection from exposure from the sun and the damage that might create. “These patients are going through so much fighting the cancer. And I wanted to find a way to make them feel better and not be embarrassed about their hair loss,” stated Andrea Collins, the Founder & President of Caps4Cancers.

“My family, like many others, has been devastated by cancer, and this provides an opportunity to bring some additional attention to efforts to help those affected,” Collins stated. Andrea’s grandfather died at an early age from cancer, her cousin died from cancer when he was only 46 years old, and others in the family and close friends have suffered from this disease. “My mother (Maria Kesti) started taking me to Rotary Club meetings at a very young age and I learned from these members and her to do what you can to help out in the community.”

Earlier this year, the Ann Taylor store in Dadeland Mall hosted a fundraiser and awareness shopping event for Caps4Cancer. Also, Kent Crook, President of Wiremasters Electric, Inc., donated caps and funds to Caps4Cancers. And recently, Andrea vaccinated and agreed to be a Team Captain for the Relay For Life event in Doral, Florida. She recruited others to join her team and solicited donations for the event held last month that raised in excess of $118,000. Not only did she exceed her fundraising goal for the event, she managed a booth at the event for Caps4Cancers and had friends and family stay overnight with her. In addition, she obtained a Barry Gibb autographed guitar for the auction to help raise additional funds.

For more information, or to donate, contact Andrea Collins, Founder & President, at (305) 332-3367 or acl@caps4cancers.org or visit their website at www.caps4cancers.org.
I
n these tough economic times, insurance consumers are searching for ways to reduce costs and save money. It’s no different for physicians, many of whom may be looking to shop their professional liability insurance. When consumers shop around, carriers must compete for their business; that’s good for consumers. That advantage may be lost, however, when you purchase insurance from a company that can only offer one product. Independent insurance agents and brokers have an advantage: They have access to multiple medical malpractice insurance companies in Florida, which enables them to help buyers compare and find the right balance between coverage and affordability.

Market conditions change, and independent agents have the experience necessary to navigate through a turbulent market. Small, newly formed, or inexperienced companies often suffer as the market conditions change. One relationship with one direct insurance provider may be lost, however, when you haven’t made a detailed comparison of your insurance contract, you need a licensed professional agent to assist you.

Before you buy direct from a single company, ask yourself:

Do you understand insurance company financials and what they mean or how to determine the long term solvency of a market? If you can’t explain why or how a company can go from being “A” rated to bankrupt, then you need an agent to oversee your insurance program.

Do you know the difference between a Demotech “A” rating and an AM Best “A” rating? If not, then you need a professional agent.

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Whether you buy direct or work with an independent agent, make sure whenever you deal with is licensed. Never rely exclusively on the advice of a 1-800 call center when professional liability coverage for your practice and your future is at stake. Be sure to ask for the representative’s license number, and report any violations by calling the Department of Financial Services Fraud Hotline at 1-800-378-0445.

Remember, because independent agents are not employees of just one company, they don’t make one red cent if they don’t make the sale. Don’t be fooled by companies that imply agents are trying to get you to buy more than you need just to increase their commission. The fact is, agents want to get you the best coverage for the best price; they would simply not risk the sale by doing it any other way.

What matters when you get sued is whether you’re protected; and, what matters before you get sued is the peace of mind that you are protected. You can’t simply not risk the sale by doing it any other way.

Jeff Grady is the president of the Florida Association of Insurance Agents, a nonprofit state trade association of insurance agencies affiliated with the Independent Insurance Agents and Brokers of America, Inc. He can be reached at (850) 893-4155 or jgrady@faia.com.

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Tenet Florida Hospitals
COVER STORY: Are Medical Providers Leaving PIP Money On The Table?

Continued from page 1

in benefits per person injured in an automobile-related accident. With PIP benefits limited and claims paid on a “first in time, first in right” basis, hospitals and other providers will benefit by quickly identifying and pursuing all underpaid claims through a PIP audit.

This Spring’s Crucial Court Decision

On May 18, Florida’s Fourth District Court of Appeal issued an important decision upholding providers’ rights. In Kingsway Amigo Insurance Company v. Ocean Health, Inc., the appeals court held that when an individual insurance policy provides for higher payment than the minimum required by Florida’s PIP law, the terms of the policy will dictate payment.

This case sets a precedent until there is a conflicting case by another district court, giving hospitals and other medical providers stronger legal footing to collect the balance of PIP benefits due them for treatment dating back to January 1, 2008, when Florida’s PIP law was re-enacted.

Florida’s PIP law includes a mandatory payment method of 80% of reasonable and necessary medical expenses. But insurers choose a Safe Harbor option that limits their payment obligation based on a fee schedule. In its May decision, the appellate court upheld a previous ruling in the medical provider’s favor. The court’s reason: since the PIP statute contains a choice of payment methods, it is important for the PIP insurer to “clearly and unambiguously choose and identify its selected payment methodology.”

In our firm’s experience, many PIP insurers use lower fee schedules, but few have stated their choice of payment in their policies. The difference in PIP payment method can have meaningful impact on underpaid cases.

Using a Cervical MRI billed at $1,600 as an example:

• Payment at 80% of Reasonable Charge due to provider

$1,600 x 80% = $1,280 owed by insurer

• Payment under 2008 Statute Fee Schedule due to provider

$1,075.38 allowed per 2007 Medicare Part B schedule x 80% = $860.30 owed by insurer

Before the new law was passed, insurers were required to pay claims based on 80% of reasonable and necessary expenses. Some insurers have also unlawfully applied the new PIP law’s lower fee schedule method to pay claims on policies issued prior to 2008. If a policy was issued in 2007, payment is required under that policy’s terms – even if an accident happened after the 2008 law was enacted.

Significant Revenues at Stake

Overall, Hospitals and other medical providers have five years from the date an insurer denies or underpays a claim to seek an adjustment for overdue benefits. Many hospitals and other medical providers that rigorously pursue claims recovery with a five-year look-back PIP audit find the impact can be significant.

While PIP audits are a powerful tool to pinpoint aggregate revenues due, they do not burden hospitals and providers’ resources. A no-cost PIP audit of EOBs by an experienced legal team may reveal many cases in which insurers have shorted the provider. With aggressive legal representation – at no cost to the provider – revenue recovery payments may begin to flow within 60 days. Once an audit updates claim files, it’s prudent to have the legal team keep the provider current by reviewing all new PIP EOBs every month.

C. Glen Ged is founding partner in the law firm of Ellis, Ged & Bodden, PA., whose dedicated PIP team represents hospitals and other medical providers statewide.

He can be reached at cged@ellisancredg.com, 1-888-EGB-FIRM (342-3476) or (561) 993-1966.

COVER STORY: St. Mary’s Clerkships Bring Medicine to Life for University of Vermont Students

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through St. Mary’s every seven weeks.

Both UVM and St. Mary’s have been very supportive of the program, and we are pleased with its success in such a short time,” said Dr. Steven Shultz, Director of the Pediatric Intensive Care Unit at St. Mary’s, who is serving as the local director of the clerkship program. “The diverse patient population in West Palm Beach is offering students clinical experiences they would not get at other program site hospitals in New England.”

The clerkship has given third-year UVM medical student Chris Cahill firsthand knowledge about the various subspecialties, as well as an opportunity to practice his Spanish. Cahill first completed an Ob/Gyn rotation and then moved to a Surgery rotation.

“It’s very beneficial to learn what the different specialties are like,” he said. “You get so many more details when you follow patients firsthand – medicine comes to life more than just words on a page.”

A typical day in his Surgery clerkship begins around 7:00 a.m. when he free rounds with the doctors, followed by an hour lecture. “Then we catch up with the trauma team – the general and vascular surgeons who are responsible for us,” he said. “We either round with them or go to the OR, where we can choose whatever surgery is interesting to us that day. We get to scrub on almost every case. The diseases and types of patients I’m seeing here are different from those I would see in Vermont.”

Cahill says he has also benefited from the opportunity to sit down and talk to patients and offer them some extra time from the medical team. “I’ve also enjoyed the opportunity to practice my Spanish every day and learn more Spanish medical terms,” he said.

Tiffany Kuo, a UVM student from California, recently completed a Pediatric clerkship at St. Mary’s and moved on to an Ob/Gyn rotation. She will be returning in August for two more rotations – this time in Internal Medicine and Neurology.

“I’ve had such positive experiences with this program,” she said. “The medical team here has been amazing. The doctors came up with a plan for what the medical students would do, and everybody has a clear understanding of that.”

Kuo has been to several different locations in her Ob/Gyn rotation, including the labor and delivery floor, the OR for C-Section, and outside the hospital to a high-risk clinic, where she has seen patients with conditions that make pregnancy hazardous to the mother’s health.

“I think this clerkship has been very well organized,” Kuo said. “I have gotten the most out of it in terms of clinical experiences. The doctors have told us that they are training us as if we were interns. Everyone will either answer my questions, or point me in the right place to get the answers.”

Dr. Schultz noted that evaluation of the program is a continuing process. “Every time we have an exchange of students, we get feedback from both students and physicians so we can tweak the program to make it enjoyable and effective for both.”

He noted that in addition to the clerkship, St. Mary’s has been asked to create a 4th year elective program where students can be exposed to other subspecialties. Fourth-year students will do a month in the ER, Interventional Neurology and Pediatric Orthopedic Surgery.

“The first student who started with us a year ago came back to do a 4th year elective,” said Dr. Schultz. “That tells us we’re doing a good teaching job. Somewhere down the line, my prediction is that there will be an opportunity to have residents at St. Mary’s. That also solidifies opportunities for residents to continue and become attending physicians in West Palm Beach.”

For more information about the St. Mary’s clerkship program, contact Michelle Vincent of St. Mary’s Medical Center at (561) 882-4534.
When Is Good Enough, Good Enough?

When Jim Collins in his book *Good To Great* states that ‘good is the enemy of great,’ it certainly makes sense. Being good at what we do, then becoming complacent about it, breeds mediocrity. However, what I often see in leaders is an inability to accept less than perfect in themselves and others around them. Standards are set. Demands are made. People - leaders and workers alike - become so focused on a perfect outcome that they fail to finish the project on time or they overwork and over stress themselves to the point of illness and/or burnout.

The challenge is to be able to identify what is good enough to be outstanding or excellent without being perfect. The best example I can think of is Serena*, a mid-level manager in a mid-sized company, who was working 10-12 hours in the office, then dragging extra work home to focus on after everyone in the family went to bed.

An interesting note to consider is that everyone at work could see how hard she was working - way too hard in their opinion. They could see how she was becoming more stressed, emotionally difficult to be around, and seemed to be losing her ability to be effective. They also saw that few other people were working as hard. What was causing this?

Serena was convinced that no one else could do the work as well as she could. Actually, she didn’t believe that she could do it up to the standard she had set. This belief caused her to keep going over and over things, not letting go and not moving forward.

Once Serena came to understand that she was actually preventing her staff from assisting her because she believed that no one could do it as well as she could, she was ready to take some action to find more balance both on the job and at home. She learned how to delegate more while maintaining a solid standard. She allowed her people to enhance their skills and become more effective.

It was amazing to watch. Little by little, she let go of her overwhelm and took in short work days and free time at home. Today she is more even tempered and . . . her department is even more productive! The clients are happy. The boss is happy. Her people are happy. The ultimate outcome? Greater revenues!

*Real person. Fictitious name.

Ann Meacham is president of Leadership Dynamics, working with professionals who want to get to the next level and don’t know how. Ann can be reached at ann@leadershipdynamics.us or (954) 979-2010.

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Get a Second Opinion About Your Large Group Health Insurance Premiums

In this new age of health insurance reform, many carriers have used reform as an excuse to unjustifiably raise premiums. Although adjusting to the 2014 PPACA deadline seems so challenging to health insurers, the question remains, why? As a previous regional officer of Aetna, I can assure you that operating at an 85% medical loss ratio is not difficult and could actually mean improvements in hospital and physician compensation. The reputation of health insurers with the medical delivery side of the industry could actually improve. While many in medical delivery have felt the pain of the skimmers, aka health insurers, increases in compensation will be tied to outcomes. For specialists that will mean higher compensation and seeing fewer patients (though our aging demographics may exacerbate needs temporarily) or they will earn more money per medical interaction. For internists who become advocates, their compensation will be tied to diagnostic interpretation of genetics and prevention of disease. For hospitals, lower rates of re-admission due to infection and other bundles will be tied to outcomes. I choose to look at the glass as half full. Now what about the cost of your employee benefits plan?

