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December 2021

**CANNABIS NEWS FLORIDA™**

**FLORIDA'S RESOURCE FOR MEDICAL & BUSINESS CANNABIS DEVELOPMENTS**

**2019 Cannabis Business Award's Publication of the Year**

## PūrWell: Promoting General Health and Wellness Through Whole Plant Relief

BY DANIEL CASCIATO

Founded in 2018, PūrWell is a company focused on providing organic hemp oil products that promote general health and wellness.

The company was started by Nick DiFrancesco who partnered with a farm in Pueblo, CO where their hemp is grown, cultivated, processed, and packaged. They created a line of safe and effective CBD products that physicians, pharmacists and other healthcare professionals could trust and feel comfortable recommending to their patients. Today, PūrWell's medical-grade products are designed for and are sold exclusively through healthcare professionals and on its online store.

"Our proprietary formulations are crafted specifically to meet the needs of the healthcare marketplace, offering a range of strengths and applications for seamless customized treatment," explains Joshua Hoffman, Chief Education Officer for PūrWell.

There are several primary benefits of using PūrWell CBD products, according to Hoffman.

"Our hemp-derived products focus on four main conditions and their associated symptoms: chronic pain/inflammation, anxiety, depression, and insomnia," he says. "The benefits of taking our products include the potential for a reduction of inflammation throughout the body such as muscles, joints, organs, blood vessels, a sense of well-being and the feeling of being grounded, better sleep patterns, and more vitality and energy."

What sets PurWell apart from its competitors is that PurWell is a vertically integrated hemp company that controls the entire process from end-to-end. This includes cultivation, harvest, extraction, purification, and bottling.

"Our farms are USDA certified organic and less than 1% of hemp farms in the United States have that designation," Hoffman says. "Our formulations are proprietary and unique, and they cannot be duplicated, nor are there similar products on the market when comparing ours to the other lifestyle CBD brands."

Another difference is that the company formulates its products for and markets them exclusively through medical professionals and other healthcare practitioners.

"Full panel 3rd party lab testing is another thing that sets us apart from the competition," Hoffman adds.

Despite the gaining popularity and acceptance of CBD, there are still some key concerns of patients and providers today regarding its usage.

"Patients and doctors want to be reassured that they are not



Joshua Hoffman

*Continued on page 32*



Durée Ross

## Three Ways to Implement Public Relations and Marketing into Your Cannabis Brand's Strategy

BY DURÉE ROSS, PRESIDENT OF DUREE AND COMPANY

It was just a few years ago that there was little presence in the public relations and marketing industries for cannabis and hemp. At that time, there was a great deal of uncertainty if cannabis or hemp was even legal. However, like many emerging industries, our agency recognized a growing need to help companies that were trying to establish themselves in the space. Durée & Company entered the cannabis, hemp and CBD market before the passing of the 2018 Farm Bill. Fast forward to today, and you'll see an abundance of companies fully emerged in cannabis. This begs the question, in such a competitive landscape, what companies will thrive in the long run?

Recently, the Florida Department of Health (DOH) announced that it is expected to issue up to 27 new medical marijuana treatment center (MMTCs) licenses by July 1, 2023. According to Center Square, this more than doubles the availability of legal cannabis products that already support a \$1.3 billion industry in Florida.

There is no better time than now to evaluate your marketing and public rela-

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## Cannabis Education Begins in the Classroom

BY DR. JEFF G. KONIN

While the campaign is progressively ongoing to educate the public, legislators, physicians, and all other healthcare providers about all things cannabis, one important group to be sure not to omit is the educators. This includes primarily those in college and university teaching environments, but also health educators in the secondary school systems.

Why is this so important? If we do not invest in the time to educate today's students, we will continue to play catch-up with education, knowledge, and perception of tomorrow's community. Here are a couple of facts gathered from recently published studies:

- A 2019 University of Pittsburgh study reported that only 62% of Pharmacy schools incorporate cannabis education in the doctoral level curriculums.

- A 2017 study from Washington University reported that only 9% of medical schools in the United States incorporate cannabis education in the curriculums. Furthermore, 89.5% of medical residents say they are unprepared to prescribe cannabis, and 35% say that they are unprepared to answer patient questions on the topic.



Dr. Jeff Konin

reported a strong desire for more cannabis education.

