**HEALTHCARE MARKETING**

**What’s the Big Secret? Marketing in a Changing Health Care Marketplace**

*BY ELLEN CRANE SCHULMAN, APR*

In today’s world of social media, the temptation is great to focus marketing efforts primarily on this medium. Although communication through electronic formats, such as e-newsletters, Facebook, LinkedIn, and others is essential and effective, the secret to solid and successful marketing efforts remains relationship building. Creating an extraordinary patient experience, establishing seamless and consistent communications, giving back to the local community, and remaining proven strategies for health care providers that want to grow.

*Extraordinary Patient Experience*

Before investing one dime in marketing, be confident about your stellar customer service. Patients who also become raving fans are absolutely the most effective generator of referrals. Is each phone call answered with a happy, friendly voice? Is

**REAL ESTATE & FACILITY PLANNING:**

**Halsey & Griffith - Good Service, Reasonable Price**

*Page 21*

**ELDERCARE**

**Who Is Going to Provide the "Care" in Eldercare?**

*BY STEFANIE SCHWARTZ, PH.D., LICENSED CLINICAL PSYCHOLOGIST*

Today, this country’s 76.4 million Baby Boomers, born between 1946 and 1964, are impacting our society in ways like no group has ever before. When comparing them to preceding and succeeding age cohorts, an increased demand for long-term services and support becomes painfully obvious. This anticipation has surfaced already in the changes taking place in the public and private sectors. Governmental regulations are changing, new services are being introduced and medical professionals are changing the way they do business.

The aging of this particular population already has had a significant effect on American families. Baby Boomers are working later in life. In the past, when a parent became ill, the caregiving responsibility usually was assumed by the spouse or older child who stayed at home. Today, when their loved one is frail or ill if one can afford to, family members hire the needed professional caregiving services for their loved one. However, many are forced into the role of being this caregiver themselves and juggling their employment responsibilities along with

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**DISASTER ... HURRICANE PREPARENESS**

**Disasters Do Not Have to Be Disastrous When “Peace of Mind” Disaster Recovery and Business Continuity Plans Are in Place**

*BY RICK MANCINELLI*

Hurricane season is once again upon us, and with it comes the inevitable stream of dire warnings about just how important comprehensive Disaster Recovery and Business Continuity plans are. With each of the past seven Hurricane seasons having been relatively benign for South Florida, some organizations are becoming complacent. For a regular business, a lack of preparedness could mean the loss of clients, revenue, or even the entire business. For healthcare providers, however, it could mean a loss of life. For this reason, it is not only sensible to be prepared, it is legally required by HIPAA CFR 164.208(a)(7).

Today, technology plays a role in nearly every aspect of healthcare. Electronic Medical Records are quickly replacing their paper equivalents, clinicians are relying on mobile and handheld devices to access and review patient information, PACS and RIS systems continue to generate enormous amounts of data, and patients are becoming accustomed to interfacing with their provider via automated telephone systems and online web portals. These changes are being driven by decreasing margins for providers, increasingly tech-savvy clinicians...

Continued on page 15

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**Hurricane Preparedness: The Season Is Here!**

*BY CHARLES A. MICHELSION, AIA, LEED AP*

As we enter the 2014 Hurricane Season after several years of no storms hitting the coasts of Florida, there is a tendency to become complacent about our buildings’ emergency preparedness. The tornadoes in the U.S. Midwest and the highest levels of flooding in years, demonstrates the capability of nature; and is our wake up call to remain vigilant for potential emergencies. 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.

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**AllergiEnd™**

**Provides Easy, Painless Relief for Patients of All Ages**

*Page 7*
THAT IT’S HURRICANE SEASON AGAIN. Just when I’ve finished the last cans of soup and baked beans before they expire, Carol says it’s time to load up once again. But let’s face it, in our house a hurricane tax holiday means bring on the batteries (because if there’s a gadget sold to enhance the “hurricane” experience, you know I have it.) So while others were grilling their Memorial Day hotdogs, I was making a list, checking it twice … hold on, wrong holiday! Anyway, ever since we organized the garage in 2013, we actually have 3 entire shelves devoted exclusively to batteries. You name it — we’ve got it — A’s, AA’s, AAA’s, and especially C’s and D’s. I’ve come to the conclusion that the purchase price of most of the things powered by D’s is cheaper than the batteries needed. But, even worse, is Carol’s attack on the food supplies. She believes expiration dates are the Holy Grail. In fact, if something is within a few months of the date, she wants to handle the cans with tongs and safety gloves. So needless to say, we don’t usually have much carryover from season to season. The craziest part though is disposing of bottled water. Since when did water expire? Of course, I’m just superstitious enough NOT to want to mention it’s been several years since we’ve had a major one so we’re probably all in a state of storm inertia. How many times can we listen to the weather forecasters worry about possible storms in the Azores? To me the shirt sleeves should not get rolled up until storms are only 200 miles away at least. (Although Carol’s idea of hurricane predictability is when Jim Cantore shows up in his slicker.) When Jim arrives, the shutters at the Felix house go up! But luckily, June has other much more positive events to contemplate … like the South Florida Hospital and Healthcare Association’s 2014 Annual Healthcare Summit. Held on June 19-20 at the Signature Grand in Davie, this year’s Summit will focus on “Quantity & Quality, Cost & Benefit: How To Get What We Pay For!” and offers something for everyone whether you’re a member of a Hospital or Healthcare System, a healthcare educator, healthcare-affiliated professional or vendor. If you are one of the thousands (and I do not exaggerate) who have participated in our SFHNG networking events over the past three years, then you won’t want to miss the Summit either. Remember ROI does not mean instant gratification … but to even be in the game — you have to show up on the field!

Charles Felix, Publisher

You can reach Charles Felix at Charles@southfloridahospitalnews.com
This is my second year as a Board Member for the South Florida Healthcare Executive Forum (SFHEF), and I currently hold the position of Treasurer. SFHEF is the local chapter of the American College of Healthcare Executives (ACHE). ACHE is an international, professional society of more than 30,000 healthcare executives who lead hospitals, healthcare systems and other healthcare organizations. ACHE is known for its prestigious credentialing and educational programs. I have been a member of ACHE for nine years as I find it the single best organization for my continuous education. Over the past two years, I have really enjoyed acquainting myself with the other Board and Chapter members, as I have learned the ins and outs of how the organization is run.

As SFHEF’s Treasurer, I would like to share with you information about the monies collected at various events that our board coordinates. The money collected by SFHEF at events goes towards funding many important initiatives. This year, the Board of Directors has established the funding of two (2) health care management scholarships for 2014: one graduate scholarship ($500) and one undergraduate scholarship ($500). Details are on the organization’s website and the deadline to submit an application is June 15, 2014. We also just hosted our Annual Student Case Competition at Aventura Medical Center where students from Barry University, Florida International University and Florida Atlantic University each fielded teams of students who present a case study published by ACHE. The winning teams were awarded cash prizes for all of their hard work and dedication.

Becoming a member of ACHE is easy – if you have a minimum of a bachelor’s degree and a commitment to the profession of healthcare management, then you are invited to join ACHE as a member. There is no better resource to have at your fingertips than the premier organization for healthcare executives.

We hope to see you at our next event in June in coordination with the South Florida Hospital Association Annual Healthcare Summit and, I personally hope to see you become members of ACHE and SFHEF if you are not already!

Until next time, I’m Ramona Lacy ... let’s connect!

Ramona Lacy, FACHE, Managing Partner, Prism Healthcare Partners LTD, can be reached at rlacy@prismhealthcare.com. For more information about SFHEF, visit www.sfhef.org.
The Role of the Board of Directors in Compliance in Health Care Organizations

Directors of health care organizations have important responsibilities related to corporate compliance. The risks of noncompliance have grown dramatically over the last decade as the government has dedicated substantial resources to respond to health care fraud and abuse. Moreover, private whistleblowers are all too anxious to bring actions for suspected improper practices. To minimize these risks, health care companies need effective corporate compliance and ethics programs.

The board of directors must play a central role in a company’s compliance program. The board has a duty of care related to the implementation and oversight of the compliance program. The duty of care arises in the board’s decision-making and oversight functions. The decision-making function applies to a particular situation or a specific action, like approving an overpayment received from a Medicare program. The oversight function pertains to the general activity of overseeing the day-to-day activities of the business. The oversight duty is satisfied if the director assures that a compliance program exists and is adequate to provide the board with information relevant to make its decisions.

A board’s failure to implement a compliance program will not only put the organization at risk, but also may create personal liability for directors. The responsibilities imposed on directors may seem great, but the duty of care inquiry has not been extended to require that directors engage in proactive vigilance. Simply put, a director need not act as an internal investigator. Rather, the duty of care arises when a red flag is raised or suspicions are or should be aroused. Generally, a director will only have violated his duty of care if he fails to act after he has information that causes some concern. A compliance program is a process by which to find the “red flags” or suspicions and address them.

Tips and Resources for Boards of Directors Monitoring Compliance Program

• Promote an ethical culture – Directors should be conscious of the “tone at the top” by acting with integrity related to company business. Also, the board must foster an organizational culture that promotes ethical conduct and compliance through appropriate incentives and disciplinary measures.
• Devote resources to the compliance program – The board must commit time, energy, and company resources to make the program effective.
• Educate the board as well as the employees – The organization’s governing body must be knowledgeable about the content and operation of the compliance program. The board should ensure that compliance and ethics program training is provided to board members as well as employees.
• Update the compliance program periodically – The program should be reviewed and revised at least annually to take changes in law, government enforcement initiatives and the company’s compliance history into consideration. The board should direct and oversee this process.
• Provide direct access to the board – Individuals with day-to-day responsibilities for compliance activities, such as the Compliance Officer, should have direct access to the board or the board’s compliance and/or audit committee.
• Tailor the compliance program to the organization – Different organizations may have different risk areas. To assess the risk areas specific to the organization, the board can look to the organization’s prior compliance history and common industry risks.
• Utilize the resources provided by the government – Government websites such as those of the Office of Inspector General and the Department of Health and Human Services provide information, advisory opinions, fraud alerts, educational podcasts, and guidelines that are useful to boards in their compliance oversight function.

The board’s oversight of the compliance program helps to promote an environment of greater corporate responsibility while, at the same time, protecting the organization and its directors from liability. In today’s climate, a corporation simply cannot run the risk of failing to implement an effective compliance and ethics program. The benefits of these programs are too great to ignore.

For more information, visit www.oig.hhs.gov and www.hhs.gov.

Anne Novick Branan is a health law attorney and Of Counsel for the Fort Lauderdale office of the statewide law firm Broad and Cassel. She can be reached at abranan@broadandcassel.com or (954) 764-7060.

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Delray Medical Center Opens Additional Cardiac Catheterization Lab to Enhance Patient Care

As part of its commitment to better serve the community, Delray Medical Center proudly unveils the new hybrid catheterization laboratory. The hospital now has the capabilities to capture and view detailed images of a patient's vascular structure, thereby facilitating a faster and more accurate diagnosis and treatment of vascular disease. The new lab also allows physicians to perform minimally invasive vascular procedures with reduced radiation exposure.

The cath lab's advanced technology features the Allura Xper FD20 fixed X-ray system. It provides crisp, virtually distortion-free visualization of small details and objects to support endovascular procedures such as abdominal aortic aneurysm repair and carotid stenting.

Vascular procedures often involve extended fluoroscopy times and a high number of radiographic images. The Allura Xper FD20 fixed X-ray system offers DoseWise™, which has an advanced X-ray dose reduction features to reduce radiation exposure during minimally invasive procedures.