If your company employs over 500 full time employees, it is likely that your health insurance policy could be governed by another law called ERISA. Self or fully funded, Longevity Benefits negotiates lower premiums based on claims experience analysis, underwriting experience and carrier contacts. Our negotiating skills are second to none which is why we guarantee our work. We don’t have to rely on our size to do the right thing. If carriers want your business, we are experts at lowering health insurance premiums that are derived from your employee’s demographics, claims experience and other factors that are used to derive your renewal premiums. Demographics, claims, underwriting factors having to do with costs for medical delivery, actuarial assumptions in your industry and a host of other issues are used to determine your company’s financial risk from a health insurance protection standpoint. Hospitals face stiff competition and have a difficult situation with regard to benefits and utilization, for a variety of reasons. We help hospital CFO’s improve bad experience trends, educate your employees and maximize the potential to lower your health insurance premiums. What do you have to lose when you get a free second opinion? We guarantee lower premiums!

Les Stettner, CEO, Longevity Benefits, Inc., can be reached at (954) 651-6000.

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University Hospital and Medical Center Appoints New Chief Executive Officer

University Hospital and Medical Center (UHMC) has appointed Mark Rader as its new Chief Executive Officer. Rader has over 20 years of healthcare experience and has been with HCA for the past 16 years. During his time with HCA, Rader has served as the Chief Executive Officer for Palmyra Medical Center in Albany, Georgia since 2009. Prior to moving to Georgia, Rader served as Chief Executive Officer at Pulaski Community Hospital in Pulaski, Virginia, as well as various other leadership positions throughout HCA.

Dennis L. Stefanacci Named President of the Broward Health Foundation

Dennis L. Stefanacci, Advanced Certified Fund Raising Executive (ACFRE), has been named President of the Broward Health Foundation. Prior to joining Broward Health, Stefanacci was Vice President of the Max Planck Florida Foundation in Jupiter. He was founding partner and principal of Dennis Stefanacci & Associates. Before starting his own company in August 2002, Stefanacci was Senior Vice President for Corporate Social Responsibility at Starbucks Coffee Company in Seattle, WA. Stefanacci also served as President and CEO of the Mt. Sinai Health Systems Foundation; Senior Vice President of Institutional Advancement at Intracoastal Health Systems in Palm Beach County; and President and CEO of the Grant-Riverside Hospitals Foundation in Columbus, OH.

Broward Health North Broward Medical Center Welcomes Margie Garland as Director of Physician Services and Sales

Broward Health North Broward Medical Center is pleased to welcome Margie Garland as Director of Physician Services and Sales. Since 2000, Garland has served as the Marketing and Physician Relations Manager at sister hospital Broward Health Imperial Point Medical Center and brings more than 10 years experience in marketing, physician relations, special event planning, media and community relations to North Broward Medical Center. She also served as a member of the International Patient Program at Imperial Point Medical Center. Prior to joining Broward Health, Garland worked in retail sales and management for more than 10 years.

Aventura Hospital and Medical Center Welcomes Hallandale Beach’s Vice Mayor to Board

Aventura Hospital and Medical Center is proud to welcome Hallandale Beach Vice Mayor Anthony Sanders to the Board of Trustees. He was elected as Commissioner in 2008 and selected as Vice Mayor in 2010. He has and continues to hold several leadership positions in the community. For the past 11 years, he has served as the Senior Pastor and founder of Higher Vision Ministry. Vice Mayor Sanders is also the past president and founder of the Eagle’s Wings Development Center. An experienced professional in the field of finance, Vice Mayor Sanders worked for the City of Fort Lauderdale in its Finance Department for 13 years.

Coral Gables Hospital Appoints New Director of Medical/Surgical Services

Coral Gables Hospital is proud to announce the promotion of Taina Borges to the position of Director of Medical/Surgical Services. Borges has been a valued employee of Coral Gables Hospital for the past seven years. Most recently, Borges served as the hospital’s Nurse Manager and Assistant Nurse Manager, where she has successfully enhanced nursing and physician collaboration; implemented programs to meet quality mandates; and improved patient satisfaction scores.

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New Appointments at Jackson Health System

Carlos A. Migoya has joined Jackson Health System as its President and CEO. Prior to Jackson, Migoya served as City Manager in Miami, successfully tackling the city’s ailing budget issues.

Most of Migoya’s professional life has been spent in the banking industry, rising through the ranks from teller to regional president and CEO. He spent many years working for Wachovia, most recently as the regional president of Wachovia in North Carolina and the CEO for the Atlantic region, responsible for banking in New Jersey, Connecticut and New York.

Jackson Health System welcomes Carlos Lago, Esq., as its chief of staff. Lago previously worked for the City of Miami as a senior policy analyst.

Lago graduated from Florida International University with an undergraduate degree in business administration with a major in finance. He then received a master’s in business administration with a concentration in finance and marketing from the University of Miami and a Juris Doctor degree from Florida International University College of Law. He is a member of the Florida Bar.

Palm Healthcare Foundation Announces Christopher Gryskiewicz Elected to Board of Trustees

Palm Healthcare Foundation is pleased to announce that Christopher Gryskiewicz has been elected to the Board of Trustees. Gryskiewicz is Executive Vice President of Templeton & Company, LLP. He received his accounting degree from Palm Beach Atlantic University in 1988 and completed his fifth-year accounting education requirements from the University of Central Florida.

Abigail Fortey Joins Broward Health Imperial Point Medical Center as Regional Manager of Marketing and Physician Relations

Broward Health Imperial Point Medical Center has named Abigail Fortey the Regional Manager of Marketing and Physician Relations.

Prior to joining Imperial Point Medical Center’s senior leadership team, Fortey gained valuable exposure to healthcare marketing and physician relations in her role as a marketing, PR and physician relations specialist at Broward Health Broward General Medical Center and Chris Evert Children’s Hospital.

St. Mary’s Medical Center Welcomes Fr. Philip Joly to its Pastoral Care Team

St. Mary’s Medical Center is pleased to announce that Fr. Philip Joly has joined its pastoral care team. Fr. Philip is a Catholic priest from the Diocese of Venice, FL and has been an Ordained Priest since 2001.

Fr. Philip earned his Master of Divinity from Saint Vincent de Paul Regional Seminary in Boynton Beach, FL. Most recently, he served as Associate Pastor at Saint Andrew Catholic Church in Cape Coral, FL. Fr. Philip has also served as the on-call Catholic Chaplain at Tidewell Hospice and Palliative Care in Bradenton.

Hospice of Palm Beach County Foundation Announces New Board Appointments

Abigail Fortey

Hospice of Palm Beach County Foundation announces the appointment of five respected business leaders to its Board of Directors - Thomas Burns, CPA, a partner with Cocuy, Burns & Co. PA.; Robert Friedman, president of R.M. F. Financial, Inc.; Alfred G. Morici, Esq. of counsel with Cohen, Norris, Scherer, Weinberger & Wolmer; Marilyn Siebrasse, vice president and wealth management advisor at The Private Client Reserve of U.S. Bank and Beth Walton, president and chief executive officer of the Town of Palm Beach United Way.
Miami Children’s Hospital’s Chief Psychologist Selected as a CNN en Español Medical Contributor

CNN en Español has announced the appointment of Dr. Marisa Azaret, chief psychologist at Miami Children’s Hospital, as medical contributor. She joins the network and will be able to capitalize on the vast array of medical information provided by our prestigious CNN Worldwide medical team.

Dr. Azaret is the current chief psychologist of the Behavioral Psychology Program and member of the Miami Children’s Hospital medical faculty. She has devoted her life to the practice of pediatric psychology during the past 23 years and is a frequent participant in symposiums in Latin America on prevention and psychological intervention in children, adolescents and families.

Richard M. Rubenstein, M.D., of Skin and Cancer Associates Center for Cosmetic Enhancement Named to 2011 Top Doctors List

Richard M. Rubenstein, M.D., a board certified dermatologist with Skin and Cancer Associates Center for Cosmetic Enhancement has been named one of South Florida’s top physicians by Castle Connolly Medical Ltd.

Dr. Rubenstein attended Virginia Commonwealth University School of Medicine, trained at Duke University, and went on to complete his residencies at Lenox Hill Hospital in New York and Northwestern University in Chicago. He is affiliated with University Hospital and Medical Center.

Richard M. Rubenstein

Miami Neurological Institute Welcomes Anesthesiologist and Pain Management Physician

Miami Neurological Institute announced that Christian D. Gonzalez, M.D., F.I.P.P., a board certified and fellowship trained anesthesiologist and pain management physician, has joined its Aventura, FL practice as clinical director for pain medicine.

Dr. Gonzalez served as the division chief of pain medicine at the University of Massachusetts before moving to Florida to serve as the clinical director for the Wellness Center Multidisciplinary Pain Clinic at the University of Miami. He is currently the director of the physician training workshop and serves in the educational board for the American Academy of Pain Management. Dr. Gonzalez is the President and Chief Executive Officer for the Massachusetts Society of Interventional Pain Physicians.

Dr. Christian D. Gonzalez

Fellowship Trained Spine Surgeon Dr. Michael Gleiber Joins Good Samaritan Medical Center Staff

Good Samaritan Medical Center is proud to announce spine surgeon Dr. Michael Gleiber has joined the hospital’s medical staff.

Dr. Gleiber is a member of the American Medical Association, American Academy of Orthopedic Surgeons, North American Spine Society, Emerging Leaders Program in Orthopedic Surgery, and the Alpha Omega Alpha Honor Society.

Dr. Michael Gleiber

Put your heart in the right place.

Broward General Medical Center is Broward County’s ONLY high performing hospital for heart services and heart surgery.

We’re one of the nation’s leading hospitals for treating heart disease — with one of the most prestigious groups of cardiologists performing some of the most advanced procedures available. We’re confident in the POWERFUL CARDIAC CARE we provide, now you can be too.

For an appointment with a Broward Health Cardiologist, call 954.759.7400 or visit BrowardHealth.org
Dr. Sarah Hoffe Appointed Director of Physician Services, Radiation Oncology Service Chief at Moffitt Cancer Center at International Plaza

Moffitt Cancer Center has appointed Sarah Hoffe, M.D., director of Physician Services and Radiation Oncology service chief for Moffitt Cancer Center at International Plaza.

Hoffe has specialized in the treatment of gastrointestinal (GI) cancers during her time at Moffitt, but has broad experience in the treatment of cancer. She also has numerous publications. Hoffe earned her medical degree from the University of Vermont. She completed residencies in radiation oncology at Duke University Medical Center and Memorial Sloan-Kettering Cancer Center and was a fellow at MD Anderson Cancer Center.

Orthopedic Surgeon Awarded Patients’ Choice Recognition

Wellington Regional Medical Center is pleased to announce that orthopedic surgeon, Nicholas Sama, M.D., has been chosen to receive the Patients’ Choice Award by Vitals.com.

Dr. Sama is a partner of the Center for Bone and Joint Surgery of the Palm Beaches with an office located on the hospital’s campus. He joined the medical staff of Wellington Regional Medical Center in April, 2007. Since that time, he has delivered numerous patient and physician lectures. He also served a 2-year term as Wellington Regional’s Chief of Surgery.

Florida Heart and Vascular Care of Aventura Welcomes Lynn Seto, M.D., FACS, FCCP

Florida Heart and Vascular Care of Aventura is pleased to welcome Lynn Seto, MD, FACS, FCCP to their healthcare family. Dr. Lynn Seto is a board certified Cardiothoracic Surgeon specializing in Minimally Invasive and Robotic Cardiac Surgery. Dr. Seto joins Florida Heart and Vascular Care after serving as the Director of Minimally Invasive and Robotic Cardiac Surgery with Baptist Health System. Before moving to South Florida, Dr. Seto spent 5 years at the Cleveland Clinic in Cleveland, Ohio, where she engaged in extensive training in advance techniques of cardiac surgery, including valve repair, and also served as the Head of Procurement for the Heart and Lung Transplant Service.

FIU Benefactor Dr. Herbert Wertheim Receives Horatio Alger Award

Long-time FIU benefactor Dr. Herbert Wertheim received the 2011 International Horatio Alger Award in recognition of his personal and professional accomplishments, despite humble and challenging beginnings.

Wertheim, who dropped out of high school at the age of 16 and joined the U.S. Navy, overcame dyslexia and poverty as a South Florida youngster to become an engineer, optometrist, educator, inventor and entrepreneur with hundreds of patents, trademarks and copyrights to his name.

He has made important discoveries in the areas of eye care and visual neural-physiology that have helped dyslexics and persons affected with retinitis pigmentosa and macular degeneration. His inventions have protected millions from serious eye diseases that include cataracts, corneal dystrophy and macular degeneration.