These findings come from just a sample of published studies and they come from the healthcare professions. Yet, as we have come to learn, cannabis use in society also has an impact on social determinants of health. The use of, dangers of, risk factors, medical benefits and all other aspects of cannabis should be incorporated and openly discussed in high school health education programs in every school. What we are seeing in our

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**CANNABIS NEWS FLORIDA™**



## The Importance of Employee Benefits Packages

Like many readers of *Cannabis News Florida*, I just returned from MJBizCon 2021. It was wonderful to be with the cannabis community again, spending time with old friends and meeting new people. It's been a long two years for all of us. The conversations I had with cannabis business owners around the country were about the struggle to hire and retain talented employees. The pandemic left many business owners overwhelmed, struggling to attract talent.



BY SUMMER WESTERBUR

An important consideration for employees transitioning out of a pandemic is employee benefits packages. If your competition is offering a medical plan with a \$5,000 deductible and you're offering a \$1,500 deductible, your offer is more attractive. Additionally, we now have carriers that will provide disability

coverage to cannabis companies. This allows us to design a rich package including medical, dental, vision, disability, and more. Early in the pandemic, carriers were waiving hospital costs for Covid-related illness but that is no longer the case. Additionally, people are thinking about disability coverage now that they face the risk of disability caused by long Covid. Sometimes small improvements to an employee benefits package can make a difference.

For example, most dental policies offer a \$1,000 or \$2,000 annual benefit, but there are plans available with a \$5,000 annual benefit. Minor improvements to an employee benefits package can be the determining factor when an employee is

considering your employment offer. Rich benefits packages also help you retain these employees.

In April of this year, it was reported that 4 million American workers quit their jobs, representing 2.7% of the workforce. In August 2021, 2.9% of workers left their jobs, according to numbers from the U.S. Bureau of Labor Statistics. Hiring employees will likely remain a challenge.

As the weight of the crisis lifts, experts are anticipating a long-term impact on people's mental health. For some people, feelings of anxiety and depression that emerged during the pandemic will resolve as routines resume — people go back to the office, social connections are reformed, the seeming danger of activities dissipates. Others will face mental health issues that persist or even appear down the road, a number that could be quite large given the magnitude of despair and disruption. This is the time

to consider adding an additional mental health benefit. Some plans offer a significant number of visits, whether Telehealth or office. For employers unable to offer health insurance, these can be offered as a group plan.

This is the time of year to think about the physical and mental health of your employees. Reach out if you have any questions.

*Summer Westerbur, founder of Kairos Insurance Group, is experienced in all types of insurance including employee benefit packages, product liability, general liability, professional liability and building insurance. Kairos also has expanded to include a Cannabis Division to address the unique challenges facing the cannabis industry and its employees.*

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## Back Cover: Three Ways to Implement Public Relations and Marketing into Your Cannabis Brand's Strategy

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tions efforts. As the industry continues to evolve, we're always brainstorming and working with clients on strategies and creative ways to showcase their products, services and overall brand. We always recommend starting with the three key areas below and building from there. We find these top three tips can provide a great deal of engagement and return on investment for a company.

### 1. Traditional Media

As CBD, hemp and cannabis have become mainstream, it's important to cultivate key relationships with journalists, reporters and bloggers in these industries. They are a key to sharing the stories of brands in the space. Every brand needs a story or a mission. It also sets them apart from competitors. Media relations is a great vehicle to share these stories and also position a company as a leader in the space. Many companies offer a wealth of education or industry knowledge, and journalists are always looking for industry experts who can speak about laws being put into place or timely topics in the news. We regularly present our clients as thought leaders and this has resulted in interviews, bylined articles about topics where they possess expertise, or participation in a panel for a conference or trade show.

### 2. Social Media

Despite how big the cannabis, hemp and CBD industries have become, they are still excluded from many traditional advertising opportunities. While some of that is starting to change, social media is a vital platform to promote cannabis brands if done correctly. Our agency creates content for clients so that they are strategic about what they share, how they share it and to the appropriate audience. It's important to create the right content by staying up to date on the latest trends and news, incorporating hashtag holidays, and referring back to the company's story or mission. This is also a great vehicle to share any corporate social responsibility (CSR) efforts. Effective social media posts usually incorporate a call-to-action, encouraging the audience to learn, read more or share. Another tactic

that has been successful for many companies is working with social media influencers. This involves building relationships with both micro- and macro-influencers who are appropriate for the brand. Influencers in cannabis, lifestyle, health and wellness, or food and travel, can help shape the perception of a brand.