Other features of the Delray Medical Center's new hybrid cath lab include:

- Preset vascular protocols to ensure optimal image quality
- A fixed X-ray system that features automated settings and table-side controls to help clinicians focus on the patient and the procedure
- Table tilt and cradle movement that enable optimal patient positioning for more invasive or needle guided puncture procedures

Cyber Breach: The Dark Side of Technology

Over the past year, we have seen a number of high-profile cases involving privacy breaches that included personal health information (AvMed), credit-card data (Target), and Social Security numbers, as well as other important personal information.

Cyber, or privacy, breaches are becoming a daily occurrence and quickly rising to the top of the list of risk exposures for medical practices and corporations alike. These breaches can come in a number of ways, including hackers who penetrate seemingly safe systems as well as stolen equipment such as computer laptops, tablets, or smartphones.

The results of these breaches can be devastating and very expensive for a practice or corporation that does not have the proper cyber/privacy insurance coverage in place. Most physician medical-liability policies contain only minimal coverage that offers very little protection and does not cover fines and penalties. This coverage is insufficient for most breaches that we have seen up to this point.

Most recently, AvMed agreed to set aside $3 million for a breach of thousands of its customers' personal health information that was exposed when laptops containing unencrypted data were stolen. This is the first settlement in which victims of the data breach will be compensated without having to show they suffered any losses from the theft of their personal health information.

Cyber liability is rapidly becoming a major concern for anyone who stores or transmits personal information as part of their medical practice or business. We recommend that you speak with your professional liability specialist, or feel free to contact one of our specialists at 800-966-2120 if you would like additional information about how we can assist you in preventing these breaches and securing this important coverage.

Tom Murphy is a workers’ compensation and medical-malpractice-insurance-specialist agent with Danna-Gracey, Inc. in downtown Delray Beach. He can be reached at (561) 276-3553 or (800) 966-2120 or Murphy@dannagracey.com.

The Malpractice Insurance Experts

United HomeCare Honors 2014 Claude Pepper Award Recipients During “40 Years and Beyond” Annual Dinner

United HomeCare® (UHC) recently hosted its annual dinner honoring Claude Pepper Award recipients at Jungle Island in Miami. More than 550 corporate and community leaders gathered to salute the recipients who, like the Honorable Claude Pepper, have made significant contributions towards the needs of the growing elderly and disabled population in Miami-Dade County.

2014 AWARD RECIPIENTS INCLUDED:

Organizations:

- Corporate Service – Healthcare: Kendall Regional Medical Center, Scott Cihak, President and CEO
- Corporate Service: Greenberg Traurig, LLP; Cesar L. Alvarez, Co-Chairman
- Corporate Service: Perry Ellis International

Individuals:

- Community Builder: Phillis Oeters, Corporate Vice President of Government and Community Relations, Baptist Health South Florida
- Education/Advocacy: Jorge Luis Lopez, Esq., Jorge Luis Lopez Law Firm
- Public Service: The Honorable Eduardo “Eddy” Gonzalez, Florida House of Representatives – District 111 Chairman, Miami-Dade County Legislative Delegation
- Thelma Gibson Community Service: Darryl K. Sharpton, CPA/ABV, Founder & Managing Partner, Sharpton, Brunson & Company, PA
Four Tips for Improving Your Practice Collections

Collections have become more important for medical practices over the last few years because of the increases in patient responsibility, and there are no signs that this is slowing. Collections challenges come hand in hand with patient payments - but fortunately, there are steps you can take to minimize these challenges. Your chances of collecting patient amounts drop to less than 40% after the patient leaves your office, while your chances of collecting before the patient sees the doctor are greater than 80%. That's why it's important to start the collections process even before the first appointment. Here are 4 tips to help improve your collections:

1. Make Sure Your Staff Is On Board

Unfortunately, some staff members dislike collecting payments. This attitude clearly will not facilitate good collection levels, so it's important to get them on board. Communicate how the collection of patient payments - but no cost to those who can't pay, remind your staff that this is made possible at least professionally requiring payments different-

2. Give Your Staff the Tools They Need

Staff members may be uncomfortable simply because they don't know how to handle the situation. Scripts, signs and forms that communicate financial policies can help alleviate this discomfort. Just knowing how to say that payment for copays is due before the appointment will simplify the process and make them much more comfortable. In addition, they should understand that polite - but firmly requiring payment will not - and should not offend the vast majority of patients.

3. Understand the Types of Payers

There are four types of payers, and each type responds to requests for payment differently. Be sure you understand the differences between these types of payers:
- Reliable: Will usually pay from statement
- Distracted: Reminders usually generate payment
- Disrespectful: Require third party impact
- Professional Debtor: Professional collectors required

4. Make a Plan – and Use It

Make sure you have an up-to-date collections plan, which should include:
- A Financial Policy that details patient responsibility and is distributed and signed by each patient
- Training for your staff so that they understand what should happen at each step
- Patient statements and letters set up in your medical billing software so they are sent automatically at the appropriate points
- Track and manage your results with regular reports available in your medical billing software

As a final step, join us for our free webinar on May 21: 8 Keys for Optimizing Your Practice Cash Flow. In this informative session, you'll learn more about the four types of payers and what works for each, setting up an effective collections process, and more. Register at http://ehr.healthfusion.com/cash-flow-webinar-registration.

Kathy McCoy, MBA, is Director, Content Marketing, for HealthFusion. She can be reached at kmccoy@HealthFusion.com.

Unintended Retained Foreign Objects: It's the Team That Counts

Throughout human history, where mankind enters, things invariably get left behind. This includes the ocean floor, outer space and, regrettably, the inner space of the human body. According to Joint Commission figures, from 2003 to 2012, 772 unintended retained foreign objects (URFOs) were reported to the Joint Commission’s Sentinel Event database. Approximately 93% of these necessitated additional medical care and sixteen deaths have been attributed to URFOs. Obviously, the discovery of a URFO often precipitates litigation as well.

Although the existence of an injury does not create a legal presumption of negligent care, when a URFO is involved, the burden shifts to the healthcare provider to demonstrate the absence of negligence. Obviously, the law distinguishes between such items as sponges and instruments and materials that are intended to be left in the body, like sutures and mesh. Thus, a plaintiff still needs to show that the retained item is not designed to be left behind, and that the URFO actually caused harm.

Clearly, the best defense is prevention. Safety measures can include hanging sponge holders, computer chip labeled sponges, and repeated verbal confirmations of counts, particularly when there are staff changes or during unusually long procedures. Intra-operative radiographs are also useful before closure or any time there is a count discrepancy.

While this problem likely can never be completely eliminated, the institution of a comprehensive program to ensure accurate counts and documentation can be powerful evidence that the facility, the surgeon and the team instituted appropriate safeguards to ensure that no surgical materials are inadvertently left behind. If these policies and procedures are implemented and reinforced, their existence alone can be sufficiently persuasive evidence to overcome any presumption of negligence in connection with a URFO.

Steven A. Osher, Fann & Petruccelli, PA, can be reached at (954) 771-4118 or sosher@fplawyers.com.

Baptist Health Integrates Heart and Vascular Services Under One Name – Miami Cardiac & Vascular Institute

Baptist Health South Florida announced it has a new name for its heart and vascular services – Miami Cardiac & Vascular Institute. Baptist Cardiac & Vascular Institute (located at Baptist Hospital), South Miami Heart Center (located at South Miami Hospital), as well as cardiovascular services at its other hospitals and outpatient centers will be rebranded with the new name.

The name change reflects the power of Baptist Health’s combined resources of experienced physicians and leading-edge treatments and technology to bring the most advanced heart and vascular care to South Florida. For more than 50 years, each of the hospitals affiliated with Baptist Health has provided excellent heart and vascular care to the community. This long history has benefitted hundreds of thousands of patients with leading-edge prevention, innovative treatments and pioneering research.

Part of Baptist Health’s commitment to the community is a $100 million expansion project that is underway on the Baptist Hospital campus and will transform the Institute, including the development of unique programs for aneurysms and structural heart disease. The system-wide integration expands upon the Institute’s longstanding commitment to multidisciplinary cooperation that has served as a national model of success.

As Miami Cardiac & Vascular Institute’s newly appointed chief operating officer, Carol Masciioli will oversee all cardiac and vascular services at Baptist Health hospitals and outpatient facilities.
**AllergiEnd™ Provides Easy, Painless Relief for Patients of All Ages**

**BY VANESSA ORR**

While many children suffer from allergies, a number of people don’t begin developing them until they are older. Symptoms include sneezing, itchy and watery eyes and even headaches may begin in early childhood, which can result in patients’ searching for some form of relief.

“I never had allergies growing up,” explained Jill (last name withheld), who began developing allergies in her early 20s. “At first it was my eyes; any time I would go outside, my eyes would burn and stream tears. It got so bad recently that I began developing sores under my eyes from wiping away the tears; my makeup was constantly smearing and it was terribly painful.”

Two years after the onset of her allergies, Jill began having chronic headaches, which sent her to the doctor and time and again. She tried to treat her allergies using Claritin, choosing not to see an allergist because of the cost and time involved. “I did my research, but realized that with the job I had, I wasn’t going to be able to visit a specialist’s office one to two times a week for shots; it just wasn’t going to happen,” she explained, adding that she has a number of environmental allergies including grass, pollen and dander. Unfortunately, medications like Claritin and Allegra caused her to feel anxious and restless, compounding the problem even more.

To combat her allergies, Jill was directed by her primary care physician to try sublingual immunotherapy, an oral therapy that bypasses the need for regularly scheduled injections. “I began the oral therapy, which is really simple,” she explained. “I put two drops under my tongue in the morning and two drops under my tongue before I go to sleep at night, and I am feeling so much better!”

Told that it might take 30 to 60 days before she saw signs of relief, Jill began feeling better after just 2-1/2 weeks. “Things were dramatically different,” she said. “Normally my nose would be running and my eyes would be tearing, but I’d say that six out of seven days, I wouldn’t have any symptoms. I still haven’t seen the full results, but I’m thrilled so far.”

Jennifer Rogers, a certified physician assistant (PA-C) in the office of Dr. David Liporace, has also seen positive results in patients treated by the AllergiEnd™ system. “We began using AllergiEnd™ last June, and our patients have been very receptive,” she explained. “They like the fact that there are no needles involved, that they don’t have to get fully undressed for the test, and that they get the results right away.”

Rogers, who had a negative experience of her own when getting tested for allergies, was open to the idea of streamlining the process for patients. “I was sent to an allergist and told that the copay was $50, and it turned out to be $500,” she said. “I didn’t get to see the doctor or a PA—a nurse did the test in a room full of other people; there was no privacy. I knew that there had to be a better system for treating allergy patients that was less expensive and provided better access. When a patient comes to the office for testing, Rogers explains the Allergi-End™ system and then administers the test. “The patient lies down on his or her stomach, and after wiping the area with alcohol, I press the applicator into the patient’s back—it feels kind of like a firm hairbrush,” she explained. “In 20 minutes, we have the results, which I go over with the patient. They leave the office with a copy of the results and a definitive answer.”

Because the results come back so quickly, patients can immediately begin allergy avoidance therapy and/or oral therapy: “Patients really like the drops; they can take them at home, which requires less follow-up visits to the doctor and fewer co-pays,” said Rogers. “There is also less risk of infection from an injection.”

“Not only do they like not being stuck by a needle, but it saves them from having to go to a doctor’s office to get shots each week, which is very inconvenient if you work,” Rogers continued, adding that some patients who have been on numerous medications for allergies have been able to reduce the amounts of medicine that they are taking. “AllergiEnd™ has worked out very well for us and for our patients.”

For more information about the AllergiEnd™ system, visit www.allergiend.com or contact AllergiEnd™ at 800-393-8817.