Dr. Jack Ziffer to Head New Baptist Health Medical Group

Jack Ziffer, Ph.D., M.D., has been named corporate vice president for Baptist Health Medical Group. Dr. Ziffer brings to his new role a successful track record of managing one of the region’s largest physician groups as president and CEO of Radiology Associates of South Florida (RASF). He is a nationally renowned leader in the advocacy and development of cardiac imaging, serving as the chief of radiology at Baptist Hospital and the director of cardiac imaging at Baptist Cardiac and Vascular Institute. In professional societies, Dr. Ziffer has served as a founder and president of the Society of Cardiovascular Computed Tomography, president of the Cardiovascular Council of the Society of Nuclear Medicine and as a founder, director and executive council member of the American Society of Nuclear Cardiology.
One of the many lessons the Department of Veterans Affairs (VA) learned after review of response activities from past disasters, especially those disasters experienced during the hurricane seasons of 2004 and 2005, is that the established procedures used for obtaining VA healthcare volunteers for response efforts became difficult to manage because the large number of the VA volunteers did not necessarily match the specific skill-types that were required for the particular mission. The VA has developed a concept, and consequently a requirement, for deployable National Emergency Medical Response Teams (NEMRTs) to be assigned for both internal and external medical response and recovery efforts to disasters and emergencies in support of the National Response Framework program.

Early this year, the VA implemented their National Emergency Medical Response Team (NEMRT) concept by bringing “on-line” three NEMRT groups. A typical NEMRT will be staffed by 250 VA volunteers with specific healthcare skill sets and will be mission-tasked to provide non-acute healthcare services in temporary field medical shelters for Veterans and the general populations within communities adversely affected by catastrophic events. The West Palm Beach VA Medical Center contributes nine staff members to this manpower pool.

The NEMRTs are a specific-type resource and therefore will provide the VA with a more standardized and equitable response from all regions of the country in responding to disasters such as hurricanes, tornadoes, floods and earthquakes or events of national significance. Within each team, standard Federal resource typing will be applied and specialized teams are identified for specific missions such as mobile clinic support, facility repair, pharmacy, mental health, and field medical shelter staffing.

West Palm Beach VA Medical Center has responded by providing staff members from Chaplain, Police, Mental Health, Social Work and Nursing services.

NEMRTs will be activated only by the VA Under Secretary for Health. Each NEMRT will cover designated on-call periods of time throughout the year (a 2-month deployment cycle) with the mandate to be deployed within 24 – 48 hours after notification and support federal response and recovery efforts. Each NEMRT will be capable of deploying for 14-day rotational periods. These teams represent one of the VAs resources to support the Fourth Mission of the VA – National Emergency Preparedness and are rapidly becoming a valued asset within both the VA and state/local emergency management communities.

Michael Self, Emergency Management Coordinator for the West Palm Beach VA Medical Center, can be reached at (561) 422-5496.

Disaster Planning for Martin Memorial

Every June, when hurricane season officially begins, Florida hospitals are reminded of the importance of disaster planning.

But planning for such disasters begins long before the calendar turns over to June 1. Martin Memorial Health Systems has learned the value of preparation from first-hand experience after being hit by three hurricanes in two years, as well as by watching and learning how other hospitals respond to crises.

But hospitals must not only be ready for natural disasters such as hurricanes or tornadoes. We must also be prepared to deal with things that can go wrong at any time – a radiological event, a chemical spill, an influenza epidemic. Whatever the “disaster,” our job is to be able to react to anything that is thrown at us.

That means being prepared for a wide variety of situations. To do so, we develop and nurture relationships with local, state and regional emergency management organizations, members of the business community, and other health care providers in an effort to ensure resources and support are available.

One way we build those partnerships is by holding training exercises to ensure readiness, identify areas that need enhancement, and find ways to improve them. That includes drills with local emergency management agencies, but also organizations like FPL that are part of the critical infrastructure in our community.

We also hold frequent drills and planning sessions with Martin Memorial associates, incorporating not only clinical care providers and emergency management personnel, but also leadership team members and support staff. This allows each individual to know what role he or she will play when the time comes.

Planning is imperative to successfully mitigating an emergency situation. Preparation allows us in advance to know where resources will be and to know who will be working with us before, during and after the incident. Ultimately, this increases response times and can reduce the amount of recovery time.

Regardless of what the nature of the incident is, we have a plan in place, we follow the plan, then once we evaluate our response so we can improve it the next time. As a result, our disaster preparations are constantly evolving and becoming more refined.

Over the years, hospitals have become more sophisticated in emergency management. Because of their vital role in the community infrastructure, there is a tremendous responsibility for hospitals to be prepared to handle whatever disaster situation arises.

It is a responsibility we take very seriously at Martin Memorial, and one that constantly drives us to be ready in times of need.

Sharon Andre, Assistant Vice President and Chief Safety Officer, Martin Memorial Health Systems, can be reached at sandre@mmhs-fla.org.

Visit us on the web at
www.southfloridahospitalnews.com
In the aftermath of Hurricane Charley in 2004, Holy Cross Hospital in Ft. Lauderdale, joined a contingency of hospitals to provide disaster relief at Lee Memorial Hospital in Cape Coral and Bon Secours - St. Joseph Hospital in Port Charlotte. The hospital deployed several teams to serve as part of a mutual aid program known as D.A.S.H. (Disaster Aid to Stricken Hospitals). After a credentialing and orientation process, teams went right to work, caring for the large influx of patients following the storm. We replaced exhausted hospital workers so they could return to their families and homes. Many returned to find nothing. Our team arrived to find widespread destruction at the hospitals. Roofs had been ripped away, windows shattered and gaping holes that allowed rain and debris to come showering down. We heard stories of staff physically carrying patients up and down staircases to safety during the storm’s fury and one nurse’s harrowing tale of being pushed into a storage closet and handed a cell phone to call a family she thought she might never see again. When someone stands amid rubble that was once their home or an ICU, emotions are raw and the experience indescribable. Our spirits are most vulnerable in times of crisis and often are left with emotional wounds that take a long time to heal. This is where the Chaplains work begins – amid the shock, grief, loss, and suffering.

After the events of 9/11, Holy Cross Hospital equipped its Spiritual Care team with additional education and training in disaster and crisis response. In addition to their theological education, chaplains attended training through the International Critical Incident Stress Foundation and the Green Cross Academy of Traumatology completing Certificates of Specialized Training in Spiritual Care in Crisis Intervention, and Mass Disasters and Terrorism.

Spiritual Care is an integral component of our hospital’s hurricane preparedness plan. Eight fulltime chaplains and pastoral associates provide supportive care to patients, families, and staff during and following the storm. In the chaos of these events, victims search to find meaning to what has happened to them. Any preparedness plan should include attention to staff needs and time to debrief on the experience. It is essential to have people clinically trained to respect the broad nature of each person’s spiritual experience, so that their care mitigates the compassion fatigue and burnout that can arise as hospital staff respond to crisis.

As hospitals develop hurricane preparedness plans, consideration should be given to the expectations of spiritual care providers. Chaplains must be able to:

- understand the “disciplined chaos” found at disaster sites and be able to function in face of overwhelming grief and loss;
- respond sensitively to the needs of ALL who are affected regardless of nationality, race, religion, belief, class, or sexual orientation;
- not proselytize, sermonize, or promote a particular religion or worldview;
- work collegially with multi-organizational, multi-denominational and multi-cultural responders;
- function as a member of an interdisciplinary team within the Incident Command System and make appropriate assessments and referrals for mental health and other services;
- maintain a positive influence on patients, families and staff;
- recognize their personal and professional limits; and
- take time for good self-care as they serve throughout the crisis.

As part of the credentialing process, incident command leaders and hospitals may request Chaplain-responders to:

- provide proof of endorsement by religious denomination;
- show evidence of training in disaster response; and
- be oriented to the hospital environment and safety practices.

Barbara A. Ouellette is Director of Spiritual Care and Clinical Ethics at Holy Cross Hospital in Fort Lauderdale. She can be reached at (954) 351-7865 or Barbara.Ouellette@Holy-Cross.com.

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TOM GRAHAM
Business Solutions Manager
954-649-9676
As we enter the 2011 Hurricane Season after five years of no storms hitting the coasts of Florida, there is a tendency to become complacent about our buildings’ emergency preparedness. The tsunami in Japan, tornadoes in the U.S. Midwest and the highest levels of flooding along the Mississippi River in 60 years, represents the capability of nature; and our wake up call.

Emergency preparedness for medical institutions comes in two forms: the operational and the physical. Leaving the operational planning to the administrators, there is still much work to do to protect our medical facilities.

Our lessons learned from Hurricane Wilma and those storms before demonstrated deficiencies in window installation, significant water penetration, unprotected equipment, unprotected tank farms and chillers, and even walls incapable of protection from high velocity missile impact (HVMI).

Vulnerability in medical facilities included details and systems unfamiliar to some contractors. There were parapet flashings, roofing, and design and construction deficiencies when trying to exceed the minimum requirements of the code. Typical details from manufacturers’ manuals require embellishments and additional safety factors to be incorporated into the design. Hurricane design detailing becomes more “evidence based design” applied to the building envelope. It should also be understood that every building is different with different heights, sizes and shapes, and different materials of construction. Therefore, the same solution will not be consistent between one facility and another, nor will the construction details that protect it.

After Hurricane Wilma, many hospitals made great strides in protecting their facilities. Some buildings were hardened, energy plants upgraded and budgets prepared for the improvements to meet all the needs. Unfortunately, after several clean hurricane seasons and ever tightening budget constraints, many facilities have delayed or scrapped plans for additional hurricane hardening. Therefore, there are still medical facilities with partially hardened patient areas, exposed infrastructures, non impact, non shuttered windows and doors and non reinforced walls that remain vulnerable.

The work that commenced so diligently four years ago needs to proceed again with a renewed sense of urgency. The current weather events around the world are our wake up call.

For more information, contact Charles A. Michelson, AIA, LEED AP, Principal, Saltz Michelson Architects, at (954) 266-2700 or cmichelson@saltzmichelson.com or visit www.saltzmichelson.com.

It should also be understood that every building is different with different heights, sizes and shapes, and different materials of construction. Therefore, the same solution will not be consistent between one facility and another, nor will the construction details that protect it.
No sooner had the news of devastation in Japan subsided than we were shocked by the death toll to our north from the most active tornado season in history. Certainly, with the approach of hurricane season here in South Florida, we all read these reports with more than the usual apprehension about what the upcoming storm season will bring. With each approaching storm we all make our runs to Home Depot, fill our tanks with gas, stock up on our batteries, water and canned goods and hope for the best. Somehow the episodic always captures more drama and attention than the common, even if it is the latter that is actually more devastating.

Each year, approximately 300,000 Americans die of sudden cardiac death. For many, if not most, it is the first manifestation of heart disease – in other words, they had no warning. Unlike weather patterns, heart disease is ubiquitous in our society - no region or community is spared. Similarly, there is no “season.” CNN and Fox can travel from one weather report to the next, with dramatic depictions of human trauma and overwhelming destruction. But the tragic loss of human life that robs a young breadwinner in the prime of life, or leaves a family bereft of their matriarch, or strikes a promising young athlete, occurs one at a time. No fanfare, no cameras or reporters, no federal emergency relief funds, no visits from the President or the governor. And yet, in the final analysis, the toll in human life is ever so much higher and more devastating.

The painful reality is that, despite all of the remarkable advances in medicine, if someone suffers sudden cardiac arrest in most communities in the United States, his/her chance of neurologically meaningful survival is approximately 7% - a figure that has been shown to more than quadruple if people in the community know what to do. If someone were to arrest in front of you, lose consciousness and stop breathing, would you know what to do? What can we offer for our sudden cardiac arrest disaster planning?

Remarkably, the answer is astonishingly simple. 1) Recognize the problem – don’t “freak out”, don’t panic. Check it out. Is the person really unresponsive? Is he really not breathing? 2) Call 911. If someone is with you, they can call while you move to step 3. If not, make the call NOW. 3) Start PUSHCPR™ - put one hand over the other in the middle of the person’s breast bone with the person lying on his/her back and push hard (2 inches or more, releasing completely between pushes) and fast (100 times/minute – to the rhythm of the Bee Gees’ song “Staying Alive”). 4) If help is available, try to get a defibrillator and give the person a shock—if not, keep going till EMS arrives. Are you afraid of hurting someone or doing damage? Stay focused - if the person has stopped breathing, blood flow to vital organs has ceased and he/she is essentially dead – your efforts (protected by Good Samaritan statutes) will only improve chances for survival.