### 3. Events and Speaking Opportunities

Industry events, expos and conferences have always been an important way for cannabis brands to get their name out there, and there is an event for every audience. From nationally-focused trade shows such as MJBizCon to local conferences, including South Florida-based CannabisLAB's annual conference coming up in February 2022, it's beneficial to carefully monitor and research these opportunities to determine the right fit – and audience – for a company. The results can bring great return, including the opportunity to promote a company's spokesperson as a knowledgeable and influential thought leader in the industry.

For those who like to speak and partake in bigger conversations, podcasts are another great way to promote a brand. There are many podcasts covering an array of subjects from which to choose, and a greater number of opportunities as cannabis continues to become a mainstream topic.

*Durée & Company, Inc. is an award-winning, full-service public relations, marketing and special events firm founded in 1999.*

*The firm has offices in Fort Lauderdale, Florida, and Aspen, Colorado. Durée & Company serves the corporate, agency and nonprofit arenas for local, national and international clients. Services include public relations, social media, marketing, digital marketing, content development, advertising, special events, branding, radio promotions, affiliate marketing and more. To learn more, call (954) 723-9350; go to [dureeandcompany.com](http://dureeandcompany.com); or visit its specialized cannabis site at [cannabismarketingpr.com](http://cannabismarketingpr.com), or its new specialized psychedelics-specific site at [psychedelicpr.com](http://psychedelicpr.com).*

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**CANNABIS SPOTLIGHT**

**Chris "Sunshine" Williams**  
**President & Founder of Sunshine Cannabis**

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

Legal access for MMJ patients in Florida after many decades of total Cannabis prohibition literally saves human lives now. I believe the actual number of lives saved to be in the thousands overall at many different levels. And I do mean lives actually saved, not just improved upon symptom wise.

From natural relief from severe depression and crippling anxiety or PTSD, to managing chronic pain or just giving people a safer natural alternative to harmful excessive drinking or addictive pharma pills, there is no doubt that we all have an extensive upside mentally and physically from this healing plant. To no longer be in constant fear of arrest for using the herb legally in the Sunshine State as medical patients is really a blessing and a huge step in the right direction for Florida. There is still work to be done and we really need legal homegrow here, but we are working on that diligently too!



**Chris "Sunshine" Williams**

**What motivates you to be a part of the Cannabis Industry?**

Well I am a healer with a passion for plants and I really enjoy helping people. It's who I am and always will be. It takes funding to be able to do good things and help others, or even just give out some cool swag to empower this movement and make someone smile and know they are part of something even bigger than themselves or any single person. This is a movement; Sunshine Cannabis is a movement, and we transcend being just another brand.

We are literally a family, and we love the Sunshine State. I do feel a powerful deep motivation to help bring full legalization and homegrow here to Florida and I feel it's my obligation to give back to my home state. I've had a lifelong relationship with Cannabis primarily as a breeder and grower who got started in the 90's in South Florida where I grew up. It is a dream come true to be operating legally in this space now after far too long in hiding and living in constant agonizing fear and anxiety. I'm eternally grateful to Kim Rivers, CEO of Trulieve, for helping us build the bridge that has enabled myself, my team, and my homegrown brand to do something truly great here and hopefully beyond Florida in the near future. A million thanks would not be enough, so I'll add an extra special one here. Thank you, Kim!

*Chris "Sunshine" Williams has dedicated his life to advocacy and activism for Cannabis reform. As President/Founder of Sunshine Cannabis and a Director on the board of Regulate Florida, he works tirelessly to Free the Plant in the Sunshine State for all Floridians while also operating one of the largest and most popular Cannabis brands in Florida as a partner of Trulieve with dozens of branded MMJ products available in all Trulieve locations statewide.*

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## MedMen Announces Michael Serruya as Chairman and Interim CEO

MedMen Enterprises Inc., a premier cannabis retailer with operations across the United States, today announced its Board of Directors has appointed Michael Serruya as Chairman and Interim CEO, effective immediately. Serruya succeeds outgoing Chairman and CEO Tom Lynch, who held the position since 2020 and oversaw the Company's operational turnaround.