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**Effectively Manage Your Patient Population with TopCare**

**BY LISA RAWLINS**

TopCare powered by Blender is taking health care by storm. A robust population health management tool – TopCare enables direct health care providers to effectively manage their patient populations. TopCare provides a dynamic decision support solution to administrators, physicians, nurses and care teams to effectively manage their patient populations. The bottom line: TopCare focuses on providing the right information, at the right time, to the right person by identifying performance gaps & strengths; narrowing the decision space for targeted intervention; driving continuous, measurable, operational efficiencies; and dramatically improved patient outcomes.

Whether providers are looking for solutions in preventive health care services, addressing the needs of high risk-patients, or improving patient compliance, TopCare is a clinical recommendation application, which effectively ties a provider’s patient data to individualized action plans. By integrating strongly descriptive analytics, TopCare provides a dynamic decision support solution to administrators, physicians, nurses and care teams to effectively manage their patient populations. The bottom line: TopCare focuses on providing the right information, at the right time, to the right person by identifying performance gaps & strengths; narrowing the decision space for targeted intervention; driving continuous, measurable, operational efficiencies; and dramatically improved patient outcomes.

For more information about TopCare, please visit www.topcare.com or contact TopCare at 800-393-8817.

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Marketing in a Changing Health Care Marketplace

Each patient greeted with a smile and the patience of a saint? Is the waiting room clean, comfortable and inviting? Are the wait times reasonable? Does each patient leave with an armful of written instructions, relevant articles, and a scheduled follow up appointment as appropriate? Just a few simple steps can go a long way in growing a practice. For example:

* Offer each patient a folder with your practice’s history and information about the current and new shows. For example: Our readers can view more information about the current and new shows and watch the live stream by logging on to www.DrTVChannel.com.

* Contact the media if you read about an article that is the future, it looks like the future is here. DrTV America has promised updates on their new radio partnership as well as the West Palm Beach station they are launching. We will have more follow-ups on this story as it develops. It is interesting concept that intrigues us.

* Give back. Here are a few hints for giving back. Ellen Crane Schulman is accredited in public relations (APR) and is the president and founder of ESPR. She can be reached at (954) 895-3152 or ellen@ellerseschulman.com or visit www.ellerseschulman.com.

* Offer each patient a folder with your logo and practice name and contact information printed on the front for organizing doctor orders, special instructions, articles of interest and other personal papers.

* Reinforce your brand with bright colors and decorated shirts or embroidered suits for all staff members.

* Offer each patient a folder with your practice history and new shows that are of interest to your community. For example:

  * Provide an outlet for patients who have developed a turnkey situation so a healthcare provider including a hospital, HMO or physician group can take complete ownership of the station. We do all the hard work, but the station really belongs to them. Imagine in each market, ONE hospital or HMO has their own television station dedicated to healthy living that reaches people right in their own homes. The PR and branding possibilities are endless. It is a game changer and we are in discussions now with a few healthcare providers to be the exclusive partners in our markets.

  * In one market, Jackson TN, DTV America took the partnership to an even higher level by partnering with a local radio group. Together they are offering both a strong presence on the radio and TV as a solution for the local healthcare community. It is a truly synergistic partnership between two media outlets and the healthcare community, which allows for multiple cross-promotions while building the brands of all involved.

  * It is not just new stations going online. DTV Channel has launched multiple new shows including Ask Dr. Nandi, Plastic Surgery Channel, Southern fried Fitness, 50 Plus Prime, dLife (living with diabetes) and the Jr. Cuisine Cooking Show.

* Participate in a health fair. North Shore Medical Center received NICHE designation.

* Support causes that are related to your practice and are of interest to your patients and their families and give you visibility in the neighborhood surrounding your facilities. Staff members gain pride by working for a group that gives back. Here are a few hints for giving back strategically:

  * Select no more than three causes and form on-going partnerships versus one-time gifts.

  * Get your staff involved.

  * Share stories on your website or through other forms of communications about how you and your staff get involved in the community.

  * Whatever strategy you choose, effective marketing should be multifaceted and well planned with clear objectives in mind. Many communication tools exist, so choose carefully those that fit your practice and your goals the best. Think about how your patients choose you and the answers will reveal the secret of a great marketing plan.

Consistent communications

Stay in touch with your patients without being annoying. Send out a printed or electronic newsletter on a regular basis, such as quarterly, with valuable health tips, reminders for scheduling appointments, news about new doctors or other staff hires, and information about what your practice does to give back to the community.

* Other ideas for staying in touch can include:

  * Letting patients know that you welcome and are grateful for their recommendations of your practice to their friends and family members.

  * Sending a card to patients on their birthdays or other important dates.

  * Making sure a staff person calls to check up on patients who were sick, hospitalized or otherwise not feeling well.

  * Bragging about happy patients. North Shore Medical Center.

  * Provide an outlet for patients who have had extraordinary experiences to tell their stories, on a Facebook page or in writing or other format that can be displayed in the waiting room.

Being a valuable resource

Most people enjoy hearing and learning from physicians, so offer to be an educational resource in your local community. For example:

* Take a lunch hour to speak at the local Rotary, Exchange Club or Kiwanis meeting.

* Write a column about a health topic that relates to your practice for a neighborhood newspaper or magazine.

* Participate in a health fair.

* Contact the media if you read about a health-related topic that may not be as complete or accurate as it could be. Become a sought-after resource. North Shore Medical Center.

* Start a blog.

Giving Back

Support causes that are related to your practice and are of interest to your patients and their families and give you visibility in the neighborhood surrounding your facilities. Staff members gain pride by working for a group that gives back. Here are a few hints for giving back strategically:

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* Get your staff involved.

* Share stories on your website or through other forms of communications about how you and your staff get involved in the community.

* Whatever strategy you choose, effective marketing should be multifaceted and well planned with clear objectives in mind. Many communication tools exist, so choose carefully those that fit your practice and your goals the best. Think about how your patients choose you and the answers will reveal the secret of a great marketing plan.

Ellen Crane Schulman is accredited in public relations (APR) and is the president and founder of ESPR. She can be reached at (954) 895-3152 or ellen@ellerseschulman.com or visit www.ellerseschulman.com.

DrTV Channel Launches in Multiple Markets

North Shore Medical Center Receives NICHE Designation

North Shore Medical Center is designated a NICHE Hospital. Through NICHE (Nurses Improving Care for Healthsystem Elders), a leading elder care nursing program, North Shore is able to offer evidence-based, interdisciplinary approaches that promote better outcomes, positive experiences, and improved care for older adults.

“This designation exemplifies our hospital’s commitment and dedication to providing excellent care for the growing elderly population in our community,” said Manny Linares, Chief Executive Officer of North Shore Medical Center.

The Senior Emergency Room and the Senior Care Center at North Shore Medical Center offer focused care for elderly patients, which is outfitted with technology and equipment to increase patient comfort and provide greater aid for those patients with visual and/or hearing impairments.
Dr. R. Mack Harrell Elected President of the American Association of Clinical Endocrinologists (AACE)

R. Mack Harrell, M.D., FACP, FACE, ECNU, medical and imaging director of the Memorial Center for Integrative Endocrine Surgery in the Memorial Healthcare System, has been elected President of the American Association of Clinical Endocrinologists (AACE).

Dr. Harrell received his bachelor's and medical degrees from the University of North Carolina at Chapel Hill, where he was awarded the prestigious Morehead Fellowship in Medicine. After completing a residency in Internal Medicine at the University of Minnesota, Dr. Harrell did a clinical and research fellowship in endocrinology at Duke University, developing a special interest in parathyroid, thyroid and adrenal disease. He is credited for pioneering office neck ultrasonography in the early 90s while he worked at the Cleveland Clinic Florida, where he was the first Chief of Endocrinology. Dr. Harrell subsequently became the Director of Metabolic Outcomes for the North Broward Hospital District in Fort Lauderdale in 1999. There, he began an endocrine surgical collaboration with David Bimston, M.D., in 2005. They consolidated and moved their endocrine surgical practice to Memorial Healthcare System in 2011 and recently welcomed a third physician into the practice – Allan Golding, M.D., FACE, ECNU.

Renowned Neurosurgeon with Three Decades of Experience Joins Sunrise Medical Group

Sunrise Medical Group (SMG) is pleased to announce an expert in neurological surgery, Guillermo Pasarin, M.D., has joined the SMG Network. Dr. Pasarin is board-certified by the American Board of Neurological Surgery and is a member of the American Association of Neurological Surgeons.

Dr. Pasarin completed the entirety of his education and training in Miami. He finished his chief residency in Neurological Surgery at the Jackson Memorial Hospital (a teaching hospital at the University of Miami). His junior residency was also in Neurological Surgery at the hospital and he attended medical and undergraduate school at the University of Miami. Dr. Pasarin is a member of the Interamerican College of Physicians and Surgeons, the American Medical Association, the North American Spine Society and the Congress of Neurological Surgeons. He began practicing medicine in 1986 and has been enlisted in the United States Army Reserves as a medical corps officer since 1987.

Martin Health Honors Physicians at Doctor’s Day Event

Martin Health System recently honored its medical staff at its annual celebration of Doctor’s Day, held at Sailfish Point Country Club in Stuart.

The following physicians were selected by a group of their peers for a special recognition:

James J Vopal, M.D., was selected as the Physician of the Year by members of the Martin Health medical staff. This award acknowledges physicians who demonstrate clinical expertise by providing guidance to others in solving complex clinical issues, championing patient care above all other considerations and improving clinical standards by providing insight and innovation to establish protocols.

Jeffrey Glickman, M.D., was honored with the Citizen of the Year Award by Martin Health associates. Dr. Glickman was honored with this award for demonstrating excellence in the psychosocial and spiritual care of Martin Health patients and professionalism in behavior and demeanor, as well as contributing to the growth and development of Martin Health’s clinical standards.

Venu Jasti, M.D., was recognized with the 24/7 award by associates within the Martin Health emergency departments. The 24/7 award recognizes physicians who demonstrate extraordinary dedication to the clinical responsibilities of an emergency department, including showing compassion and concern for patients and their families while relating professionally and respectfully with the entire emergency care team.

Martin Health Welcomes Gerardo Olivera, M.D., Psychiatrist

Gerardo Olivera, M.D., psychiatrist, has joined the medical staff of Martin Health System. Dr. Olivera received his medical degree from Universidad-Central de Este, San Pedro de Macoris-Dominican Republic and completed a residency in internal medicine at the University of Alabama and his residency in psychiatry at the University of Miami/Jackson Memorial Hospital. His 30-year career began with psychiatry rotations in Miami which included Miami VA Medical Center, Highland Park Hospital and Mount Sinai Medical Center.

As a specialist in memory loss and psychiatric disorders, Dr. Olivera has served as Medical Director of Inpatient Geriatric Psychiatry at Riverside Behavioral Care Center in Punta Gorda and Medical Director of the Inpatient Psychiatry Unit at Florida Hospital Heartland Division in Lake Placid. He was most recently in private practice at Treasure Coast Behavioral Health in Port St. Lucie.

Broward Health North recognized Top Performers at a recent medical staff meeting. Top Performers are physicians who exceed national benchmarks in patient satisfaction or are nominated by their peers as contributing to high patient satisfaction scores.

E-mail your Physician Appointments to sflahospitalnews@aol.com

Dr. Venu Jasti

Top Performers at Broward Health North

Dr. Jeffrey Glickman

Dr. R. Mack Harrell

Dr. Gerardo Olivera

Dr. James J. Vopal

Dr. Chad Nadler, Dr. Bruce Janke, Dr. David Lessen.

Dr. Diogenes Alayan-Laguer, Dr. Roberto Coquis, Dr. Amal Hanna, Dr. Alexandra Williams, Dr. Theresa Fortaleza-Dowson, Dr. Mayda Arias. Back Row: Dr. John Malloy, Dr. Steven Naide, Dr. Firas Hasein, Dr. Joel Erickson, Dr. Richard Schultz, Dr. Robert Kornbluth, Dr. Jeffrey Glickman.