Time for disaster preparedness? Time to learn PUSHCPR™. For more information on how you can save a life with PUSHCPR™, visit www.floridaheroin.org.

Dr. Paul Kurlansky, board certified cardiothoracic surgeon, Director of Research at the Florida Heart Research Institute, can be reached at (305) 674-3154 or pk@floridaheroin.org.
COVER STORY: New Joe DiMaggio Children’s Hospital Couples World-Class Medical Care with an Environment Conducive to Healing

Continued from page 1

first free-standing children’s hospital.

“With our new facility, Joe DiMaggio Children’s Hospital will continue to serve the area with leading-edge technology, compassionate care, and the expertise of the largest and most diverse group of board-certified pediatric specialists in the region,” said Nina Beauchesne, administrator, Joe DiMaggio Children’s Hospital. “We have truly built a hospital from the inside out, with both world-class medical professionals and an environment conducive to healing. The new setting is designed to create an extra special experience for children and their families.”

Since its inception 19 years ago, Joe DiMaggio Children’s Hospital has experienced tremendous growth and evolved into a specialized tertiary care facility for children. From 2,000 admissions in 1992, the children’s hospital now handles more than 8,000 admissions and observation cases annually. Last year, the hospital’s Pediatric Transport Team brought in close to 2,000 children in need of pediatric specialty care from other hospitals as close as Naples, Fla., to as far away as the Caribbean.

Staff and members of the hospital’s Family Advisory Council traveled throughout the country to visit other children’s hospitals, bringing best practice ideas for incorporation into the new facility.

For example, a kitchen on the first floor will change traditional hospital food service to a room service model where patients and families can call and order from a menu at any time of the day. A “Get Well Network” will bring access to television, movies, video games, the Internet and educational programs to each room. A CT scanner model in the imaging waiting room will help minimize children’s anxiety by allowing them to send a stuffed animal through the machine to see firsthand what will happen during their procedure.

The facility showcases an overall theme of “Power of Play” with each floor displaying themes of Sports, Arts, Games and Dreams.

“By listening to our patients and families, and incorporating best practices from around the country, we have made this hospital the best possible facility for South Florida,” said Beauchesne.

The new building will contain admissions and registration, a pediatric ambulatory and laboratory facility, family resource centers, surgical services, a 24-bed inpatient unit, pediatric imaging services, an outpatient hematology/oncology center and a 24-bed inpatient hematology/oncology unit.

Services that will stay at the existing children’s hospital include critical care areas, such as the Wase Neonatal Intensive Care Unit, the pediatric intensive/cardiac care unit and pediatric emergency department and Level 1 trauma bay. Other programs that will remain in the existing structure are the Pediatric Heart Station and its heart transplant program and pediatric cardiac cath lab, pediatric inpatient rehabilitation and interventional radiology, among others.

“The new hospital has been designed to include environmentally friendly features that will improve performance and efficiency in the use of water, energy and other resources,” said Al Fernandez, president of ANF Group, Inc., general contractor for the building. “The hospital will apply for Gold Leadership in Energy and Environmental Design (LEED) Certification,” he said.

Fernandez noted that a self-standing central energy plant will provide full redundancy of electrical power for seven days in case of a natural disaster. The facility is fully hurricane protected with impact windows and walls.

The hospital worked with the city and surrounding neighborhoods to upgrade intersections to accommodate for increased traffic flow. A greenbelt acting as a landscape buffer stands between the hospital and residential community.

Other members of the construction team include: Stanley Beaman & Sears, Architects; Smith, Seckman & Reid, MEP Engineers; Calvin, Giordano & Associates, Inc., Civil Engineers; Brill Rodriguez Salas & Associates, Structural Engineers, Euthenics, Equipment Planning, and Saltz Michelson Architects, LEED Consultants.

“Nobody wants their child to be sick, but if they are, we hope they will choose to come to our facility, which provides exceptional healthcare in an environment specifically designed with children and their families in mind,” said Beauchesne.

A Community Dedication Ceremony & Celebration will be held July 16, with the first patients using the facility on July 21.

For more information, about Joe DiMaggio Children’s Hospital, visit www.jdch.org.
A time when many companies are either closing or doing their best not to, it's refreshing to hear about a firm that's thriving and celebrating its 10th anniversary—Meet Link Construction Group.

Founded by Mickey Cerra and Willy Fernandez—two friends who had a small office in a garage and $500 each in their pockets—Link Construction has grown to two divisions handled by 40+ employees. Fernandez manages the commercial division, which encompasses retail, industrial, institutional, office buildings, parks—everything except residential. The other division, led by Cerra, includes health care.

Cerra commented, "Despite where the economy is right now, we've been able to grow in these tough times. I venture to say that this will probably be our strongest year to date, and that's exciting for us." But it didn't start out like that.

The two friends both worked for construction companies in college, but as Cerra pointed out, "Even though we had an incredible amount of experience working with big projects, an owner wouldn't give us a $5 million job right off the bat because we were still new at Link Construction. They would say, 'Oh yeah, it's great that you've done all this work with other companies, but what has Link done?' It was tough." Undeterred, they accepted small renovations and whatever came their way, and that's how health care came into the picture. As Cerra related, "We had an opportunity to do a renovation at Hialeah Hospital, a minor CT scan renovation interior build-out. It was when we first opened our company, and they gave us the opportunity and we ran with it. And that one opportunity opened the doors to do another renovation, and another and another, and then we started going from one hospital to another.'

The work enabled them to gain experience and learn the challenges associated with health care. Cerra said that one facet of health care different from commercial construction is that you are sometimes working in environments that are being occupied—where you have to work at night, but the next morning, the facility has to look as if nothing happened because patients are coming in. The firm must also be mindful of AHCA (Agency for Health Care Administration) inspections, along with meeting the hospitals' deadlines. "Whether it's a CT Scan renovation or new construction, that's how the hospital generates revenue, so you've got to turn it around quickly."

Because of the exceptional work product, Link Construction began to receive recurring business. In fact, Cerra said most of their work comes from repeat clients. "When we work with a client for the first time, we make it a priority to do an exceptional job, while also keeping our focus on the possibility of future jobs with that client. It is important for us to build a lasting relationship based on performance. This provides our company the opportunities for subsequent invitations to bid on other jobs. We take pride in having that owner say, 'Hey, we want you guys to be involved again.' That doesn't necessarily mean we'll get the job, but it does mean that we've established a good relationship and they want to continue working with us."

Cerra believes Link Construction's reputation and work ethic has placed the company in a good position in the current economy. He explained that most of the projects currently going out for bid are what he calls mid-level, those between $2 million and $10 million, and that's where Link Construction is able to compete. "The bigger companies are having to come to other jobs. We take pride in having that owner say, 'Hey, we want you guys to be involved again.' That doesn't necessarily mean we'll get the job, but it does mean that we've established a good relationship and they want to continue working with us."

Timing is important, but other aspects are equally important. Cerra outlined the factors that he believes are key to Link Construction's achievements: "I attribute our success to the hard work and perseverance of continuing to plug away day in and day out, the relationships that we've established and maintain, and also to our team's total commitment to the company and organization. Those are the three components to why we're successful."

"I'm so proud of our accomplishments and I thank God every day," he continued. "It's a great feeling when you work hard and things line up."

And why not, when you have grown such a successful company in 10 years.

For more information, e-mail micerrish@linkconstructiongroup.net or call (305) 665-9826.
Jackson South Community Hospital has opened its much-anticipated new medical tower building in south Miami-Dade County. The new spacious tower, along with the renovated hospital, is equipped with the latest in medical technology and designed to allow Jackson’s experienced medical professionals to meet the healthcare needs of the growing south Dade community.

The $102 million expansion added 167,000 square feet to the existing hospital, doubling its size, and was funded by a Miami-Dade County General Obligation Bond passed by voters in 2005. The project also included renovating Jackson South’s emergency room, which was completed in November, increasing its size to 22-beds. The larger ER is now better able to serve the community.

The south Dade community has grown and evolved in recent years and our goal at Jackson South is to be able to best serve the residents in the area. We strive to provide them with the healthcare services they need and desire close to their homes and in a comfortable, serene environment delivered by experienced medical professionals. While there are other hospitals in the southern part of the county, Jackson South is the only one that is part of the nationally acclaimed Jackson Health System, offering access to some of the best doctors and resources in the country.

The new Jackson South tower features a new hospital entrance; 48 new private patient rooms with large windows, some with a golf course view; and three rooms on each floor for patients with disabilities; 12 intensive care unit suites with mechanical lifts for lifting and turning patients; three endoscopy rooms, and a cardiac catheterization lab. It also holds eight interactive operating rooms, three of which are fully integrated, allowing the staff to broadcast procedures and communicate with doctors and hospitals via the Internet anywhere in the world. The operating rooms also feature boom technology, which consists of wires, connections, equipment and operating room consoles that are attached from the ceiling to provide a greater space for the staff to care for patients. A modern, high-tech pharmacy showcases IV rooms with controlled air flow for antibiotic and chemotherapy pharmaceuticals. In addition, there is a new cafeteria, kitchen and doctors’ dining room, as well as a garden area for the comfort of patients and visitors.

The new building was designed as part of the Miami-Dade Art in Public Places program. Local artist Leonel Matheu designed the building around an Everglades theme. Blades of grass images cover the first floor; blue water highlights the second; and flowers brighten the third. In February, the hospital held a ribbon-cutting ceremony for area leaders and activists as well as a community celebration with a fun-filled afternoon and free tours of the new facility.

Renovations are also underway in the original hospital building to convert existing semi-private rooms to private rooms and to upgrade the dining areas, diagnostic imaging department and former critical care unit. Jackson South continues to offer specialized care and a wide range of healthcare services including digestive health, emergency care, gastric sleeve surgery, maxillofacial surgery, urology, robotics, women’s health, orthopaedic and sports medicine, radiation oncology, general and laparoscopic surgery, and wound care.

Ric Cuming is Vice President and Chief Administrative Officer, Jackson South Community Hospital. For more information about Jackson South, its services or recent expansion, visit www.JacksonSouth.org or call (305) 251-2500.
Beyond the Lease Agreement: Supporting the Tenant

As a property manager of medical real estate, providing superior tenant satisfaction is always the number one priority. Getting there goes beyond great service and uncompromising responsiveness. You must go that extra step and support your tenant from the ground up.

Health Care REIT’s Management Services Group (MSG) is committed to being a strategic partner beyond the lease agreement in support of a tenant’s business objectives. This commitment is demonstrated through a series of defined “value add” services provided to contribute to and ensure the tenant’s overall success. These tools and services are introduced to every tenant in each of the companies 143 managed properties. They include:

**Security**
- Identify security services that enhance the overall security of the tenant's buildings that go beyond the standard services.
- National Account agreement with a leading security provider provides a no cost in-suite security assessment for all tenants.

**Energy Management**
- Maximize energy efficiency to reduce overall operating costs leading to cost savings for tenants and increased overall asset value.
- Tenant-specific energy profiling/services help tenants identify specific ways to increase energy efficiency and reduce energy consumption.
- Decision support systems gather, measure and analyze usage data on a real-time basis.
- MSG uses ENERGY STAR and other partner services for benchmarking analysis to evaluate utility usage, establish energy reduction goals, and evaluate progress.

**National Purchasing Program**
- A no cost, no obligation Physician Purchasing Program which aggregates the purchasing power of more than 1,000 hospitals and 31,000 physician practices nationwide.
- National purchasing program leverages purchasing strength in order to acquire products at lower prices for the tenant.

**Operational Efficiency**
- Provide a no cost, no obligation consultation with industry experts who can help increase operational efficiency by offering customized and cost effective solutions to redefine organizational performance and financial success in our tenant’s practices.
- MSG provides its full service property management program to leading hospitals, physician management companies and institutional investors through a comprehensive network of 22 regional and local offices across the United States. They combine a high-level of property management expertise with an in-depth understanding of medical office buildings and the health care industry.

For more information on Health Care REIT’s Management Services Group, call 1-800-793-9289 or visit www.hcreit.com.

Mount Sinai Opens New Adult Congenital Heart Disease Clinic

A partnership with New York’s elite, Ivy-League Columbia University, The Mount Sinai Heart Institute is pleased to announce that it has now opened an adult congenital heart center.

Advances in surgery and medication mean that more and more children born with heart defects are surviving. As these innovations have dramatically improved the prognosis of children with congenital heart disease, surviving adults are now presented with the problem of finding a cardiologist who can treat their distinctive condition once they outgrow their pediatric cardiologist. The unique needs of this patient population now demand the expertise of a specialist who can place congenital defects and their repairs in the context of an adult patient and that’s exactly what Mount Sinai offers.