Serruya joined MedMen's board in August 2021 as part of a \$100 million investment in the Company by Serruya Private Equity to expand its operations in key markets and identify and accelerate further growth opportunities across the United States. This, together with Tilray, Inc.'s acquisition of the majority of the outstanding senior secured convertible notes of MedMen that were originally held by certain funds affiliated with Gotham Green Partners, LLC, provides MedMen with the flexibility to execute on its growth priorities and explore additional strategic opportunities.

Serruya is a seasoned cannabis investor with extensive retail expertise, having previously served as CEO of Coolbrands®



Michael Serruya

(then home to CPG brands including Weight Watchers®, Eskimo Pie®, Tropicana® and Godiva® Ice Cream) and Kahala Brands® (home to global QSR brands including Cold Stone Creamery®, Taco Time® and Blimpie Subs®).

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"We want to thank Tom for his leadership over the past 20 months as he's led a successful and disciplined turnaround plan, which has left us well positioned for accelerated growth as MedMen 2.0," said Serruya. "Our focus now is taking this Company to the next level as we seek to leverage the strength of the MedMen brand and consumer experience in order to expand it across the United States, Canada and internationally."

Lynch said, "It has been an honor to lead MedMen through its transformation into MedMen 2.0, which is now in growth mode. I am confident Michael and the Board will identify the right CEO to execute against our aggressive growth plans and achieve company-wide profitability in 2022."

Lynch will continue to serve as the Manager of MedMen Boston LLC and MME Newton Retail LLC, and for the immediate future will continue to participate in the direction and control of those businesses.

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## Back Cover Story: PūrWell: Promoting General Health and Wellness Through Whole Plant Relief

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going to get 'high' when using our products," says Hoffman. "They are also concerned with drug-on-drug interaction, and any potential adverse drug reactions (ADRs), and they want to know that the product is safe for their patients to use. That ties in with our full panel 3rd party lab testing for all our products."

Hoffman stresses that all CBD is not created equal and that consumers need to be cautious when making a purchase.

"There are more inferior CBD products on the market than there are effective ones, so it is up to each consumer to know the basic questions they should be asking before purchasing any company's CBD products," he says.

Here is a short list of those questions, he notes:

1. Are your products made from organic hemp?
2. Do you have 3rd party lab tests for your products beyond the cannabinoid potency test? Was the product tested for mold, mycotoxins, etc.?
3. What is the shelf life or expiration date on the products?
4. Where is the farm or where does the hemp supply come from?
5. Any money-back guarantees?

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## States Reform Act Proposed by Rep. Nancy Mace (R-S.C.)

BY CAROL NEWMAN

According to various polls, nearly 70 percent of Americans want cannabis to be fully decriminalized, and more than 90 percent want medical cannabis products to be available to patients and veterans. The States Reform Act, filed in the House by Rep. Nancy Mace (R-S.C.) on November 15, 2021, seeks to address some of these issues. Highlights of the bill include:

- Cannabis will be decriminalized at the federal level, and states will be free to make their own decisions about regulations; states and local governments will not be required to change their current cannabis policies.
- Cannabis products will be regulated like alcohol products, e.g., under the USDA for growers, and under the FDA for medical use.
- Veterans are guaranteed not be discriminated against in seeking positions at the federal level, or will not lose their VA healthcare, if they have been following their doctor's advice to use cannabis for medical purposes.
- Those under the age of 21 will be protected from cannabis products and nationwide advertising.
- Medical cannabis will be protected for such usage as arthritis, cancer, HIV/AIDS, Post Traumatic Stress Disorder, chronic pain, sickle cell, and other medical uses, based on an individual

state's regulations.

- A 3 percent federal excise tax will be established on those products to set up funding for law enforcement and small business programs.

- Persons who have been convicted of nonviolent crimes at a federal level related to cannabis will be released and will have the offense removed from their record. This does not include those who have been convicted of driving under the influence, or cartel members or agents.

Rep. Mace referred to the States Reform Act as a compromise bill, saying parts of it represent ideas from previous Republican bills that have been filed, and other parts represent some reforms Democrats have previously proposed. However, overall, public opinion continues to favor descheduling cannabis and regulating cannabis commerce.

The Act has received support from various groups and individuals, including Dan Caldwell (USMC, ret.), Senior Advisor to Concerned Veterans for America; Robert Fellner, Vice President at Nevada Policy; Brent Gardner, Chief Government Affairs Officer at Americans for Prosperity; Lt. Diane Goldstein (Ret.), current Executive Director of Law Enforcement Action Partnership; and Jillian Snider, R Street Institute Criminal Justice & Civil Liberties Policy Director, and retired NYPD officer.