Dr. Venu Jasti, M.D., was recognized with the 24/7 award by associates within the Martin Health emergency departments. The 24/7 award recognizes physicians who demonstrate extraordinary dedication to the clinical responsibilities of an emergency department, including showing compassion and concern for patients and their families while relating professionally and respectfully with the entire emergency care team.
Kristina Maranges Joins Broad and Cassel’s Miami Office

The statewide law firm of Broad and Cassel announces that Kristina Maranges has joined the firm’s Miami office as an associate in the Commercial Litigation and Health Law Practice Groups.

Most recently an associate at the law offices of Jose M. Quinon, P.A., Maranges holds a bachelor’s degree from the University of Miami and received her juris doctor from St. Thomas University School of Law, where she served as an articles editor for the St. Thomas Law Review and published an article with Westlaw titled, “The U.S. Government: Cuba’s Best Retailer for its Cuban COHIBA.” She is a member of the Dade County Bar Association and the Cuban American Bar Association.

Delray Medical Center Appoints Sheri Montgomery as Chief Financial Officer

With over 17 years of financial healthcare expertise, Sheri Montgomery is Delray Medical Center’s new Chief Financial Officer.

Prior to her appointment at Delray Medical Center, Montgomery served as Chief Financial Officer at Coral Gables Hospital. She initially began her career with Delray Medical Center where she served as the hospital’s Accounting Manager, Campus Controller and Assistant Chief Financial Officer. Montgomery is a graduate of Florida Atlantic University where she earned her Bachelor of Business Administration prior to attending Nova Southeastern University where she completed her Master of Business Administration in Finance.

Bethesda Health Announces Sandy Schauman as the New Auxiliary Gift Shop Manager and Buyer

Bethesda Health is pleased to announce Sandy Schauman as the new Auxiliary Gift Shop manager and buyer for both Bethesda Hospital East and Bethesda Hospital West.

Prior to joining Bethesda’s staff, Schauman was the gift shop manager and buyer for seven years at Good Samaritan Hospital in Dayton, OH. She was responsible for the day to day operations, purchasing store merchandise and managing a team of employees and volunteers.

Schauman earned a general business degree and interior design degree from Delta College in Saginaw, MI.

Caren J. Bock Named Regional Manager, Children’s Services, Broward Health Coral Springs

Broward Health Coral Springs would like to introduce Caren J. Bock, BSN, RN, CPN, CSSGB, as the Regional Manager for Children’s Services. Caren comes most recently from the within the hospital’s Clinical Education Department where she worked as a Clinical Education Specialist for the past 2 years. Prior to that time, Caren practiced in the Pediatric Department for 4 years and at Broward Health’s sister facility, Broward Health Medical Center, in NICU for 2 years. In addition to hospital nursing, Caren has been a PR Manager for Hospice of Southeast Florida, Inc. During her tenure there, she wrote a book, “Wings” about grief and loss in children which was published and nationally distributed. She also had her own company for four years, Healing Wings Home Healthcare, LLC.

Caren has her Bachelors of Nursing degree from University of Phoenix and with a Masters in Nursing, an MBA and a Masters in Health Administration. She also has a Communication degree from University of Louisville in Kentucky. Caren is board certified in pediatric nursing and has a Lean Six Sigma Green Belt from Florida Atlantic University. She is an active member and officer for the local chapter of the Society for Pediatric Nurses. Caren volunteers for numerous charitable organizations in Broward County.

Sal Barbera and William O’Leary Jr. Join JKV Advisory Council

Recently, the John Knox Village of Florida, Inc. Board of Directors announced that Sal Barbera, FACHE, and William O’Leary Jr. have joined The Village’s Advisory Council.

Sal is a former hospital CEO, who has served in that capacity for six hospitals ranging in size from 95 beds to more than 400 beds in both the proprietary and non-profit sector in Florida, Nevada, Louisiana and Kentucky.

In 2007, he was the founding partner of Ethicsolutions, LLC. He also currently teaches at Florida International University (FIU) as a Clinical Assistant Professor and Interim Chair of the Health Services Administration Program. In July of 2012, Sal was appointed to the Board of Governors of the Florida Medical Association and serves on the FMA Board.

William O’Leary Jr. is a Vice President and Wealth Strategist at Northern Trust in Fort Lauderdale. Prior to this, Bill was a Director and Senior Private Banker for Citigroup Private Bank both in New York City and Miami. He also was a Vice President at a leading regional banking firm, and Bill began his career with Irving Trust Company.
Daniel Weinbach Takes on Top Job at The Weinbach Group

Daniel M. Weinbach has been promoted to president and chief executive officer of The Weinbach Group, Inc., a leading Miami public relations firm and advertising agency with special expertise in healthcare marketing. Weinbach, who had been chief operating officer, succeeds N. Phillip Weinbach, the firm’s founder, who continues as chairman of the firm, which is celebrating its 27th anniversary this year.

Daniel Weinbach joined The Weinbach Group in 1994 as a copywriter and account manager. He subsequently advanced to director of client services, senior creative director, and chief operating officer.

David Zambrana Named CEO of the University of Miami Hospital

David Zambrana, D.N.P., M.B.A., RN, has been named Chief Executive Officer of the University of Miami Hospital.

Zambrana, who was previously the hospital’s chief operating officer, has served as interim CEO since January. He joined the University of Miami Hospital (UMH) as chief nursing officer in 2008.

Zambrana, who was chief nursing officer at Tenet hospitals before joining UMH, graduated with honors in the first Doctor of Nursing Practice class at the University of Miami and is currently a candidate for a Ph.D. in nursing. Early in his career he worked in cardiac surgery intensive care, trauma, and pediatric intensive care at the University of Miami/Jackson Memorial Hospital.

Martin Medical Center Welcomes New Board Members

Martin Medical Center is pleased to announce the appointment of two new members to the organization’s board of directors.

Mary-Jo Horton has been a volunteer and supporter of the Martin Health System for 30 years. As a member of the Martin Health Auxiliary, Horton volunteered more than 16,000 hours and served as auxiliary president for two years in 1999 and 2001. During her tenure with the auxiliary, Horton also served on the Martin Health System Board of Directors, where she was appointed chairman for three years, from 1996 - 1998.

Terry Skidmore joins the board of Martin Medical Center as she also assumes the role of president of the Martin Health Auxiliary for 2014 – 15. A retired nurse, Skidmore has been active in the auxiliary since 2008, serving in a variety of capacities: pastoral care, recording secretary and personal response coordinator. She was formerly president of the Mt. Nittany Medical Center Auxiliary in Pennsylvania.

Florida Medical Center Names New Emergency Department Director

Florida Medical Center, a campus of North Shore, has named Janice Frohman, RN, BSN, MHA, the new Emergency Department Director. Frohman has more than 20 years of management experience in emergency services, including disaster preparedness and collaborating with county and state agencies. Before joining Florida Medical Center, she served as the Administrative Director for WakeMed Emergency Services in Raleigh, NC.

Frohman obtained her Masters of Science in Health Services Administration from St. Mary’s College in Moraga, CA and her Bachelor of Science in Nursing from the University of Tennessee in Knoxville, TN.

E-mail your Administrative and Staff Appointments to sfahospitalnews@aol.com
Florida Medical Center Honors Employees at Service Awards Ceremony

Florida Medical Center recently paid tribute to employees that have dedicated more than five years to the hospital at its annual Service Awards Ceremony. Special attention was given to employees that have been with the facility for 35 years or more.

Rebecca Allen, manager of education and staff development, Cristeta Dunpit, R.N., in the medical surgical unit, Lynne Ferri, Infection Preventionist, Kim Stewart, laboratory technician and Pamela Zarrella, bed control coordinator, are among the employees that have committed 35 years or more to Florida Medical Center.

Staff members who have worked at Florida Medical Center for five, ten, 15, 20, 25 and 30 years were also honored and recognized for their contributions to the hospitals development and expansion.

Mariners Hospital Recognizes Nursing Standout

Theresa Worden, R.N., has been named Mariners Hospital 2014 Nurse of the Year. She is a nurse in Mariners Intensive Care Unit.

Worden began working for Mariners in 1979, when it was known as Keys Community Hospital. She became a registered respiratory therapist in 1981 and a registered nurse in 1987.

Nominated by peers for her willingness to share knowledge and for her calmness in any type of situation, Worden also was lauded for her passion for her profession and commitment to her patients. In 2013, Worden was named the hospital’s Preceptor of the Year for her commitment to coaching and providing guidance to help newly graduated nurses transition from the classroom to the patient’s bedside.

Memorial Hospital West, Memorial Hospital Miramar Recognized Among the Nation’s 100 Top Hospitals by Truven Health Analytics

Memorial Hospital West and Memorial Hospital Miramar, part of Memorial Healthcare System, were recognized among the nation’s 100 Top Hospitals® by Truven Health AnalyticsTM.

Memorial Hospital West and Memorial Hospital Miramar were the only South Florida hospitals honored by Truven and Modern Healthcare in 2014. This is the fourth time that Memorial Hospital West and the second time that Memorial Hospital Miramar are recognized among the 100 Top Hospitals for overall organizational performance.

The Truven Health 100 Top Hospitals® study identifies hospitals and leadership teams that provide the highest level of value to their communities, based on a national balanced scorecard. The 100 Top Hospitals balanced scorecard measures hospital performance across 10 areas: mortality, patient complications, patient safety, average patient stay, expenses, profitability, patient satisfaction, adherence to clinical standards of care, and post-discharge mortality and readmission rates for acute myocardial infarction (heart attack), heart failure, and pneumonia.

Eight Tenet Florida Hospitals Receive “A” in Patient Safety from The Leapfrog Group

Eight Tenet Florida hospitals received the top grade from one of the national’s leading patient safety advocacy organizations. The hospitals, including Coral Gables Hospital, Delray Medical Center, Florida Medical Center - a campus of North Shore, Good Samaritan Medical Center, North Shore Medical Center, Palm Beach Gardens Medical Center, St. Mary’s Medical Center and West Boca Medical Center received an “A” in The Leapfrog Group’s Spring 2014 Hospital Safety Score. The Leapfrog Hospital Safety Score rating system is designed to give consumers information they can use to make the best healthcare decisions for themselves or a loved one.
Prom Promise

Broward Health North and Broward Health Medical Center joined forces with Ft Lauderdale Fire Rescue to present a Prom Promise event to the students at Cardinal Gibbons High School on May 14, 2014. This event emphasized the dangers of distracted driving – drinking & driving and texting and driving – that is at its highest peak during the prom season. Students saw the Paramedics and Firefighters perform an extrication for a severely injured person as well as the sequence of events that occurs in the trauma center as the team works to save a life.

High School Student and Former Patient Donates 36 Walkers to Broward Health North

Alex Murray, a 17-year-old local student and former trauma patient at Broward Health North (BHN), has donated 36 walkers to the hospital’s orthopedic unit.

In March of 2013, Murray was seriously injured on her way to her horse’s barn in Coconut Creek. She was rushed to BHN with a broken left hip, femur and sternum, broken right elbow, broken teeth and a severe concussion.

Murray and her friend Molly Secrest, 17, who visited her almost every day in the hospital, wanted to give back to the hospital. As part of a service project for their leadership class, the duo raised money to buy 36 walkers, one for each room.

“I wanted to raise money and provide the walkers for the hospital that saved my life,” said Murray. “I am extremely grateful for all that they did and I hope these walkers make a difference in other patient’s lives.”

Her first stop after her 10-day hospital stay was to see her horse and was back in the saddle after three months of therapy. She is expected to graduate St. Thomas Aquinas in June, 2015.