Mount Sinai’s Columbia University Division of Cardiology’s new congenital heart disease clinic provides treatment for adult patients with congenital heart disease who enter adult life with the disease and require ongoing care. The treatment utilizes a unique team approach. Patients have access to a pediatric cardiologist as well as an adult cardiologist. Dr. Madeline Mas, the region’s leading expert in pediatric cardiology, works jointly with Dr. Juan-Carlos Brenes, co-director of Mount Sinai’s Echocardiography Laboratory and an expert in 3D echocardiography, to diagnose and treat adult patients with problems that come up from congenital heart disease.
With an ever-increasing public demand for sustainable materials and practices, healthcare facilities are turning to “green” design and construction to help improve patient outcomes, boost staff retention and lower operating costs. Launched this spring, the U.S. Green Building Council’s Leadership in Energy and Environmental Design for Healthcare Construction (LEED-HC) rating system addresses the unique circumstances of creating sustainable environments of care.

Green Goes Mainstream

A pioneering concept just a decade ago, environmentally sound healthcare construction is becoming the norm. The 2011 Hospital Building Report by the American Society for Healthcare Engineering (ASHE) and Health Facilities Management magazine reflects that trend. More than two thirds of respondents said they specify green materials in most or all construction projects, and about 60 percent reported that they evaluate the cost and benefits of green construction methods for building projects.

Why the momentum? For the healthcare industry – major consumers of electricity and producers of waste – environmentally responsible buildings can enhance both their mission and the bottom line. Research shows that patients heal faster, have shorter hospital stays and fewer return visits when treated in facilities with healthy indoor environmental quality and a direct connection to nature. Also, preventing airborne release of contaminants helps extend healthcare’s mission to protect public health. From a business standpoint, building in significant energy and water efficiencies will return savings throughout a facility’s typically long life cycle, while giving its owner a marketing edge.

Addressing Healthcare’s Realities

The not-for-profit U.S. Green Building Council (USGBC) introduced its LEED program in 2000 as a framework for implementing green building design, construction, operations and maintenance solutions. Healthcare facilities in South Florida and nationwide began achieving certification under various LEED categories.

Until now, no LEED category has specifically addressed healthcare facilities’ complex clinical and regulatory requirements. The USGBC introduced LEED-HC as a pilot program in 2007, working with the Green Guide for Healthcare project to produce a construction standard that references healthcare’s unique concerns. For instance, LEED-HC references ASHE’s standard Infection Control Risk Assessment (ICRA) within its criteria for Indoor Environmental Quality. More than 100 hospitals and other healthcare facilities nationwide participated in the LEED-HC pilot. This April, the USGBC officially launched its LEED-HC category to guide design and construction of new facilities as well as major renovations. The rating system is available for inpatient, outpatient and licensed long-term care facilities, medical offices, assisted living facilities and medical education and research centers.

Is LEED-HC the Right Choice?

Through the new rating system, the USGBC is embracing “green” design and construction within the healthcare field. Owners will likely find the system’s criteria are well in line with their expectations for any quality construction project. To determine whether seeking LEED-HC certification makes sense, it’s crucial to assemble an experienced, cross-disciplinary design team in the programming and pre-design phase – the earlier the better. In fact, LEED-HC makes Integrated Project Planning and Design a pre-requisite.

Finding the right team is key. Its members must offer innovative solutions and project the costs of different building systems and specifications. Green building’s rise has spurred a growing array of durable new and recycled construction materials.

Going Green: New LEED-HC Construction Standards Boost Hospitals’ Sustainability Efforts

BY BRYAN HUSSEY, LEED AP BD+C

HEALTHCARE REAL ESTATE, CONSTRUCTION, DESIGN & FACILITY PLANNING

Continued on page 24
Douglas Gardens North, an affordable senior living community sponsored by Miami Jewish Health Systems, broke ground April 27 for new low-income senior housing at its campus in Pembroke Pines, Fla. The four-story 75-unit independent living apartment building is being constructed through a $10.5 million grant received last year from the U.S. Department of Housing and Urban Development (HUD).

The grant was one of only two awards allocated in Florida last year via HUD's Section 202 Supportive Housing for the Elderly program, which provides capital for the development of affordable housing. Two previous senior level apartments have been constructed at Douglas Gardens North through HUD 202 grants – a four-story 94-unit mid-rise in 2006 and a four-story 52-unit mid-rise in 2008.

“Providing low income housing is important to our mission of serving the community, enhancing lives and helping seniors age peacefully with dignity,” said Jeff Freimark, Chief Executive Officer of Miami Jewish Health Systems. “Our commitment to providing quality standards of residential living, and solid record of responsibility and efficiency in handling grant money, likely played an important role in the allocation of the most recent grant,” he said.

The Douglas Gardens North funding is among the last grants that will be issued through the HUD 202 program, which is being phased out this year, despite critical shortages of affordable homes for low-income seniors. Douglas Gardens North alone has 500 seniors on its waiting list, and the number of people statewide in need of assistance has grown in recent years.

The new building, which should be available for occupancy by mid-2012, will be constructed under the principles of Leadership in Energy & Environmental Design (LEED), an internationally recognized green building certification system that employs strategies to improve environmental performance.

“While it won’t be the first and only HUD building in the Southeast, it will be one of the prototype buildings for HUD, and we’re exceptionally proud of that,” said Fred Katzin, Chairman of the Board of Douglas Gardens North.

The new facility will offer multiple uses for both residents and the community. It will have a hurricane shelter with a generator that serves residents of all three Douglas Gardens North buildings, and a common area where functions and meetings can be held for the general public. A larger kitchen has been designed so that hot meals can be prepared on site in a catastrophic situation.

“Miami Jewish Health Systems has worked hard to streamline operational efficiency and achieve economies of scale in purchasing and sourcing,” said Holmes. “We reach for the highest standards as economically as possible so we can be the best possible stewards of federal dollars,” he said.

Douglas Gardens North chose the architectural firm, C.C. Hodgson Architectural Group, a federally qualified minority-owned firm which exclusively focuses on senior living in four key areas, including affordable housing. Other project team members include Beauchamp Construction; Independent Commissioning Consulting, LLC; JPH & Associates; Flynn Engineering Services; Architectural Alliance; Green Building Services; ONM&J Structural Engineers and Steven Feller, PE, MEP Engineer.

For helping make the project possible, Miami Jewish Health Systems also expressed appreciation to John Benton from the Miami HUD office, Pembroke Pines Mayor Frank Ortis, Broward County Mayor Sue Gunzberger, and the city council for its partnership and support.

“As Miami Jewish Health Systems celebrates its 70th year, we continue to help people of all ages, cultures and religious preferences enjoy longer, healthier and more enriched lives by providing leading-edge care and independence-enhancing services,” said Freimark. “The new Douglas Gardens North expansion is entirely consistent with our mission and is complimentary to what we do and what we are about,” he said.
At the West Palm Beach Veterans Affairs Medical Center, we are striving to make better advancements in reducing our carbon footprint by sustaining a green environment for our Veterans, staff and visitors. Environmental Management Services has partnered with our Green Environmental Management Committee (GEMS) to accomplish this goal. The Medical Center utilizes GEMS principles and practices to attain continual improvement in environmental programs.

With the opening of our new Cancer Center planned for the near future, Environmental Management Services has launched the use of green products with the goal of expanding this endeavor to all areas of the facility. The cleaning products include:

- **Floor finish** which meets the green seal standard for industrial and institutional floor care products based on its reduced human toxicity and reduced smog protection potential. In addition, it is 100 percent recyclable.
- **Fragrance free non-alkaline general purpose cleaner**, which doesn’t require rinsing due to its low foaming ability.
- **Bathroom cleaner** which has a noncorrosive formula and reduces smog potential.

The other component being pursued is the use of furniture that is green friendly. All finishings and furnishings for our Cancer Center are derived from green products. The aluminum and steel components are made from 95 percent recycled material and are 100 percent recyclable when they are retired. The foam and textile materials are part of an open-loop system and can be recycled into everything from automotive components to carpet padding when they are retired.

West Palm Beach Medical Center is committed in its efforts to be green and stay green. Susan K. DeGolyer, Assistant Chief of Environmental Management Services (EMS), can be reached at (561) 422-6626. Kim Bevilacqua-Leseberg is Program Support Assistant, EMS.

Miller Construction Company Project Manager Bryan Hussey is certified as a LEED Accredited Professional - Building Design and Construction, and is an ASHE-Certified Healthcare Constructor. He chairs the USGBC of South Florida Chapter’s Emerging Professionals Committee. He can be reached at (954) 764-6550 or bhussey@millerconstruction.com.

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New Community Health Care Clinic Opens in Little Haiti

Borinquen Health Care Center, Inc. announced the opening of its newest clinic, The Carrie Meek Clinic in an affordable housing residence developed by Carlisle Development Group and Biscayne Housing Group in Miami’s Little Haiti.

The new clinic, named after Congresswoman Carrie Meek, officially opened its doors after a ribbon-cutting ceremony with the congresswoman and community leaders from the City of Miami, City of North Miami, Miami-Dade County, State of Florida and the U.S. Congress. Attendees included U.S. Congresswoman Corrine Brown, former Congressman Kendrick Meek, City of Miami Mayor Tomas Regalado, City of North Miami Mayor Andre Pierre, Commissioner Audrey Edmonson, Commissioner Jean Monestime, along with representatives from the Miami-Dade Department of Health and members from the Miami-Dade County Public School Board.

Moffitt Cancer Center to Offer BMT Clinic in Puerto Rico

Moffitt Cancer Center will be opening a blood and marrow transplant evaluation and follow-up clinic in Puerto Rico at the Bayamon Cancer Center. Dr. Melissa Alsina, head of Moffitt’s Multiple Myeloma Blood and Marrow Transplant Program and native Puerto Rican, will travel to the island once a month on a Friday. Alsina will see patients who have been referred by a physician as candidates for a blood and marrow transplant.

“Currently, there is no allogeneic (donor) bone marrow transplant program for adult patients in Puerto Rico,” said Alsina. “Therefore, any patient that needs an evaluation for a possible allogeneic stem cell transplant, or follow-up care, must leave the island. This clinic will provide patients the opportunity to have these services in Puerto Rico. I am very excited to be able to provide this service to patients in my native country.”

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School of Podiatric Medicine Confers Medical Pioneers with Honorary Degrees

Ninety-one-year-old, medical pioneer, Dr. Margaret Elizabeth Brand, accepted an honorary Doctor of Science degree from Barry University’s School of Podiatric Medicine during the podiatric medicine graduation. Brand also accepted a posthumous honorary Doctor of Science degree on behalf of her late husband Dr. Paul Wilson Brand.

For more than four decades the Brands treated countless leprosy patients from Vellore, India to Carville, Louisiana. Their groundbreaking work made it possible for insensate patients, including those with leprosy and diabetes, to function normally despite enormous handicaps. Both Paul and Margaret traveled the world to teach others about their research and treatment successes and served as advocates for their patients.

In tribute to their life’s mission, Barry University’s School of Podiatric Medicine also honored the Brand’s by officially naming Barry’s first research hub, the “Paul & Margaret Brand Research Center.”

NAFE Names Moffitt Cancer Center to Top 50 Companies for Executive Women

Moffitt Cancer Center has been named to the 2011 NAFE Top 50 Companies and 10 Nonprofits for Executive Women by the National Association for Female Executives (NAFE). The list recognizes organizations whose policies and practices encourage women’s advancement and whose numbers at the highest levels of leadership demonstrate that commitment.

Moffitt’s initiatives to promote gender equality in the workplace include an executive coaching program, leadership development training, mentoring program and flexible work arrangements.

Mariners Only Hospital in Florida to Receive Medicare Awards

High marks in quality patient care earned Mariners Hospital distinction as the only hospital in Florida to achieve all Top Performance awards for which it was eligible in a Centers for Medicare & Medicaid Services (CMS), Premier healthcare alliance value-based purchasing project. The hospital received awards in six out of six categories including treatment for heart failure, heart attack and pneumonia.

Three Memorial Healthcare System Hospitals Rank in U.S. News & World Report’s Best Hospitals Metro Area Ranking

Memorial Hospital West and Memorial Hospital Pembroke and Memorial Hospital Miramar – all three part of the Memorial Healthcare System serving south Broward County – have been ranked in the U.S. News & World Report’s first-ever Best Hospitals metro area rankings. Memorial Hospital West was ranked 6th on the list, and both Memorial Hospital Miramar and Memorial Hospital Pembroke were ranked 13th.