  
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## Back Cover Story: Cannabis Education Begins in the Classroom

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communities today is not a trend, but rather a reality. Maturing students and young adults should be taught the facts about cannabis by educated educators in an effort to debunk the many myths of the past and present surrounding the stigma of its use.

In a secondary school setting, the topic can easily be introduced in health education courses. Many students possess a familiarity with cannabis albeit from their own personal knowledge and perception around their community. Active learning lessons regarding cannabis data, its history, use disorders, risks and benefits, and societal impact can serve as valuable teacher-student interactions. With the significant increase in virtual classrooms primarily as a result of the pandemic, teachers do not need to possess immediate knowledge of cannabis as other facilitators can be invited to speak to classes online.

In a non-health degree college or University setting, cannabis can be introduced in content areas that range from philosophy to business to agriculture to law and so much more. In a University-level healthcare curriculum, courses such as anatomy and physiology can introduce the endocannabinoid system, course like pathology or disease can address cannabis use with medical conditions, a course in pharmacology can discuss dosing and application, and courses in medical and legal ethics can review case studies and vignettes of how cannabis use varies around the country and the world based upon individual laws and public policy.

In particular, degree majors such as

Public Health, Medicine, Law, and others should more closely examine how to make current their curriculums and implement cannabis-based content to better prepare their graduates for future employment.

In fact, while already being done, Florida is ripe and should strongly consider with State Board of Governors Higher Education approval, a systematic approach toward the creation and granting of Bachelor level, graduate level, and certificate programs in Cannabis. Yes, a Bachelor of Science degree in Cannabis. Students can focus their interest in healthcare, business, agricultural, marketing, chemistry, and so many other areas. This would serve as a wonderful interdisciplinary degree that could meet the needs of tomorrow's workforce and fall in line nicely with the cannabis initiatives that the state has committed to.

There are many positive reasons why it is imperative that cannabis education be implemented in curriculums at secondary and post-secondary school levels throughout Florida. There are no good reasons not to.

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



### Trulieve Celebrates Opening of Bartow, Florida Location

Trulieve Cannabis Corp. announced the opening of a dispensary in Bartow, Florida. The Bartow location is Trulieve's 104th in the state. This dispensary joins the Company's 103 additional medical marijuana dispensaries across Florida, including those in nearby Winter Haven and Lakeland.

### Trulieve Expands Patient Access to Medical Cannabis with Grand Opening of Inverness Dispensary

Trulieve Cannabis Corp. announced the opening of a dispensary in Inverness, Florida. This dispensary joins the Company's 107 additional medical marijuana dispensaries across Florida, including those in nearby Ocala, Crystal River and Gainesville.



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## Trulieve Debuts Bhang Cannabis-Infused Edibles in Florida

Award-winning edibles brand now available to Florida's medical cannabis patients exclusively at Trulieve

Trulieve announced the launch of Bhang edibles in Florida. Bhang's globally-recognized, award-winning gourmet chocolates are now available exclusively at Trulieve's 108 Florida dispensaries.

In September 2021, Bhang and Trulieve announced an expanded licensing agreement to manufacture and distribute Bhang's award-winning, THC-infused chocolate products in all Trulieve markets, rolling out first in Massachusetts, and now Florida. The cannabis-infused dark and milk chocolate bars are made in Trulieve's state-of-the-art edibles production facilities with Bhang's proprietary formulations created by the company's master chocolatier.

"We're thrilled to add Bhang chocolates to our product portfolio in Florida," said Trulieve CEO Kim Rivers. "Our partnership with Bhang underscores our commitment to expanding patient access, ensuring a broad variety of products, and providing only the finest quality products to Florida's growing and discerning patient base."

Bhang is internationally known for its gourmet chocolate, a top-ten selling product in both the U.S. and Canada with evenly-scored bars for precise THC dosing. Bhang products available through Trulieve in Florida include:

- THC:CBD 1:1 Dark Chocolate Bars - Bhang's signature, cannabis-infused, vegan dark chocolate is made with 74% sustainably sourced cacao and a cannabis-free taste. The dark bar is vegan, keto and gluten-free.
- THC:CBD 1:1 Milk Chocolate Bars - Bhang's cannabis-infused milk chocolate is made with 48% sustainably sourced cacao, a cannabis-free taste and is vegetarian and gluten-free.