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SNAPSHOTS

Alex Murray
This spring, Martin Health System has been transitioning its Hospital Incident Command System (HICS) from a single command structure to an area command structure. The need for this change became clear after opening a third hospital, Tradition Medical Center in Port St. Lucie, in December 2013, and upon evaluating issues that came up during a recent downtime period in the system's IT network. The transition is being led by Steven Wolfberg, Director of Safety, Security and Transportation for Martin Health System, and the former director of emergency services for Martin County. The area command structure places a hospital incident structure at each of the system's three hospitals. "We knew we needed 'boots on the ground' for each facility," Wolfberg said. "The incident command team is dedicated solely to a particular hospital to determine the specific needs at that location and address them."

While the corporate commander takes responsibility for setting strategic goals and objectives, the three incident commanders at Martin Health will maintain tactical control and carry out the goals in their facility. Martin Health worked with a consultant to develop the new area command structure and revise the system's comprehensive emergency plan. During this process, it became apparent that physician engagement was lacking in the organization's emergency planning. "We had failed to include physicians in our hospital incident command structure," Wolfberg said. "They were primarily our subject matter experts and called on an 'as needed' basis."

A team was created that included physicians to review options. "Based on past experience and future needs, it became obvious we needed a medical officer working under the incident commander," Wolfberg explained. As a result, Martin Health developed an Incident Medical Officer role; four physicians were selected to serve in this capacity for emergencies. "These physicians offer a broader breadth of oversight and input into the command center decision-making," Wolfberg said. "With their clinical expertise, we will have a better understanding of what is happening, whether involving patient care needs, physician concerns or the safety of our associates."

In addition to being part of the HICS leadership structure, physicians are assigned to the Incident Command Operations Medical Branch. Medical Branch physicians are the 'boots on the ground' and work under the direction of the Incident Command Operations Chief. However, with the Incident Medical Officer in a command position, direct concerns of the physicians may be proactively addressed. "We believe these changes to our hospital incident command system will make our response strategy smoother for all involved," Wolfberg said. "We will have better communication and a more timely response to issues. Most importantly, it will improve patient safety. That is our number one priority."
Are You Ready For The Storm?

If you purchased orange futures in 2005 prior to the strike from Hurricane Wilma you bought wisely. If you didn’t and you were one of over 760,000 people affected adversely by the storm, not another storm season has passed that you weren’t mindful of the ill effects and what steps you should take to deter them. Individual homeowners will make sure they have their insurance intact, board up windows, empty store shelves, fill up with gas and hope for the best. So what should industries do to protect themselves? Specifically, what is the best defense for medical facilities against the rage of the storm?

Medical facilities have a large responsibility to their patients and the community to insulate themselves from wind and water damage as well as taking the proper precautions against power outages. A number of hospitals experienced window and water damage from tornadoes and strong winds when Hurricane Wilma hit. There is an element of damage that cannot be controlled but there are ways to minimize damage for the ensuing storm season. Let’s address the water damage that can come in from the roof.

Prior to hurricane season, facilities managers and engineers should be ‘buttoning’ up their roofs. The first step is to partner with a reputable commercial roofing contractor that provides service and maintenance agreements for these and other events. This agreement should stipulate that the hospital roof will have priority to be seen and serviced in a timely manner in the event of storm damage. The roofing contractor will initially inspect the roof and take pictures at the time of contract to assess the condition of the roof prior to a storm. The contractor will make recommendations to clear debris, secure rooftop equipment and seal any opening that will risk water seepage. The objective is to make the roof waterproof and secure or remove objects on the roof. The photographs should be kept as part of a report that can be used as documentation for insurance purposes if the worst happens.

Ultimately, it is key to develop a relationship with a licensed and insured roofing contractor so that your facility is protected and kept water tight in case of an emergency.

Lisa D’Addio is a representative of PSI Roofing in Oakland Park and can be reached for comment at ldaddio@psi-roofing.com. For more information on storm preparedness, call (954) 868-9137.

Vulnerability in medical facilities includes details and systems unfamiliar to some contractors. There are parapet flashings, roofing, and design and construction considerations when trying to exceed the minimum requirements of the code. Typical details from manufacturers’ manuals require embellishments and a medical facility should want 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 uneventful 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 years ago needs to proceed again with a renewed sense of urgency. The current weather events around the country 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.
Cover Story: Disasters Do Not Have to Be Disastrous When "Peace of Mind" Disaster Recovery and Business Continuity Plans Are in Place

In October of 2005, Hurricane Wilma rumbled across South Florida. Although just a Category 2 storm, Wilma left approximately 98% of South Florida without utility power. Some organizations waited in excess of 10 business days for their power to return. The sheer devastation that Andrew caused in 1992 is still fresh in the minds of many, and had Charley not suddenly turned east in August of 2004, it would have battered Tampa with 150 mph sustained winds. The next major storm to strike South Florida is on its way. It may or may not arrive this year, but rest assured, it will arrive.

The first step in being prepared is to either physically move healthcare information systems to a secure and weather hardened data center or migrate them to a trusted Cloud provider that is located inside of one. Keeping healthcare data within a traditional office environment is not only risky, but it can also lead to legal exposure should those systems be damaged, stolen, or compromised. Remember, CFR 165.306(a) states that Covered entities must “…protect against any reasonably anticipated threats or hazards to the security or integrity …” of electronic protected health information.

Some features to look for in a data center include 24x7 on-site security, utility power from at least two different grids, redundant generators backing each tenant power circuit, carrier neutrality to ensure you can connect using the telecom carrier(s) of your choice, and purpose-built construction. The last item is of particular importance because South Florida happens to be home to several data centers which are merely conversions of structures built for other purposes. Additional recommendations include choosing a facility that is at least 20 feet above sea level, outside of the 500-year floodplain, and unencumbered by storm “lock-down” procedures. After all, you would not want to be locked out when you most need to get in.

The next step is to review data backup procedures. The traditional nightly backup may no longer satisfy CFR 164.308(7) as the most recent backup copies of protected electronic health information may be up to 24 hours old, thus violating the requirement to “restore any loss of data.” Unfortunately, there are no specific rules on how often backups must be completed, so it is recommended to do so as often as a given platform can reasonably support.

For all but the smallest providers, replication to a second data center or Cloud provider should strongly be considered. Leveraging modern technologies, this additional layer of protection is remarkably affordable.

Finally, with data and systems adequately protected, CFR 164.308(7)(ii)(D) states that each provider must “…implement procedures for periodic testing and revision of contingency plans.” During the testing process, which should be done at least twice per year, the provider must also ensure that all required security and privacy is maintained even when running in recovery/emergency mode.

Rick Mancinelli, recently named as one of the Miami Techweek100 by eMerge Americas, is the CEO of Cloud Computing Concepts (C3), a single source provider of cloud computing, 24x7 help desk, on-site support, voice and data communications, and disaster recovery/business continuity solutions. He welcomes questions and comments at rmancinelli@c3cloud.com.

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Disaster ... Hurricane Preparedness ...
Disaster Emergency Medical Personnel System (DEMPS)

Part of Veterans Health Administration’s Vision is to emphasize prevention and population health and contribute to the nation’s well-being through education, research and service in national emergencies.

The Disaster Emergency Medical Personnel System (DEMPS) Program is the Veterans Health Administration’s (VHA) main program for deployment of clinical and non-clinical staff to an emergency or disaster. The DEMPS Program may be used for an internal VHA mission, as well as supporting a mission after a Presidential Disaster Declaration under the National Response Framework Emergency Support Function #8 (Public Health and Medical Services).

When disaster (e.g. hurricanes, earthquakes, floods) occurs and state and local resources to handle the response/recovery process are overwhelmed, the state in which the disaster occurs may request federal assistance. In this case, a Presidential Disaster Declaration is issued and the National Response Framework (NRF) is activated. Once the damage to the area and the needs have been assessed, and it is determined that medical resources are required, the Federal Emergency Management Agency (FEMA) or the Department of Health and Human Services (HHS) may task VHA to provide resources. Generally these requests are for medical personnel (e.g. nurses, physicians, and pharmacists), pharmaceutical, or other medical supplies, and/or medical equipment. However, depending on the mission, VHA may deploy non-clinical staff to support the infrastructure of the deployment.

Regardless of the profession and skill set, participation as a DEMPS Volunteer is appreciated by those who need help. Volunteers are the foundation for a successful VHA DEMPS program and managing their information is critical. VHA utilizes a web-based system called VMS to manage the DEMPS program and volunteer information such as deployment qualifications, contact information, positions, and any specialties. VMS provides facility and Network coordinators the ability to manage their volunteers, determine who is in the process of becoming qualified for deployments, and identify those available to deploy.

West Palm Beach VA Medical Center currently has 34 employees that have volunteered to serve as DEMPS volunteers. During Hurricane Katrina, a number of VA staff throughout the country, including those from West Palm Beach, were deployed to assist in recovery efforts.

Michael Self, West Palm Beach VA Medical Center Emergency Manager, can be reached at (561) 422-5496.
South Florida Hospital News

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**Miami Jewish Health Systems Unveils Multi-Million Dollar Renovations to Toppel Center For Life Enhancement**

Miami Jewish Health Systems recently debuted multi-million dollar renovations to its Harold & Patricia Toppel Center For Life Enhancement, home to the organization’s skilled nursing and rehabilitative services. After more than eight months of renovations, the 106,000 square foot facility received a top-down overhaul, including new nursing stations, patient rooms, dining rooms, team workstations and more. Miami Jewish Health Systems also unveiled renderings for a total revamp of their state-of-the-art Comprehensive Rehabilitation Center, adjacent to the Toppel Center for Life Enhancement.

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**North Shore Medical Center Opens Senior Emergency Room**

North Shore Medical Center is accommodating the needs of the aging community with the opening of a Senior Emergency Room. The Senior ER at North Shore Medical Center offers focused care for senior patients, which is outfitted with technology and equipment to increase patient comfort and provide greater aid for those patients with visual and/or hearing impairments.

The new Senior ER rooms are newly renovated to provide a more comforting emergency room experience for senior patients. Some of the highlights include: new slip resistant wood flooring, softer lighting, landscape/artwork lighting, thicker mattresses, handrails and more. Additionally, North Shore Medical Center has fulltime patient liaisons who will oversee patient experiences.

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**Miami Jewish Health Systems Unveils Multi-Million Dollar Renovations to Toppel Center For Life Enhancement**

(Left to right): Robert H. Mitchell, Hal Price, Jeffrey Rittenberg, Alfred Katzin, Jeffrey Freimark and Scott Ariel.

(Evelis Lamas, MBA, BSN, Registered Nurse, Baptist Hospital, HCMBA - December 2013)

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**North Shore Medical Center Opens Senior Emergency Room**

(Left to right): Dr. Carlos Sanchez, Medical Director of Emergency Services; Cindy Gill, RN, Director of Emergency Services; and Manny Linares, CEO of North Shore Medical Center

Miami Jewish Health Systems recently debuted multi-million dollar renovations to its Harold & Patricia Toppel Center For Life Enhancement, home to the organization’s skilled nursing and rehabilitative services.

After more than eight months of renovations, the 106,000 square foot facility received a top-down overhaul, including new nursing stations, patient rooms, dining rooms, team workstations and more. Miami Jewish Health Systems also unveiled renderings for a total revamp of their state-of-the-art Comprehensive Rehabilitation Center, adjacent to the Toppel Center for Life Enhancement.
The future of emergency care is arriving in North Broward County as West Boca Medical Center hosts a Topping Off Celebration for its new Emergency Center. Located in Coconut Creek, the Emergency Center will provide high quality emergency care and will be equipped and staffed to handle serious conditions such as lacerations, orthopedic and sports injuries, dehydration, abdominal pain, respiratory problems, head injuries, strokes and heart attacks. The building will officially open its doors in Fall 2014.