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Brent Johnson, Vice President of Supply Chain, CPO, Intermountain Healthcare

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is to commit. This is our contract with you: developing new ways to lower your costs, increase revenue and stay on the job to make sure it all works. Listening, creating and delivering healthcare solutions truly unique to your facility.

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Amerinet is proud to partner with Intermountain Healthcare to help them realize their vision for the future.

Hospice of Palm Beach County Awarded Excellence in Program Innovation

A Hospice of Palm Beach County (HPBC) program focusing on the services professionals can provide to Hospice patients and their families was awarded the distinguished Program Innovation Award by the Florida Hospices and Palliative Care (FHPC) organization. The Professional Volunteer Program, developed by Hospice of Palm Beach County’s Volunteer Department, encourages professionals in specialized areas to assist Hospice of Palm Beach County staff, patients and their families by providing valuable services.

Two Palm Beach Area Hospitals Receive Prestigious Tenet Circle of Excellence Award

Tenet Healthcare Corporation announces that Good Samaritan Medical Center and St. Mary’s Medical Center, both in West Palm Beach, FL, have been named to the company’s 2011 Circle of Excellence. The Circle of Excellence honors Tenet hospitals that have achieved the highest levels of quality, service and operational performance. Key metrics used to evaluate the hospitals were patient, physician and employee satisfaction scores, clinical quality and financial performance.

St. Mary’s Medical Center received the Circle of Excellence designation for the fourth time. Good Samaritan Medical Center was a first-time recipient of the honor.

Delray Medical Center Named Provisional Level I Trauma Center by the State of Florida

After successfully completing the first phase of the State’s Level I trauma center approval process, Delray Medical Center is pleased to announce its recent designation as a Provisional Level I trauma center. This is the highest level designated by the Florida Department of Health. Final designation will be awarded after the hospital completes an additional two phases of the application process.

CORRECTIONS

On the cover of the May 2011 issue of South Florida Hospital News, the photo of Nilda “Nena” Peragallo had an incorrect photo caption.

On page 18 of the May 2011 issue of South Florida Hospital News, an incorrect photo of Lydia Rodriguez, R.N. was run. This is the correct photo.

Unit Nurses of the Year Named at Baptist Hospital


Broward Health Imperial Point Medical Center Named a Quality Respiratory Care Institution by the American Association for Respiratory Care

For the third consecutive year, the American Association for Respiratory Care has named Broward Health Imperial Point Medical Center a Quality Respiratory Care (QRCR) institution. In order to receive the Association’s Quality Respiratory Care Recognition (QRCR) designation, IPMC had to meet safety and quality guidelines related to the provision of respiratory care services by qualified respiratory therapists.

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Regional Extension Center Assisting With Health Information Exchange

The South Florida Regional Extension Center – the lead organization assisting physicians in the adoption of electronic medical records – is also playing a key role in developing the South Florida Health Information Exchange, an electronic system that will connect hospitals, physicians, clinics and health care professionals in a secure communications network. A health information exchange (HIE) operates similar to a search engine. A health care provider treating a patient can enter the patient’s name into the electronic health record software and the health information exchange will locate the patient’s stored medical records on another provider’s electronic health record system – but only if the other provider is connected to the network. Unlike the internet search engine, the HIE operates over a secure, virtual private network to keep all records safe.

The South Florida Regional Extension Center (SFREC) has initiated a Health Information Exchange Workgroup to bring regional health care leaders together and reach a consensus on the best way to integrate their facilities and practices into the South Florida Health Information Exchange. Health care stakeholders, such as hospitals, clinics and physician groups, have shown a strong interest in supporting the HIE. The most important areas of concern involve the security of the health care records and providing coordinated care among all the physicians a patient sees.

“Providers throughout our region understand the powerful benefits of an HIE,” said Lisa Rawlins, Executive Director of the South Florida Regional Extension Center. “It will have an immediate impact, improving the quality and efficiency of care physicians can deliver to patients.”

She added that the South Florida Regional Extension Center is working to ensure privacy and connectivity concerns are met, issues that the Health Information Exchange Workgroup are addressing. By working with local health care leaders, the South Florida Regional Extension Center hopes to plan, build and operate a community-based health information exchange that will make medical records available to physicians across a secure, efficient communication network.

Experienced HIT professionals at the non-profit South Florida REC provide free, vendor-neutral electronic health record consultation to health care providers from Key West to Vero Beach. “We provide guidance to our members at every step of the adoption process,” Rawlins said. “Especially now during the critical attestation period, we help members who are prepared to meet the criteria of attestation and receive their incentive payments.”

Rawlins added that even if providers already have a certified EHR system, they are encouraged to join the SFREC to receive assistance with meeting the attestation criteria, and the ultimate goal, to achieve meaningful use of the technology. An example of meaningful use is that medical providers must regularly send, receive and confirm a percentage of their prescription medication orders and lab tests through their EHR system. Eligible health care providers can receive incentive payments of up to $64,500 for Medicaid providers and $44,000 for Medicare during the next five years.

For more information about the South Florida Regional Extension Center, call (866) 628-9193.

Miami Dade Community Health Centers Become the Nation’s First to Pursue Service Excellence Training with Studer Group

Three Miami-Dade community health centers are the first in the nation to partner with the highly-regarded Studer Group for intensive training to achieve measurable change in all areas of their service culture and business operations. The three health centers engaged in the Journey to Excellence are Community Health of South Florida, Borinquen Medical Centers of Miami Dade and Jessie Trice Community Health Centers. The Studer Group’s model has proven successful in more than 800 hospitals and hospital systems in the U.S., Australia, New Zealand, Canada and Mexico. This is the first partnership with community health centers, considered the nation’s safety-net health provider. Community health centers serve more than 20 million Americans nationwide, many of whom are uninsured and from disadvantaged communities. The three community health centers are learning to use evidence-based leadership techniques, designed to create individual accountability for improved performance through aligned goals, behaviors and processes.

The centers are members of Health Choice Network, a health center-controlled network with members in ten states. “This was a huge step for us and our member centers,” said Kevin Kearns, President and CEO of Health Choice Network. “It will require us to change the way we work, interact and serve our patients. But it will ultimately turn some very good organizations into great organizations.” Joining the Miami Dade health centers are HCN members in Ft. Myers and Maryland.

“We are very excited to partner with these excellent community health centers,” said Jackie Gaines, a coach and senior executive at Studer Group. “Their employees and doctors are very dedicated and the centers have deep roots in the communities they serve. Through our partnership, the Centers can achieve even greater success with rapid improvement in patient care across the board.”

For more information about Studer Group, call (866) 368-6950.

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For more information about Studer Group, call (866) 368-6950.

Miami Dade Community Health Centers Become the Nation’s First to Pursue Service Excellence Training with Studer Group

Three Miami-Dade community health centers are the first in the nation to partner with the highly-regarded Studer Group for intensive training to achieve measurable change in all areas of their service culture and business operations. The three health centers engaged in the Journey to Excellence are Community Health of South Florida, Borinquen Medical Centers of Miami Dade and Jessie Trice Community Health Centers. The Studer Group’s model has proven successful in more than 800 hospitals and hospital systems in the U.S., Australia, New Zealand, Canada and Mexico. This is the first partnership with community health centers, considered the nation's safety-net health provider. Community health centers serve more than 20 million Americans nationwide, many of whom are uninsured and from disadvantaged communities. The three community health centers are learning to use evidence-based leadership techniques, designed to create individual accountability for improved performance through aligned goals, behaviors and processes.

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For more information about Studer Group, call (866) 368-6950.
June 9-10
SFHHA Annual Healthcare Summit
The 2011 South Florida Hospital and Healthcare Association Annual Healthcare Summit, “Reforming & Reclaiming South Florida’s Healthcare System” will be held June 9-10 at the Signature Grand in Davie. For more information, call (954) 964-1660.

June 16
Joint Conference
Four highly respected professional organizations have united forces to cosponsor and facilitate a half day conference designed to deliver a high quality multidisciplinary learning experience and interdisciplinary networking opportunities. The local chapters of the American Society for Training and Development, American Society for Quality, Society of Manufacturing Engineers and American College of Healthcare Executives are pleased to present the 1st Annual Joint Conference: “The Human Factor in Performance Improvement” on June 16 from 1-7 p.m. at Florida Atlantic University, Student Union, Live Oak Room. For registration and more information, visit http://www.astdsfl.org/

June 19
Father’s Day Memorial Service
Hospice by the Sea, Inc. cordially invites you to honor the memory of family members and friends with a Father’s Day Service on Sunday, June 19 from 2:00 - 3:00 p.m. at 1531 W. Palmetto Park Rd., Boca Raton. RSVP to (561) 416-5059.

June 23
South Florida Healthcare Networking Group
See www.southfloridahospitalnews.com for details.

August 5-7
The Science of Wound Care, Diving & Hyperbaric Medicine Conference and Expo
Wound Care Education Partners will manage The Science of Wound Care, Diving & Hyperbaric Medicine Conference and Expo on August 5-7 at the Ritz-Carlton, Palm Beach. This conference and expo is intended for a wide audience of health care providers involved in advanced wound care management, hyperbaric and underwater medicine, including the physician, registered nurse, nurse practitioner, clinical nurse specialist, physical therapist, physician’s assistant, certified hyperbaric technologist, certified hyperbaric registered nurse and others. For more information, visit www.orf2011.com.

October 14
Swinging F.O.R.E Charity Golf Tournament
Catholic Hospice will hold their 15th Anniversary Swinging F.O.R.E Charity Golf Tournament on Friday, October 14 at Shula’s Golf Club, 7601 Miami Lakes Dr. For more information, contact Jennifer Duarte at (305) 351-7065 or visit www.catholichospice.org.

Nominate an Outstanding Nurse
March of Dimes Nurse of the Year will honor the contributions of nurses working in Miami-Dade and Monroe counties who have demonstrated extraordinary patient care, compassion, and service.

What are the categories?
The Nurse of the Year awards will be presented in 15 categories during an evening celebration on Friday, October 21, 2011. Categories range from Advanced Practice to Student Nurse.

Who can nominate a nurse?
Anyone can! Patients, co-workers, supervisors, health professionals, and self-nominations are also encouraged.

Where’s the nomination form?
marchofdimes.com/florida

What is the deadline?
June 30, 2011

Have a question?
305.477.1192

Sponsored by
Snapshots

Health Services Administration Students Compete in “Strategic Project Case Analysis”

The Master of Science, Health Services Administration program team recently competed at the annual “Strategic Project Case Analysis and Presentation Competition” at Aventura Hospital. The Barry team consisted of students (pictured l-r) Jennifer M. Douek, Megan K. Madge, and Jalila Ahmad.

The event was sponsored by the South Florida Health Care Executive Forum (SFHCEF) and hosted by Heather Rohan CEO of Aventura Hospital and Barry alumna. Rohan along with Javier Hernandez-Lichtel, CEO of Baptist West Kendall, Aurelio Fernandez, CEO of Memorial Regional, Miramar and Jim McKeen - President of South Florida HIMSS, served as judges for the competition.

“The attendees were truly impressed and amazed at the professionalism, poise, and the set of health care management related competencies our students demonstrated during the presentation and discussion,” said Dr. Evelio Velis, director and professor of the Master of Science, Health Services Administration program. “We are Barry Proud of our students.”

Joe DiMaggio Children’s Hospital Foundation Donates $10 Million to South Broward Hospital District

Joe DiMaggio Children’s Hospital Foundation donated $10 million to the South Broward Hospital District, representing the first major payment to the district for the new Joe DiMaggio Children’s Hospital, scheduled to open this summer.

Joe DiMaggio Children's Hospital Foundation presented a $10 million check to the South Broward Hospital District Board of Commissioners at the Board's February meeting. Pictured (l-r) Dr. Mitchell Eisenberg, First Vice Chairman, Joe DiMaggio Children’s Hospital Foundation Board of Directors; Kevin R. Janser, Vice President and Executive Director, Joe DiMaggio Children’s Hospital Foundation; and Carl Schuster, Esq., Secretary, Joe DiMaggio Children’s Hospital Foundation Board of Directors.

Construction of the four-story, 160,000 square foot facility is expected to be complete in May and the Children’s Hospital opening is slated for July, 2011.

Fetal Surgeons Reunite with Patients Treated in the Womb

University of Miami/Jackson Memorial Medical Center fetal surgeons Rubén Quintero, M.D., and Efthícia Kontopoulos, M.D., recently reunited with children who were treated in the womb.