"Since launching in Massachusetts in October, Bhang sales and orders through Trulieve have far exceeded our expectations, and we are excited to keep the momentum going in Florida, where we know the demand for our products is already high," says Jamie L. Pearson, President and CEO of Bhang. "We are currently working on rolling out new SKUs with the Trulieve team in 2022 and look forward to bringing Bhang's amazing cannabis-infused products to Trulieve customers throughout the U.S."

As Florida's first, largest and leading medical cannabis provider, Trulieve offers Florida's largest selection of THC and CBD products in a variety of delivery methods, including edibles, smokable flower, concentrates, tinctures, topical creams, vaporizers, and more. Trulieve also offers statewide home delivery, convenient online ordering, and in-store pickup.



**Kim Rivers**

**E-mail your Cannabis news to:**  
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## FIU Athletic Training to Study Use of Cannabis for Health Management Through the SunMed Cannabinoid Research Initiative Fund

SunFlora gives \$338,000 to support first-of-its-kind cannabinoid study to be conducted at FIU's new Global Initiative for Cannabinoid Research & Education

As cannabis legalization sweeps the U.S., the Federal Drug Administration has recognized the potential of cannabis components, including cannabinoids, in developing therapies and consumer products to treat health conditions. A recent private-public collaboration between SunFlora, Inc., and the Athletic Training Department at the Florida International University (FIU) Nicole Wertheim College of Nursing and Health Sciences is exploring that potential through the newly formed SunMed Cannabinoid Research Initiative Fund.

Based out of Palmetto, Florida, SunFlora sells proprietary formulated cannabidiol (CBD) products through its SunMed brand for general wellness purposes. CBD, the non-psychoactive compound found in cannabis plants, is used in many forms, including oils, extracts, capsules, patches, and topical preparations, to ease symptoms of several health issues. The company made a gift of \$338,000 to support FIU Doctor of Athletic Training (DAT) students and faculty mentors in conducting research on some of its CBD products and other alternative interventions of patient care.

"The CBD industry relies on anecdotal accounts to extoll the benefits of these plant-based products rather than clinical evidence proving so," said SunFlora Chief Science Officer Anthony Ferrari, Ph.D. "Partnering with FIU Athletic Training to provide third-party, independent exploration of our products represents the first deliberate deep dive into the efficacy of cannabinoid product applications for health management, which should elevate cannabinoid science and credibility for the entire industry."

The FIU research team is led by Jeff Konin, Ph.D., ATC, PT, clinical professor and director of the FIU Doctor of Athletic Training program. Konin, whose clinical experiences have included serving at the United States Olympic Training Centers and on the medical staff for the 1996 Olympic Games, is a highly regarded speaker and proponent of cannabis research and education for health care providers. Konin also serves as the chair of the National Athletic Trainers' Association's Cannabis-Related Resources Task Force.

Konin directs the newly established Global Initiative for Cannabinoid Research and Education at FIU. The initiative is committed to high-quality education, contemporary and evidence-based research, creative activity and collaborative engagement with local and global communities. The vision is to produce meaningful cannabinoid-focused research and educational resources that lead transformative innovations locally and globally.

The focus of the SunMed research will be on the effectiveness of SunMed cannabinoid products to manage conditions in the areas of pain, inflammation, anxiety and sleep. The research team will follow a test group of demographically diverse athlete patients to also examine the short- and long-term impacts of continued use.

According to Konin, sports medicine has traditionally been an early adopter of evidence-based research and practice for new treatments in acute care, rehabilitation and recovery, and injury prevention that eventually translates to general public use.

"Our team will follow the science behind the nature of cannabinoids to integrate them into treatment protocols that can help individuals of any patient population safely, effectively and with scientifically proven confidence," he said.

Under Konin's supervision, seven FIU DAT students will take part in cannabinoid training, meet Institutional Review Board requirements, and all other programmatic and capstone related expectations of sponsored research and the degree program for the next two years. FIU's Doctor of Athletic Training program is one of only eight in the country and the only one leading the way in cannabinoid research.

"Our team is excited to embark on this groundbreaking work that should help destigmatize the role of cannabis in health education and practice circles," Konin said. "Together, SunFlora and FIU Athletic Training will be the cornerstone of certified CBD research that will set the standards for evidenced-based applications to move plant medicine forward for better patient health and well-being."