“The new emergency center gives North Broward County residents the opportunity to receive the same high quality of care we offer at West Boca Medical Center conveniently close to their homes,” said Mitch Feldman, chief executive officer. “We are delighted to invest in the health and well-being of the citizens in the community as well as bring new jobs to the area.

The 20,000-square-foot facility will house 11 treatment rooms in addition to triage rooms. It will also include advanced imaging equipment including a low-dose 64 slice CT scanner, two ultrasound units and two X-ray units, one portable and one stationary.

WEST BOCA MEDICAL CENTER’S EMERGENCY CENTER WILL OFFER:
• 24/7 Emergency Care
• Minimal Wait Time
• A Comfortable Atmosphere
• High Level Emergency Care Equivalent to West Boca Medical Center’s Emergency Department

Additionally, the Emergency Center will offer the most convenient high level healthcare services, such as:
• Adult and Pediatric Care
• CT Scan, X-Ray and Ultrasound Imaging
• Clinical Laboratory Services
• Clinical Pharmacy Services
• Respiratory Care • Ambulance Access

West Boca Medical Center Unveils Plans to Bring Its High Level Emergency Care to North Broward County

(l-r) Sandra Welch, City Commissioner; Mikkie Belvedere, City Commissioner; Mary Blasi, City Manager Coconut Creek; Becky Tooley, Vice Mayor Coconut Creek; Lisa Arnonson, Mayor of Coconut Creek; Dr. Dan Stone, ER Physician with WBMC; Mitch Feldman, CEO, WBMC; Michele Martin, Coconut Creek Chamber Member; Dr. Jeff Ingeman, ER Physician WBMC; Shelia Rose, Director of Sustainable Development; and Mike Friedman, GL Commercial.

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Luxury Spa Services Now Available at Broward Health Medical Center

Whether you are a patient at Broward Health Medical Center (BHMC), a visiting friend or family member or if you are looking for a unique gift, you are in luck! The hospital is now home to a full-service spa and beauty experience called the Lavender Spa. Located within BHMC’s Lillian S. Wells Women’s Health Center (LSWWHC), the spa serves patients, both in the spa or at the bedside, family members and is open to the public.

In an effort to provide patients and the community with enhanced access to wellness services, BHMC has become one of the first area hospitals to offer a spa as a convenient value-added amenity. Lavender Spa provides a relaxing array of luxury spa services such as facials, massage, body treatments, therapy wraps, manicures & pedicures, and more. Services may be enjoyed in the Lavender Spa or, thanks to a fully mobile spa cart, within the privacy of patients' rooms.

The unique spa cart, operated by Suite Spa, is a portable and self-contained furnishing that functions like a fully-equipped spa treatment room. The cart features a massage table, steamer, nail table, hot cabbie, sound system and more, transforming a patient's room into a multi-sensory, spa-like environment.

Lavender Spa services are available à la carte or as part of a package. Special packages, such as “Mommy-to-Be” and “Body Unwind,” are designed for clients who are seeking head-to-toe rejuvenation, whether pre-baby, post-procedure, or simply as a break during a busy day.

Link Construction Group Completes Broward Health CCU

South Florida-based Link Construction Group has completed the renovation of the existing CCU 9th Floor Wing at Broward Health North in Pompano Beach, FL. The renovation performed by the healthcare team at Link created (7) Critical Care Units, (1) Isolation Room, Nurse Station, Nurses’ Lounge, Med. Station, Nourishment, Environmental Services, Soiled Holding, Nurse Office, Staff Work, & Mechanical Room. The existing space was completely demoed. All the finishes and MEP infrastructure utilities were removed and upgraded. The space has all new casework, doors, drywall, acoustical ceiling, paint, flooring, sprinkler heads, plumbing, medical gas, mechanical ductwork, insulation, a new air handling unit, electrical feeds, outlets, light fixtures & nurse call system. MGE Architects out of Coral Gables designed the project.

“This project had its share of complexities and time consuming components that affected our critical path throughout the entire duration of the project. Everyone involved (Subcontractors, Owners, Architects, Engineering’s and Link’s project team) came together and worked extremely hard and collectively to insure the project would meet the deadline. Link is proud to have been involved in such a dynamic project and thrilled to have finished another project with Broward Health” said Miguel Cerra, Vice President of Link Construction Group.
Good service at a reasonable price, and quality products. When it comes to the bottom line – both literally and figuratively – isn’t that what most companies are looking for? Halsey & Griffith has been providing both for nearly a century.

“We’re a family-owned business,” said James Siemon, who, along with his brother Robert, runs Halsey & Griffith. “We’ve been in business since 1921 serving Palm Beach, Broward, and Dade Counties. We sell office, break room, janitorial, and medical supplies and equipment. We also have office and conference room furniture, including cubicles and space plan design. We are a Ricoh Dealer with copiers and scanners, including Lexmark printers. We have everything you need for your doctor’s office, lawyer’s office or home office.”

One area that would be of particular interest to lawyers, doctors, health clinics and other types of health care facilities is document storage. “This is helpful for doctors,” Siemon said, “because everything is computerized and doctors must have the means to store all of their records where it is easy to retrieve them.”

Privacy is not a problem, because Siemon said everything is password-protected. “We put software programs in place where, all they have to do is scan the information into the system and the records are there for them to pull up when needed. When I visit my doctor, he sits there and taps on his laptop, storing data digitally. Document storage is something that everyone can use.”

In talking about how Halsey & Griffith can help customers, Siemon placed a particular emphasis on service. He admitted that a few other companies might have lower prices, but added, “We believe very much in service, and we feel we give our customers the best service possible at a reasonable price. There are customers who do nothing but look at price and others who would rather have the service and pay a little extra to have what they need on hand. There’s not much difference in price between the national stores and the locally owned stores any more, except the locally owned businesses give back to the community and keep local people employed in the community.”

He pointed out some examples: “We have three ladies in customer service who answer the phones, and they probably have 60 years of service and knowledge in this industry between them. So if you call and say, ‘I want to place an order,’ they will take your order and suggest to you how you can save money by using the Halsey & Griffith BSN and Genuine Joe lines. We always try to point the customer in the right direction to get the best product for the least amount of money.”

In another example, Siemon said that in a four-person office, each person might have his or her own printer. But Halsey & Griffith can suggest installing a central printer where everything is printed to one printer, which helps to reduce the cost per page. He went on to say, “For office supplies, we would point you toward the best price, and often it is a generic brand. In places like Office Depot or Staples, many products are generic brands, but most are made by the same companies that have the name brands. There’s really no difference in them. This is the way we can help customers get the best price.”

Halsey & Griffith is also willing to go the extra mile. Siemon spoke about customers who have Halsey & Griffith do their ordering for them. “People think that ordering over the Internet doesn’t cost anything, but it costs a tremendous amount – because of the time that is involved. The time spent ordering is time away from business. Customers understand that ‘It’s not worth their time to do this and would rather pay us to do it.’ We try to reduce that time to a minimum amount for them.

“Saving money is not always buying the cheapest thing possible; it’s time that costs businesses the most. If we can save you a minute, that means you can be more productive for that minute, which can increase your business. So that’s some of the ways we try to make a difference for customers.”

For more information, contact (561) 820-8000 or visit www.halseygriffith.com – login with HG1983 password griffith to check out our prices.

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For more information, call (561) 820-8000 or visit www.halseygriffith.com – login with HG1983 password griffith to check out our prices.
Holy Cross Hospital Announces New Urgent Care and Imaging Center in Boca Raton

On June 25, Broward Health North (BHN) will break ground on a $70 million renovation project that will provide patients and their families with additional services, maximize energy efficiency throughout the hospital building and increase space for patient care. The renovation includes an all-new 35,000 square foot emergency department equipped with three trauma bays. Six additional operating rooms will also be constructed, adding 15,000 square feet to the current capacity.

“The upgrades and renovations to Broward Health North will add value to the patient experience, and help us to continue providing them with the best quality of care for years to come,” said Pauline Grant, CEO of BHN. “The additional operating rooms will increase efficiency when scheduling surgeries and the in-house pharmacy gives patients the convenience of one less stop to make on the way home from the hospital.”

A new central energy plant will be the cornerstone of Broward Health North’s increased energy efficiency, complete with state-of-the-art generators and cooling towers. A new exterior façade will give the hospital a fresh and modern look.

“As a system, Broward Health is committed to delivering a superior level of patient-focused care,” said Frank Nask, president & CEO of Broward Health. “Broward Health North has been providing world-class healthcare to its patients for more than 50 years. This construction project ensures that it is prepared to exceed patient and community expectations well into the future.”

The target completion date for the central energy plant and new façade is the summer of 2015, the operating suites by the winter of 2015 and the emergency department by summer of 2016.

Holy Cross Hospital plans to open a new Urgent Care and Imaging Center in southeast Boca Raton, the second clinic in a series of ambulatory care centers Holy Cross plans to establish throughout South Florida.

The 7,844-square-foot clinic is scheduled for completion in September and will be open 9 a.m. to 9 p.m., seven days a week.

“Developing new ways to provide quality care to the community has been at the heart of Holy Cross Hospital for the past 59 years,” said Holy Cross Hospital President and CEO, Patrick A. Taylor, M.D. “South Palm Beach County residents will now have more convenient access to our experienced medical team for comprehensive, walk-in services and flexible appointment scheduling for physicals, immunizations and diagnostic imaging tests.”

When completed, the clinic will feature ample parking and six treatment and exam areas, offering services such as treatment of fractures, sprains, lacerations and burns; treatment of minor illnesses such as cold and flu; 24/7 medical care, including walk-in services; administrative services, and the dispensing of common medications.

For advertising information call Charles Felix at 561-368-6950 or email charles@southfloridahospitalnews.com
UM Brain Endowment Bank Seeks Answers to Neurological Diseases With National Funding

As part of a coordinated nation-wide push to advance the understanding of brain-related disorders that affect millions of Americans, the University of Miami (UM) Brain Endowment Bank has received up to $8 million from the National Institutes of Health to expand its biorepository, increase tissue access to researchers and to educate the public on the need for donated tissue and the growing threat of brain-related disease.

Established in 1987, the UM Brain Endowment Bank is one of the largest in the U.S. and one of five NIH-funded facilities included in this new effort to advance research in Parkinson's disease, traumatic brain injuries, autism, depression, schizophrenia and bipolar disorders.

"The brain is our next biological frontier," said Dr. Deborah C. Mash, Director of the Brain Endowment Bank and professor of neurology at the University of Miami Miller School of Medicine. "We continue to develop new tools and methods to advance brain research, but there is a shortage of tissue available for scientists. Our main goal is to eliminate that shortage and accelerate new discoveries."

The Brain Endowment Bank has a biorepository of more than 2,000 brains and 500 living donors on its registry to donate their brains upon death. Within a few years, Dr. Mash would like to double both of those numbers. The funding will also play a role in establishing best practice protocols and quality standards for acquiring, processing and storing collected tissue donated for research and coordinate the effort to provide tissues to qualified scientists and doctors.

"We need everyone's help in reaching out to those who wish to advance medical science with this important final gift," said Dr. Mash. "The donors and their families should know that their gift could lead to the next crucial breakthrough in these devastating diseases."

For more information, call 1-800-UMBRAIN or visit www.brainbank.med.miami.edu.

Quantum Foundation Awards Two Grants to Palm Beach Atlantic University for New Nursing Degree, Prescription Assistance Program

The Quantum Foundation has awarded Palm Beach Atlantic University two grants totaling more than $280,000 over two years for health care needs in Palm Beach County.