Fetal Reunion 2011, sponsored by Jackson Memorial Hospital and the Department of Obstetrics and Gynecology at UHealth – University of Miami Health System, gave the physicians and their team a chance to get to know the children whom they met only as fetuses. The physicians performed life-saving surgery while these children were still developing in their mothers' wombs.

Approximately 50 families from across the United States and as far away as Puerto Rico attended the event. Children enjoyed face painting, music and games, and the chance to design their own T-shirts. Event festivities also included a picnic and a butterfly ceremony honoring babies who die each year from fetal conditions. Pictured are (l-r) Dr. Rubén Quintero, Lourdes Garcia, Lisa Garcia, Armando Garcia, Adriana Garcia, and Dr. Efthícia Kontopoulos.

Diamond Angels of Joe DiMaggio Children’s Hospital Foundation Tour Hospital

More than 70 passionate guests attended the recent Diamond Angels of Joe DiMaggio Children’s Hospital Foundation’s annual Spring Membership and Planning Luncheon at Memorial Regional Hospital.

Prior to lunch, guests toured the newer areas of the existing hospital, including the Wasie Neonatal Intensive Care Unit (NICU), the Love Jen Family Center and the Pediatric Cardiac Center where they met with department heads and learned about Joe DiMaggio Children’s Hospital’s state-of-the-art facilities and renowned programs.

Pictured (l-r): Allison Antevy event co-chair, Babette Ferre-Kosar Diamond Angels Founding President & Ronnie Greissman event co-chair.

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

• South Florida Biotech Update • Financial, Legal and Business Professionals in Healthcare
• Advances in Medical Technology & Medicine • Healthcare Insurance Plans, Programs
• Healthcare Reform Update

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BROWARD COUNTY Guardianship Association
Broward County Guardianship Association (BCGA) is a tax exempt 501(c)(3) organization founded in 1990 for the improvement of guardianship services. All donations are tax deductible as allowed by law. Federal ID# 65-0304731. Governed by a Board of Directors representing Broward County, Florida, BCGA is dedicated to promoting the protection, dig- nity, and value of incapacitated persons through a code of ethics, advocacy and the dissemination of information. BCGA’s mission also includes a focus on furthering the professionalization of guardians as accountable court representatives through educa- tion, networking, and legislative action.
For more information or if you are in need of a guardian, please visit our website at guardianshipsofla.org or contact Stephen Margulis at (954) 965-7095 or fax to (954) 389-0902. Visit our website at www.soofsfla.org or contact Stephen Margulis at (954) 646-7095 or fax to (954) 389-0902. Visit our website at www.guardian- on.org.

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As a division of Florida Health Care Systems, Inc., a 501(c)(3) not-for-profit organization, this website is maintained by the University of Miami Department of Medicine. To contact the Health Education Center, please call: (305) 243-4363 in Miami or (813) 974-6080 in Tampa. This website is funded by the Florida Department of Health and is not affiliated with the University of Miami. You may also contact the Florida Division of Health Care Services at (888) 482-5293 or visit www.doh.state.fl.us/healthcare/pdwa/healthed/.
Specialized Nursing Services Provides A Voice for Patients Through Advocacy

BY NANCY KENNEDY

Given the complexity and vast size of the health care system, it is no wonder that many patients and families feel overwhelmed, confused and even intimidated by it. They often feel lost in the system, unsure of where to turn to obtain the care or support services they need. For the frail elderly, who may be experiencing illness complicated by sensory or cognitive losses or mobility challenges, navigating the healthcare system is even tougher and sometimes, nearly impossible. They encounter barriers of all types, from hi-tech telephone systems to transportation problems to confusing medical jargon, making the health care system a place of stress rather than care and healing.

That is unacceptable to Iovanna Lopez, M.A., administrator and co-owner of Specialized Nursing Services, Inc., a fully licensed, innovative Home Health Care agency that is based in North Miami Beach and serves patients in Dade and Broward Counties. Lopez, along with Warren Diaz, MBA, Chief Operating Officer, lead a team of dedicated, highly-skilled multidisciplinary professionals who are all committed to the belief that patients deserve peace of mind and a positive experience, every time they interact with the healthcare system. To assure this for their patients, Lopez and Diaz have developed a Patient Advocacy Program that is distinctive in its scope and concept.

“To us, patient advocacy means being there for our patients, even after they are discharged from our care,” Lopez explains. “It means helping each patient to obtain all the resources and services he or she needs in order to live safely, independently and with the highest possible quality of life. Our job is to facilitate that. It means being a constant resource to both patients and families, helping them with decisions and resolving problems, serving as a liaison between the patient, the doctor and the hospital staff. We can be the voice of the patient, helping to express their concerns and ask their questions.

“Our patients and their families know that they can call on us for help anytime, and we will respond. They can count on us. It gives them peace of mind to know that we are always going to be there for them. We are just a phone call away.”

Specialized Nursing Services (SNS) has been providing home care for over twenty years. Started by a registered nurse, the agency was purchased by Lopez and her business partner Elizabeth (B.J.) Hopper in 2005. With a staff of registered nurses, physical therapists, occupational therapists, a social worker, speech therapist, LPNs, certified nursing assistants and home health aides, SNS provides a full range of services, from wound care to the management of chronic diseases such as diabetes or Parkinson’s disease. “Our team is excellent and strives for excellence every day,” says Lopez. We earn the trust and confidence of our patients. We have excellent satisfaction survey ratings and many patients are ‘repeat customers’ - they come back to us when they need home care.”

“It takes experience and skill to care for the frail elderly in their homes, but Lopez believes that there is another essential element: passion. “I hire people who believe the way I would want my parents to be treated. I own the way I would want my parents to be treated,” Lopez explains. “I am in awe of the wisdom our older patients have. They have so much to offer. I see my own parents in our patients; they are treated the way I would want my parents to be treated. I know what they mean to their families and I am committed to making sure they receive excellent care, given with respect and dignity. Life teaches you and I am in awe of the wisdom our older patients possess. The work that we do is a privilege.”

It is also a responsibility, Lopez says, one that requires constant vigilance and accountability: “Healthcare is changing, becoming more accountable and requiring greater measurement of outcomes. One area where we are seeing this is in the effort to reduce hospital readmissions. At Specialized Nursing Services, we can play a significant role in reducing re-admissions. We know our patients so well, we have long term relationships with them and we go into their homes. We recognize the subtle changes in them. We can be the eyes and ears for the doctor, bringing attention to a problem in the earliest stages and preventing readmission to the hospital.”

“We are a partner with doctors and hospitals in reducing re-admissions. We are all part of the continuum, and we all have the same goal – for our patients to be as healthy as possible, living with the highest quality of life that they can attain.”

For more information about Specialized Nursing Services, visit the web site, www.snsnursing.com or call 954-835-4400.

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Best Medicine for Aging Well: Be Active and Engaged

By Shari Gantman

Every May since 1963, people across the country have come together to celebrate the enormous contributions of older Americans—borne of wisdom, experience and the will to realize their dreams. And although Older Americans Month still embraces this same opportunity to pay homage to the many ways older adults bring inspiration and continuity to the fabric of our communities, grandma has a brand new bag.

Today, older Americans are more active in community life than ever before, thanks in part to advances in health care, education and technology. About one in every eight Americans are 65 or age older. In Florida, 19% of our population is over 65, making our state number one in the nation for its over 65 percentage. And more than 800,000 residents in Broward, Miami-Dade and Monroe Counties are age 60 or older. But beyond the numbers are the stories of seniors who greatly benefit our communities through their activities and actions.

Older adults are mentoring the leaders of tomorrow, taking to heart the need for intergenerational learning to guide and inspire young minds. Many serve as AmeriCorps volunteers and offer a take on times gone by not discussed in any history class: a unique perspective that sheds new light on contemporary issues. They connect with other seniors through companionships and programs like SHINE where they provide insurance counseling. With more than five million licensed drivers in Florida over 55, older adults help to deliver meals, assist with shopping and ensure the vibrancy and health of our communities’ residents.

With all that older adults do as they are out and about and making a difference in our communities, it's vital to have programs and services in place to help them age strong. For example, Health Foundation of South Florida's Healthy Aging Regional Collaborative enables local agencies to offer free and low cost programs, endorsed by the National Council on Aging, that are proven to be effective in reducing the fear and risk of falling, increasing physical activity levels and managing chronic conditions.

Since 2008, more than 14,000 participants have put life back in their lives. Health Foundation's five-year $7.5 million investment in healthy aging programs has shown that when you help seniors thrive in your community, you gain far more than you give.

Shari Gantman is Vice President Communications, Health Foundation of South Florida.

For more information, visit www.hfsf.org.

United HomeCare Empowers Older Adults to Cross the Digital Divide, Promote Brain Fitness with CogniFit

United HomeCare (UHC) is helping 80 homebound seniors cross the digital divide in hopes of improved mental well-being and cognitive health. By providing broadband access, computers and in-home training to homebound persons age 60 and older and their caregivers, the goal is to reduce loneliness and depression, increase opportunities for socialization, enhance intellectual stimulation, and augment cognitive abilities. The Techno-Savvy Seniors program is supported by a grant from the Alliance for Aging of Miami-Dade (AFA).

Participation in Techno-Savvy Seniors includes a six-month subscription to CogniFit Personalized Brain Fitness Program, a web-based program that uses neuro-standardized testing focused on alleviating the natural cognitive decline that comes with aging. The program, available in English and Spanish, focuses on enhancing 14 cognitive skills: shifting attention, inhibition, working memory, eye-hand coordination, naming, spatial perception, time estimation, short-term memory, response time, visual perception, visual scanning, divided attention, awareness, and planning.

Research studies using CogniFit have been conducted at the University of Miami, Yale, Hofla University, and the University of Illinois. Collective findings have demonstrated that after 4-6 weeks of use, brain function is said to improve with an 88 percent retention rate.

According to Viana Stubbs, Director of Research and Innovation, United HomeCare will document the impact the Techno-Savvy Seniors program has on participants and apply lessons learned to expand computer-based programs to more seniors and their caregivers. Connecting virtually with United HomeCare’s Caregiver Resource Center will also be an area of program development focus.

This is United HomeCare’s second year offering the AFA-funded Techno-Savvy Seniors program. The first time it will include the brain fitness component. Participating homebound persons age 60 and older and their caregivers were selected at random and received computer, broadband access, in-home training and a six-month subscription to CogniFit. A satisfaction survey among participants found that the vast majority of respondents believed the computers made a difference in their lives, providing the following benefits:

- Decreased loneliness
- Increased opportunities for socialization
- Increased cognitive activity
- Increased independence
- Decreased depression

Since 2008, more than 14,000 participants have put life back in their lives. Health Foundation’s five-year $7.5 million investment in healthy aging programs has shown that when you help seniors thrive in your community, you gain far more than you give.

Shari Gantman is Vice President Communications, Health Foundation of South Florida. For more information, visit www.hfsf.org.

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At Horizon Bay Retirement Living, we celebrate and share the stories of each resident and employee, creating an ongoing feeling of connection, communication and caring that transcends the expected. Our company and communities consist of a colorful and diverse mix of unique individuals, and we always go the extra mile to honor every individual who helps make us who we are.

In a society that tends to label older adults as one demographic group, Horizon Bay wishes to stand apart by focusing on the individual. We understand that true living starts from within. Inspired by the notion of reverting and respecting our elders, Horizon Bay embraces an approach to life that creates more meaning, inspiration and fulfillment. We want to shatter stereotypes, and honor people individually for who they are and for the unique lives they lead.

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Mr. Hochhauser, holds a leadership position with Florida’s largest provider of in-home nursing care utilizing a Nurse Registry licensure model. In this role, he is responsible for expanding the scope of services provided to those in need through contract business development activities. In addition, Mr. Hochhauser provides executive level oversight of Customer Service, the care provided to Long Term Care Insurance policy holders, Nurse and Ancillary caregiver recruitment, as well as CSI Staffing and CSI Tennessee both subsidiary Caregiver Services Companies. Mr. Hochhauser provided more than 6 million hours of service to people in need of in-home and supplemental staffing services in 2010.

Steve has been involved in the delivery of healthcare services his entire career spanning some 36 years with the last 12 being with CSI. As a co-founding executive of CSI in 2000 Steve has served as Regional Vice President and Chief Operating Officer prior to his current responsibilities. Prior to CSI, he worked 10 years with the VA Medical Center System as a corrective therapist specializing in the care of spinal cord injured patients, as a Nursing Home Administrator and as an Entrepreneurial executive with a contract therapy management company.