A grant for $250,000 will go toward the PBA School of Nursing's Doctor of Nursing Practice degree program, which will launch in January 2015 with a class of 24 students. The program will prepare graduates for state licensure to serve as nurse practitioners.

Graduates of Palm Beach Atlantic's proposed DNP program, upon receipt of state licensure, will be equipped to work as nurse practitioners providing primary health-care to patients including prescribing a range of medications. They also will be prepared to work in private practice, serve in hospital administration, teach nursing at the undergraduate and graduate levels, and lead a variety of health-related organizations.

A separate Quantum Foundation grant for $30,744 will go toward MedData, a prescription assistance service administered locally by Palm Beach Atlantic University. The program, offered through six clinics, provides assistance to indigent and uninsured patients in need of chronic care medication.

Florida National University Introduces the Master of Health Services Administration Program

Florida National University (FNU) has added its second graduate program to help students interested in obtaining administrative and managerial roles in the healthcare industry. In an effort to acknowledge the expansion of the healthcare industry, as well as enhancing the repertoire of its graduate programs, the Master of Science in Health Services Administration (HSA) will equip students with the tools they need to navigate this intensive field.

"Florida National University, in its effort to meet the educational needs of the students and our community, is offering this Master in Health Service Administration, which is in line with the mission of our Allied Health Division as well as our institution," said Dr. Caridad Hernandez, Vice President of Academic Affairs.

Comprised of 36 credits, this brick and mortar program covers areas such as the fundamentals of the U.S. health care system, management of health care organizations, statistics in health care management, planning and marketing, and more. Prospective students who are currently in an executive role or are looking to take their career to the next level will greatly benefit from this area of study.

"By completing this program, graduates' qualifications will be enhanced and maximized to the point that it may improve their chances of getting a promotion, or increase the opportunity of finding employment in the health care field," said Dr. Lorenzo Almonte, Allied Health Division Head.

The fact that the healthcare sector is adding jobs at a rapid speed, the inauguration of this program couldn't come at a better time. Since this industry's contribution to economic growth is apparent, FNU has added this program to help its students feel secure about their choice of study at the graduate level. Being that FNU already specializes in healthcare degrees at the associate and bachelors level, the university wanted to create a straightforward track for continuing education.

Wellington Regional Medical Center Auxiliary & Medical Staff Present $13,000 in College Scholarships to Local High School Graduating Seniors

The Friends of Wellington Regional Medical Center Auxiliary, Inc. along with the medical staff at Wellington Regional, proudly presented $13,000 in college scholarships to thirteen high school seniors to pursue programs of study that will prepare them to become physicians, nurses, pharmacists, dentists and medical researchers. Each of the students received $1,000.00 Camilla Combs Memorial Scholarship Award to be used toward their college education.

The top thirteen ranked students selected represent four Palm Beach County High Schools: John I. Leonard High School, Wellington High School, Park Vista High School and Suncoast High School. Criteria for scholarship selection included academic achievement, extra-curricular activities, community service, financial need, character, motivation and goals.

Scholarships are funded through year round Auxiliary fundraisers and Gift Shop sales, as well as through the support and generosity of Wellington Regional's Medical Staff. The friends of WRMCAuxiliary are pleased to continue the tradition of honoring the achievements of young Scholars in the communities it serves," stated Nancy Tuccinardi, President of The Friends of Wellington Regional Medical Center Auxiliary, Inc.
Miami Children’s Hospital and Boris Clinic Partner to Offer Telemedicine Consultations in the Ukraine

Boris Clinic, the largest private hospital in the Ukraine, has formalized an agreement with Miami Children’s Hospital’s (MCH) global telemedicine program – MCH Anywhere – that will enable telemedicine consults to support the care of children in the Ukraine.

Through a fast and secure connection, physicians and patients in the Ukraine connect to MCH subspecialists for an individualized consultation through digital medical devices that allow for examination of patients in real time. The instrumental methods of examination can include electrocardiograms, ultrasound, endoscopy, audiology and more. The consultations allow for multidisciplinary examination from a team of specialists in order to support the patient’s assessment.

MCH Anywhere’s Global Telemedicine Command Center is a 2,400-square-foot facility in the heart of the MCH campus, with advanced two-way voice, data and video technology and a high-speed broadband wireless network with the capacity to send and receive high-resolution visual images, radiology reports, laboratory tests and other information. Medical translation services are also provided during the sessions when needed.

Evolutionary Heart Device Offers New Hope to Patients at Florida Medical Center

A new, less invasive heart defibrillator, recently approved by the FDA, is now an option for patients at Florida Medical Center, a campus of North Shore, who may be at risk for sudden cardiac arrest. The device is known as S-ICD, which stands for subcutaneous implantable cardioverter-defibrillator.

“We can now offer our patients more mobility after implant with a lower risk of infection with this new treatment option,” said Dr. Alfredo Rego, cardiac surgeon and Medical Director of The Heart Institute of Florida at Florida Medical Center.

Sudden cardiac arrest (SCA) is an abrupt loss of heart function. Most episodes are caused by the rapid and/or chaotic activity of the heart known as ventricular tachycardia or ventricular fibrillation. Recent estimates show that approximately 850,000 people in the United States are at risk of SCA and are indicated for an ICD device but remain unprotected.

The S-ICD System is designed to provide the same protection from SCA as traditional transvenous implantable cardioverter defibrillators (ICDs). However, the entirety of the S-ICD System sits just below the skin without the need for thin, insulated wires – known as leads – to be placed into the heart itself. This leaves the heart and blood vessels untouched, providing a new exciting solution for both physicians and patients.

The S-ICD System has two main components: (1) the pulse generator, which powers the system, monitors heart activity, and delivers a shock if needed, and (2) the electrode, which enables the device to sense the cardiac rhythm and serves as a pathway for shock delivery when necessary. Both components are implanted just under the skin—the generator at the side of the chest, and the electrode beside the breastbone.

St. Mary’s Medical Center Participates in SWIFT PRIME Acute Ischemic Stroke Study

St. Mary’s Medical Center doctors are joining an international clinical study, SWIFT PRIME, to examine the adjunctive use of mechanical thrombectomy during the early stages of acute ischemic stroke onset.

The randomized controlled trial may enroll up to 800 patients across 60 centers globally and will examine acute ischemic stroke patients treated with either intravenous tissue plasminogen activator (IV tPA) alone or IV tPA in combination with Covidien’s Solitaire™ FR Revascularization Device, an overlapping stent-based technology that provides substantially improved clinical outcomes to the previous generation of devices.

“The part of our responsibility as a Comprehensive Stroke Center is to do research and educate,” said Dr. Ali Malek, the trial’s principal investigator and Medical Director of the Comprehensive Stroke Center at St. Mary’s Medical Center. “Participating in this study allows us to be proactive in searching for the best way to treat acute ischemic stroke patients.”
June 12
“Summer Getaway” Fundraiser Event
Catholic Hospice invites you to participate in a Summer Getaway fundraiser event benefitting their Wishes Granted Program. The “Wishes Granted” program is available to hospice patients that have a significant situation or wish. The program’s mission is to allow patients with terminal illness the opportunity to fulfill their last wish. The “Summer Getaway” will take place on Thursday, June 12 at 6:00 p.m. at Ramada Inn, 49th Street in Hialeah. For more information and tickets, call Josie Aguirre, at (305) 351-7065.

June 14
Super (Hero) Saturday
Gilda’s Club South Florida, 119 Rose Drive, Fort Lauderdale, is hosting Super (Hero) Saturday on June 14 from 11:30 a.m. - 2:15 p.m. Super Saturday is for families touched by cancer. This month we celebrate our pediatric cancer survivors and fighters with a day of fun and games. Wear your favorite superhero gear and come participate in arts and crafts, face painting, and more. For more information or to RSVP, call (954) 763-6776.

June 15
Dance Team Open Tryouts for Florida National University
Dancers wanted! Tryouts are open to high school graduates and college transfers students. If you know someone who has a passion for dance, and wants to earn a college degree please let them know about our Dance Team tryouts. Who knows! They could be part of history by joining Florida National University’s first-ever dance team. Tryouts will be held on Sunday, June 15 from 1:00 to 3:00 p.m. at Bucky Dent Gym, 2230 W. 60th Street, Hialeah. For contact information, visit http://www.fnu.edu/event/tryouts-florida-national-university-dancers/.

June 19-20
SFHHA Annual Healthcare Summit
The South Florida Hospital & Healthcare Association will hold their Annual Healthcare Summit June 19 and 20 at the Signature Grand, 6900 State Road 84, Davie. For more information, contact Kirby Anderson at kanderson@sfhha.com.

June 26
South Florida Healthcare Networking Group Meeting
You are invited to the monthly meeting of the South Florida Healthcare Networking Group (SFHNG) hosted by Memorial Hospital Miramar on Thursday, June 26 from 7:45 to 9:30 a.m. Download the reservation form at www.southfloridahospitalnews.com or call (361) 368-6950.

August 19
Physicians Talent Showcase
From the funny bone to the trombone, even non-orthopedic specialists can bring on the talent as the Kretzer Piano Music Foundation hosts the 3rd Annual Physicians Talent Showcase. It is a prescription for fun at the Harriet Himmel Theatre in West Palm Beach, as doctor musicians, vocalists, dancers, a comedian and much more, put on live performances while raising funds for Adopt-A-Family of the Palm Beaches and the Kretzer Piano Music Foundation. The event will take place at 7:30 p.m. on Tuesday, August 19. Tickets for this event may be purchased by calling 866-449-2489. For additional information on the showcase, call (561) 748-0030.

September 5
FNU Conquistadors Golf Classic
South Florida’s newest men’s college basketball team the Florida National Conquistadors will be hosting their first annual golf classic on Friday, September 5 at Shula’s Golf Club in Miami Lakes. The purpose of the event is to raise funds and awareness for the Dr. Jose Regueiro Scholarship Foundation which is dedicated to providing scholarships, grants and assistance to individuals at an institution of higher learning who lack sufficient resources to enroll in and complete post-secondary education. Registration time is 7:00 a.m. For sponsorship opportunities, call (305) 821-3333 or visit http://www.fnu.edu/wp-content/uploads/2013/07/Golf-Tournament-Brochure-V-4-Green.pdf.

September 12
Broad and Cassel Health Forum
The 4th Annual Broad and Cassel Health Forum will be held on Friday, September 12 from 12:00 - 3:30 p.m. at the Seminole Hard Rock Hotel & Casino, 1 Seminole Way, Hollywood. For more information, contact Elizabeth Levine at elevine@broadandcassel.com or (407) 839-4229.

Broward Health North Brings Together National Stroke Experts

In early May, Broward Health North (BHN) brought together more than 190 healthcare professionals from around the country for its 2nd Annual Florida Stroke Symposium, held at the Embassy Suites in Deerfield Beach.

Eleven of the nation’s leading experts on stroke presented evidence-based information to help keep physicians and healthcare professionals informed about the latest techniques and best practices for stroke care. Presentations and discussions covered a range of topics including treatment enhancements, the ethics issues of treating large strokes, and prevention.

“Broward Health North is very proud of the success of stroke symposium,” said Jonathan Harris, MD, neurologist and medical director of BHN’s Comprehensive Stroke Program and driving force behind the symposium. “With all of these specialists together in one place sharing knowledge about stroke, one of the leading causes of disability and death in adults, we are confident that patients will benefit from the new technologies as well as the prevention and treatment methods that were discussed during the event.”

BHN’s Stroke Center is recognized as a certified Primary Stroke Center by the Joint Commission on Accreditation of Healthcare Organizations and a Comprehensive Stroke Center by the Agency for Healthcare Administration.

Broward Health North coordinates the Florida Stroke Symposium, which is held in partnership with the American Heart Association. The next stroke symposium has been scheduled for May 1 - 2, 2015. For details, visit BrowardHealth.org/BHNstroke.
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In Partnership with SFHEF and HFMA Florida Chapter

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**ElderCare Update in South Florida**

**Cover Story: Who Is Going to Provide the "Care" in Eldercare?**

Continued from page 1

their personal commitments.

The more difficult nursing tasks traditionally have been provided in hospitals and nursing homes and by home care providers, but increasingly, family members are called on to perform these tasks with little training or professional support. As health care shifts from institutional to home-based care, the burdens on family caregivers will likely increase without adequate supportive services for caregiving families.

A recent survey I conducted for Hospice by the Sea’s AloeaCare Caregiver Program reports that companies are surprised when learning the high percentage of employees who are working and caring for a seriously ill loved one. In this instance, 52% of those completing the survey reported being a caregiver in the past year. Very few caregivers claim they have obtained additional assistance from professional caregiving individuals or agencies. They say that their role has expanded from coordinating and providing personal care and household chores to include medical or nursing tasks such as wound care and administering injections. These tasks are all very time-intensive.

After analyzing the results, it was found that in a typical week, 57% of those surveyed said they were providing up to 7 hours per week, 21% 8-14 hours, and 21% 15 or more hours per week. The time dedicated may be during the work day, time immediately after work, or personal time on the weekend, allowing them little time for themselves or wound care and administering injections. The nine employers we worked with agreed that companies—working a part-time job on top of their professional commitments—will likely increase the workday, time immediately after work, or personal time on the weekend, allowing them little time for themselves and nursing homes and by home care providers, but increasingly, family members are called on to perform these tasks with little training or professional support. As health care shifts from institutional to home-based care, the burdens on family caregivers will likely increase without adequate supportive services for caregiving families.

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A recent survey I conducted for Hospice by the Sea’s AloeaCare Caregiver Program reports that companies are surprised when learning the high percentage of employees who are working and caring for a seriously ill loved one. In this instance, 52% of those completing the survey reported being a caregiver in the past year. Very few caregivers claim they have obtained additional assistance from professional caregiving individuals or agencies. They say that their role has expanded from coordinating and providing personal care and household chores to include medical or nursing tasks such as wound care and administering injections. These tasks are all very time-intensive.

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South Florida is home to diverse, large, and growing older adult populations. As life expectancy continues to increase, it is important for individuals and societies that longevity gain is accompanied by quality of life maintenance. Getting older is not synonymous with becoming frail, as evidenced by the substantial proportion of older adults who remain healthy and active later in life. Focused on the generation and dissemination of scientific knowledge for improved healthcare of older adults in South Florida and beyond, the Benjamin Leon Center for Geriatric Research and Education at Florida International University (FIU) was recently established.

The Center was made possible by a $10 million gift to FIU from the Benjamin Leon Jr. Family and Leon Medical Centers Endowed Chair in Geriatrics, Dr. Paulo Chaves, M.D., Ph.D., a geriatrician and clinical epidemiologist, spent 10 years at Johns Hopkins University, where he was core faculty member of the University’s Division of Geriatric Medicine and Gerontology, and directed the Epidemiology of Aging program of the Johns Hopkins Bloomberg School of Public Health. FIU’s Benjamin Leon Center for Geriatric Research and Education is committed to clinical translational interdisciplinary research seeking to advance healthy aging promotion, accelerated functional decline prevention, and healthcare delivery in older populations. Research initiatives currently being developed include studies on the role of exercise, cognitive activities, and social engagement in well-being maintenance; and on clinical decision-making related to prevention and management of age-related chronic diseases, frailty, and falls in the primary care setting. Additionally, the Center is involved in national and international research efforts. In collaboration with Johns Hopkins University and University of Maryland scientists, the Center participates in a National Institute on Aging-funded study assessing the impact of short-term changes in muscle strength on disability progression in community-dwelling older women. The Center participates in the Cardiovascular Health Study, an on-going multicenter study funded by the National Heart, Lung, and Blood Institute that recruited almost 6,000 older men and women in the early 90’s. Collaboration with Tokyo Metropolitan Institute of Gerontology scientists in research on mild cognitive impairment and social isolation in older adults has also been initiated.

The Center seeks to foster discussion about health themes of utmost relevance for aging individuals, communities, and societies. In this context, the Center has launched a Distinguished Seminar Series on Aging and Health, which engages renowned experts, faculty and students, and stakeholders in the discussion of discoveries and state-of-the-art knowledge pertaining to Geriatrics and Gerontology. Last April, the Series featured Dr. Elizabeth Arias, a social scientist and demographer with the National Center for Health Statistics, who presented cutting-edge data on life expectancy for the U.S. according to race, gender, and Hispanic origin. The Center engages in other forums as well. For example, it participates as a Steering Committee member of the Health Foundation of South Florida-led Miami-Dade Age Friendly Initiative funded by Pfizer and Grantmakers in Aging, and in conferences organized by major professional societies. The Center also seeks to promote geriatrics training among primary care providers in South Florida and in Latin America.

Dr. Paulo H. M. Chaves, Leon Medical Centers Scholar Chair in Geriatrics, Director, Benjamin Leon Center for Geriatric Research and Education, Leon Medical Centers Endowed Chair in Geriatrics,Leon Medical Centers Scholar Chair in Geriatrics; Director, Benjamin Leon Center for Geriatric Research and Education; Associate Professor, Department of Medicine, Herbert Wertheim College of Medicine, Florida International University, can be reached at (305) 348-4789.
When Erika Avila, R.N., was 17 years old and her grandmother became terminally ill, she realized that nursing was her calling. Avila has been a nurse for 16 years, including nine in hospice. Avila decided to join VITAS when her other grandmother, who had become terminally ill, was admitted to VITAS for hospice care 7 years ago. Avila realized that good quality hospice care has a direct correlation to the people she works with and the company she works for, she said. “It’s an honor to work with my team, they are a group of amazing people with compassionate hearts.”

Michelle Minor, RN
VITAS Innovative Hospice Care of Broward County

When her mother passed away several years ago, Michelle Minor, a registered nurse for 22 years, was taken aback by the wonderful care her mother received while on hospice. Since then, Minor decided to focus on caring for patients at the end of life. Minor, who has been with VITAS for 15 years, said she chose the company because it embodies the principles she considers most important: kindness and compassion. “Being able to comfort patients and help their loved ones find peace of mind is my motivation,” Minor said. “My personal experience with hospice opened my eyes toward the dying process. I want to help other families so they can have the same memorable experience I had.”

Veronica Stewart, RN
VITAS Innovative Hospice Care of Miami-Dade/Monroe

According to Veronica Stewart, R.N., one of the most important aspects of caring for hospice patients is helping them fulfill their last wishes. This brings great joy to patients and their loved ones and, in turn, to her. Ever since joining VITAS in 1998, Stewart still enjoys every aspect of her job including the teamwork environment. She loves helping her co-workers and often takes on a role of mentor by sharing her wealth of knowledge as a hospice nurse. “I enjoy all aspects of my work as a hospice nurse,” Stewart said. “It makes me feel good to help my patients and know they are content and at peace.”

Dayan Pendas-Martinez, LPN
VITAS Innovative Hospice Care of Miami-Dade/Monroe

Dayan Pendas-Martinez, L.P.N., had a taxing journey to becoming a hospice nurse. While attending nursing school, he raised three children and supported his family by working in customer service. Despite his hardships, he kept an optimistic viewpoint and never lost sight of his goals. “My mission as a hospice nurse is to give people the chance to say goodbye to their loved ones.” Pendas-Martinez said. This mission stems from Pendas-Martinez’s own experience, two years ago, with his terminally ill uncle. “I am grateful to have had a chance to spend the last moments of my uncle’s life by his side,” he said. “Now, as a hospice nurse, I appreciate the opportunity to help families say goodbye while building moments they will cherish forever.”

Chandrawattie Narain, RN
VITAS Innovative Hospice Care of Broward County

For Chandrawattie Narain, R.N., becoming a nurse was a childhood dream. Seven years ago, she made that dream reality. Narain decided to become a hospice nurse out of her desire to alleviate discomfort, especially to patients and families that are extremely distressed. Narain, who joined VITAS in 2008, has been called an “angel” by some families. “It is so rewarding to see how much our patients and their families appreciate the services we provide,” Narain said. “Families say they could not imagine going through this difficult time without our support. Their sincere appreciation brings tears to my eyes.”

Cynthia Eugene, BSN, MSN
VITAS Innovative Hospice Care of Broward County

When she was 13 years old, Cynthia Eugene, B.S.N., M.S.N., began caring for her elderly grandmother, whom she was very close to. At the time, Eugene did not realize that what began as a demonstration of her love for her grandmother would turn into a career in nursing. While Eugene has enjoyed the nine years she has spent in nursing, she says that she finds the past four years that she has spent as a hospice nurse to be the most rewarding. “It is so rewarding when families thank me for spending time with their loved ones and making them feel special and cared for,” Eugene said.

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Salute to Nursing... Salute to Nursing...

Kepler Altidor, RN
VITAS Home Care Nurse
VITAS Innovative Hospice Care of Palm Beach

After working as a nurse for nine years, Kepler Altidor, R.N., recognized a significant need in the community for quality hospice care and felt a calling to make a difference. He decided to join VITAS in 2009 based on the company’s strong reputation as the nation’s leading provider of end-of-life care. In addition to the teamwork and camaraderie that he enjoys in his work at VITAS, Altidor says he most appreciates the opportunity to have a meaningful positive impact on the lives of terminally ill patients.

“My patients are alone and their families live far away, and it is so heart-warming to see how much they appreciate everything I do for them,” Altidor said. “I am so blessed to be able to care for my patients and provide them with the care that I would give to my own family members. When my patients tell me they love me, I know I am doing right by them and myself.”

Marie Toussaint, BSN, RN
VITAS Nursing Home Nurse
VITAS Innovative Hospice Care of Palm Beach

As a child growing up in Haiti, Marie Toussaint, B.S.N., R.N., found herself caring for ailing family members. She found caring for them so rewarding that she decided to make it her life’s work to help people in need. She decided to move to the United States 32 years ago to study nursing.

“Hospice care helps terminally ill patients feel better, which is critical at such an important moment of life,” Toussaint said. “Providing my patients with comfort, compassion, dignity and respect is the greatest service I can provide, and I am grateful for the opportunity to fulfill my life’s calling.”

Toussaint, who visits hospice patients living in nursing homes, typically sees six to seven patients a day and would visit more patients if there was more time in the day, she said.

“It is my duty in life to give back to my community and humanity as a whole,” Toussaint said.

Norma Spencer, RN
VITAS Home Care Nurse
VITAS Innovative Hospice Care of Palm Beach

Norma Spencer’s career in healthcare spans four decades, two continents, and the beginning and end of life. Spencer, a registered nurse, joined VITAS 20 years ago after moving from England, where she had worked as a midwife.

“Earlier in my career I had the privilege of caring for people at the beginning of life and now, later in my career, I have the privilege of caring for people at the end of life,” Spencer said. “It is an honor to serve my community and I am thankful each and every day to help my patients find peace.”

Spencer joined VITAS’ Broward program in 1994 and transferred in 2003 to its newly opened Palm Beach program. There, in addition to providing care to patients, she helped train the program’s staff members.

Known by her team as “Miss Norma,” Spencer said she takes great pride in nurturing newcomers and passing along her knowledge.

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Kepler Altidor, RN
VITAS Home Care Nurse
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At Joe DiMaggio Children’s Hospital Heart Institute, we’ve built a pediatric cardiac team like no other in South Florida. This nationally renowned team of cardiac experts now includes internationally acclaimed pediatric cardiac surgeon Edward L. Bove, MD.

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