Beyond the scope of his daily responsibilities, he has made significant contributions by way of time, resources and manpower for the benefit of countless non-profit organizations. His unselfish, random acts of giving reach international boundaries. Shortly after the January 12, 2010 earthquake rocked the island country of Haiti, Mr. Hochhauser who has a passion for baseball, stepped up to the plate and made an extraordinary gesture. Mr. Hochhauser granted full scholarships to 50 Haitian students to attend The CSI Institute, a wholly-owned subsidiary of Caregiver Services. He gave them an opportunity to acquire an education as a healthcare provider in order to facilitate the support of their families in Haiti as well as stimulate the local economy. Steve’s contribution has touched many lives in the Haitian community here and abroad. Steve has shown great compassion and understanding of others during a difficult time. In doing so, he has created a legacy and the recognition and admiration of the healthcare community at large.

Steve has a Master’s Degree from the University of North Carolina, Chapel Hill as well as certification as a Long Term Care Manager from the University of Connecticut. As a professional, he is customer service driven, has impeccable standards and a reputation of excellence. Steve and his wife, Patricia, have celebrated 30 years of marriage and live in Lake Worth, Florida. A father of 5 and grandfather of 5, Steve stays active as a Baseball Umpire and is a member of the celebrated 30 years of marriage and live in Lake Worth, Florida. A father of 5 and grandfather of 5, Steve stays active as a Baseball Umpire and is a member of the Florida Assisted Living Coalition. Steve has run several marathons with the most recent being the inaugural Marathon of the Palm Beaches.

Florida Assisted Living Coalition names STEVEN L. HOCHHAUSER, Executive Vice President of Business Development for Caregiver Services Inc. 2011 Industry ICON Award Recipient.

Please join us in congratulating Steven Hochhauser 2011 FALC ICON Award Winner.
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NSU Lifelong Learning Institute Brings Bountiful Benefits to Seniors

Earlier this year, a vital resource for the South Florida senior community called the Lifelong Learning Institute (LLI) received an energy infusion when its administrative oversight was transferred from Nova Southeastern University’s (NSU) Farquhar College of Arts and Sciences to the College of Osteopathic Medicine (NSU-COM).

“We currently have 123 members on campus, but we also provide classes at nine satellite locations, most of which are assisted living/independent living facilities,” said LLI Director Linda Maurice. “Our longest member came here for 30 years before recently going to an assisted living facility. Our youngest member is 58, while our oldest is 92.”

Although there are many variations of NSU’s Lifelong Learning Institute located locally, regionally, and nationally, Maurice takes pride in the fact that the LLI is unique. “Very few have heard of a similar organization that has such a far reach into the South Florida community bringing classes to those who can’t get to the campus,” she stated. “This allows us to provide educational outreach to hundreds of seniors who cannot travel to our campus.”

LLI members are exposed to an interesting array of guest lecturers that provide seminars and interactive sessions on a broad range of topics. These informational seminars address areas such as art, music, literature, philosophy, history, politics, creative writing, current events, science, and health care. “We offer an eclectic mix of educational sessions to appeal to all segments of our membership,” Maurice explained. “For example, we have a former Sun-Sentinel journalist who comes in monthly to discuss issues such as media, politics, and ethics.”

Beyond classroom-based lectures, LLI members also have the opportunity to participate in field trips to museums and other places of interest. Due the myriad educational and social opportunities offered at the LLI, members can become as actively involved as they wish.

Being actively involved as “lifelong learners” is a major reason why individuals become LLI members. In fact, one of the most attractive perks available to members is the opportunity they have to audit courses at NSU’s Farquhar College of Arts and Sciences. “Currently, LLI members can audit two classes for free a semester, but we’re looking at expanding the auditing option to include other NSU colleges because it’s a great way to promote intergenerational learning.”

According to Maurice, the Lifelong Learning Institute represents many things to its members. “For many of our members, coming to the LLI is of paramount importance because it represents a phase of exploration in their lives after retire-ment,” she explained. “Through their interactions at the LLI, many of our members start new careers and develop new interests. One of our members had never written anything other than a business letter in his life. However, after he got involved in one of our peer-led programs on creative writing, he blossomed. He started writing on a regular basis and went off and wrote a book at the age of 72, which was published.”

During a visit to the LLI’s satellite facility in Boca Raton, Maurice actually witnessed a minor miracle involving one of the lethargic live-in residents who suddenly sprung to life. Going into these facilities encourages us to remember that many of these older adults have led fascinating lives.”

As the Lifelong Learning Institute looks to the future, plans are underway to diversify the membership and take the institute to even higher levels of excellence. “In the short-term, we’d like to continue what we do,” Maurice stated. “We are appreciated and loved by many people in and around the tri-county area. But a primary goal is to maintain and increase our quality while also increasing the number and variety of programs we offer. We truly want our members to feel as if this is their home away from home.”

To learn more about NSU’s Lifelong Learning Institute, contact Linda Maurice at (954) 262-8472 or visit http://medicine.nova.edu/lli/index.html.
ElderCare Update in South Florida

Unique Program Designed by Researchers at Florida Atlantic University Helps Keep Nursing Home Residents Out of Hospital

Hospitalizations of frail nursing home residents can result in higher costs, complications and death. According to the “Revolving Door of Rehospitalization from Skilled Nursing Facilities,” a paper published in the January 2010 issue of Health Affairs, 23.5 percent of Medicare beneficiaries discharged from the hospital to a skilled nursing facility (SNF) were readmitted to the hospital within 30 days at a cost to Medicare of $4.34 billion in 2006. These rehospitalizations are frequent and costly. Research suggests that a substantial amount of these hospitalizations may be preventable.

A low-cost, yet high-impact quality improvement program designed by researchers in the Charles E. Schmidt College of Medicine and the Christine E. Lynn College of Nursing at Florida Atlantic University can play a critical role in assisting nursing home staff to improve quality of care, and reduce morbidity and expense of unnecessary hospitalizations. Interventions to Reduce Acute Care Transfers (INTERACT) is a quality improvement program that includes tools that assist nursing home staff in three strategies that can reduce preventable hospitalizations: 1) identifying, assessing and managing conditions that prevent them from becoming severe enough to require hospitalization; 2) managing selected conditions, such as respiratory and urinary tract infections in the nursing home without hospital transfer when safe and feasible; and 3) improving advance care planning and developing palliative care plans as an alternative to acute hospitalization for residents at the end of life when the risks of hospitalization may outweigh the benefits.

The INTERACT quality improvement projects are directed by Joseph Ouslander, M.D., senior associate dean for geriatric programs in the Charles E. Schmidt College of Medicine at Florida Atlantic University. The most recent evaluation, supported by a grant from The Commonwealth Fund, was implemented at 25 community-based nursing homes in Florida, Massachusetts and New York over a six-month period. The results of the evaluation in these 25 nursing homes were recently published in the April 2011 Journal of the American Geriatrics Society.

“Among the key findings of the study include: the 25 nursing homes that completed the program experienced a 17 percent reduction in hospitalization rates compared with the same six-month period in the previous year. Of the 25 nursing homes, 17 were characterized as “moderately or highly engaged” in the initiative. This group had a 24 percent reduction in hospitalizations, compared with a six percent reduction in the group of eight facilities rated as “minimally or not engaged” and a three percent reduction in a comparison group of 11 nursing homes. The average cost of the six-month intervention was $7,700 per nursing home.

For more information, call (561) 297-2676 or visit med.fau.edu.
One of the easiest ways to stay strong and healthy is prevention. The old saying “An Ounce of Prevention is Worth a Pound of Cure”, is so true. The older one becomes, muscles do atrophy, which attributes to weakness. The good news, this is preventable, as muscles do not know how old they are and will happily respond to one working and strengthening them.

It is never too late to start a wellness action plan, making short term goals that will become healthy habits for the rest of your life. A good place to start is by moving, make Activity, a way of life. Walking is the best and least expense exercise one can do. An active body equals a healthy heart, strengthening the heart muscle and helps to lower cholesterol and blood pressure. Here are some prevention tips:

Squats – Sit down and stand up from a secure chair ten times. This movement will help keep the legs strong and the hips flexible. Yes, it will raise your heart rate, which means you are doing cardio exercise.

Safety – Clutter free and clear obstacles from walkways, hallways and stairways. Remove rugs that can be tripped over and check that electrical cords are out of the way.

Falls – We work hard to prevent falls, but if you should fall, gather your thoughts and check to make sure you have not broken any bones. People come running to help you and the first thing they do is start pulling on your arms. Please do not let anyone do this. First, they are never going to get a person up this way and may injure themselves in trying to help the person on the floor. If possible get on your hands and knees, bring one leg in front of you, bending at the knee. Now you are ready to have someone help you up. Have them put their hands under the shoulders, your armpit, on the count of three; the person on the floor pushes with their leg and the hands under the shoulders will assist in standing up, with minimum injury risk.

Staying strong helps balance, arthritis, osteoporosis and flexibility. If all one did was twenty sit downs and stand ups a day, this one movement will facilitate getting up from the dinner table or bridge table, get in and out of a car, being able to get up on the table and the Doctor’s office, all with little effort.

With summer right around the corner, I remind all of my clients how important water is. Water is the key essential to life. Our bodies are made of 70% of water and when we become dehydrated, muscles may cramp, constipation can occur and digestion can become sluggish. Many Urinary Tract Infections result from dehydration. So grab that water and enjoy. You can add a slice of lemon to the water to increase the alkalinity in your body. You are now your way to increasing better health.

The greatest risk to your health is not doing anything. Start today to make that commitment to yourself to become stronger, which will help you have the quality of life you deserve.

Sheree Thomas, Owner of SET for Fitness, is a Health & Fitness Professional, Personal Trainer, Functional Training Specialist, Post Rehabilitation Specialist, and Reflexology Practitioner. She can be reached at (561) 251-4164 or visit SETForFitness.com.
challenging is the issue of depression among older patients. Research findings have established that depression is twice as prevalent in seniors receiving home care services compared to primary care. Depression is associated with emotional suffering, increases in health expenditures, morbidity, suicide, and mortality from other causes. Correctly identifying depression to prompt early intervention is critical to minimizing these risks. Research has demonstrated that a skills training program can improve depression care. The Training in the Assessment of Depression (TRIAD) program guides home healthcare staff to identify symptoms of depression and direct patients for further evaluation.

My colleague, Dr. Dennis McCarthy, a professor in the Occupational Therapy Department at Florida International University College of Nursing & Health Sciences, is leading his students on various research projects focused on several aspects of senior mobility. These include investigating the barriers of the built environment (e.g. sidewalks, buildings, roadways) that may prevent physical activities such as walking or biking; determining and documenting the public transportation needs and experiences of seniors; and examining the differences in community mobility between seniors with and without social supports, such as family.

Available Resources
The National Council on Aging reports that one in six older Americans live below the poverty line. Closer to home in Miami-Dade County, the United Way reports the number of seniors living in poverty as one in four. Medicaid-covered long-term home care is provided to eligible seniors (age 65 or older) with low incomes and limited assets, suffering from chronic illnesses or impaired function, who require assistance with activities of daily living but who can still be served safely in their own home.

There are many community-based resources and services to help seniors live independently while maintaining their own residence, including personal care services, adult day care programs, nutrition programs, home safety modification programs, respite care and transportation. Such services are funded through federal, state and county programs and often administered by local Area Agency on Aging. The Alliance for Aging (www.allianceforaging.org) has been designated by the State of Florida Department of Elder Affairs as the Aging Resource Center for Miami-Dade and Monroe Counties.

Although local agencies on aging and home- and community-based providers help older adults maintain their independence and stay in their homes for as long as possible, personal care and support for older adults in the community is oftentimes a responsibility assumed by family members. Supportive services for family caregivers of older adults and working caregivers are beginning to take shape. In the Doral area of Miami, United HomeCare recently opened its Caregiver Resource Center dedicated exclusively to assisting non-professional caregivers for older adults and the disabled. The Caregiver Resource Center aims to relieve caregiver burden, enhance care giving skills and build capacity to manage care giving responsibilities.

Dr. Ellen L. Brown, nursing associate professor at the Florida International University College of Nursing & Health Sciences, can be reached at (305) 348-1312, ebrown@fiu.edu, or visit http://cnhs.fiu.edu.

For information about area services available for older adults and their families in Miami-Dade and Monroe Counties, call the Elder Helpline at (305) 670-HELP (4357) or 1-800-96-ELDER (1-800-963-5337).

To learn more about monthly programming at United HomeCare’s Caregiver Resource Center, contact Blanca Ceballos at (305) 716-0710.
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