**Dr. Anthony Ferrari**



**Jeff Konin**



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# HEALTHCARE CANNABISNEWS<sup>TM</sup> FLORIDA

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### MEDICAL MARIJUANA TREATMENT CENTERS

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### **DADE COUNTY MEDICAL ASSOCIATION**

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

## Delray Medical Center Collaborates on Published Breakthrough Study for Brain Tumors

Delray Medical Center recently published a breakthrough study focusing on 5ALA (fluorescent guided surgery) for glioblastomas, with the team at the Mount Sinai Hospital. The clinical trial took place at Delray Medical Center, and led by Dr. Lloyd Zucker, Chief of Neurosurgery at Delray Medical Center. The study, taking place over a five-year period, is now published in the *Journal of Neurosurgery*, one of the largest peer reviewed neurosurgical journals in the world. "I am honored to have participated in this incredible and innovative study with Mount Sinai. The medical community now has a better way to treat patients who have been diagnosed with glioblastoma brain tumors," said Dr. Zucker. "Having Delray Medical Center be the site for published studies such as this one for fluorescent guided brain tumor surgery, shows how we are providing state of the art care right here in our community." Fluorescent guided surgery is used to give surgeons the ability to 'see' in a different wavelength of light that would otherwise be invisible to them. By combining this visual ability with the special dyes that glow in those wavelengths, surgeons can much more precisely target cancerous tumors and avoid injury to normal tissues.



Dr. Lloyd Zucker

## West Boca Medical Center Now Offering the CORI™ Surgical System for Knee Replacement Surgery

West Boca Medical Center is the first hospital in Boca Raton now offering patients the CORI™ Surgical System for knee replacement surgery. The CORI™ Surgical System uses handheld robotic-assisted technology, aiding the surgeon's plan to perform the procedure. It also gives surgeons a three-dimensional view to help finalize and verify the selection of the knee implant, creating a plan for surgery without needing a CT scan or MRI. Orthopedic surgeon Dr. David Padden is the first surgeon at West Boca Medical Center to perform a procedure with this new technology. Robotics-assisted knee replacement surgery using the CORITM Surgical System can lead to the following patient benefits:



- Quicker, smoother recovery
- Regain function faster and return home sooner
- A unique 3D digital model to get a surgical plan customized to the patients' unique anatomy
- A natural fit: Using these technologies patients can keep more bone and ligaments, including their ACL. That helps maintain more of a natural rhythm and step.
- The surgeon is able to choose from the widest selection of implants available, so implants can be precision-matched to feel more like a patient's own knee.

## World Health Organization Taps Sylvester Comprehensive Cancer Center in Global Fight Against Cervical Cancer

Recognizing Sylvester Comprehensive Cancer Center's enduring commitment to addressing the inequities that perpetuate cervical cancer in South Florida and beyond, the World Health Organization (WHO) today designated the University of Miami institution as the first WHO Collaborating Centre for Cervical Cancer Elimination.

Sylvester's key role was announced during a virtual media conference, led by WHO Director-General Tedros Adhanom Ghebreyesus, Ph.D., and Assistant Director-General Princess Nothemba Simelela, M.D., that commemorated the first anniversary of the global movement the WHO launched last Nov. 17 to eliminate cervical cancer. Though preventable and curable, the disease still kills more than 300,000 women around the world who usually lack access to the vaccines, screening tests, and treatments that would prevent, detect, or cure the disease in its early stages.

"The world is united to end cervical cancer, and the University of Miami is immensely proud to officially take a leading role in this ambitious and essential endeavor," said President Julio Frenk, M.D., M.P.H., Ph.D. "From the crossroads of Latin America and the Caribbean to the persistence of disparities around the world, we are honored to expand our collaborations to address a cancer that humankind already has the tools to eliminate."

Although cervical cancer disproportionately affects women in low- and middle-income countries, Stephen D. Nimer, M.D., director of Sylvester, noted that rates remain unacceptably high in marginalized communities across the United States. This includes pockets of Miami, where the multipronged approaches Sylvester has developed with local partners are slowly removing the barriers to prevention, detection, and treatment.

## Delray Medical Center Is First Hospital in Region Offering New Incisionless Treatment Option for Parkinson's and Essential Tremor Patients

Delray Medical Center is the first hospital in the region to offer a new scalpel-free treatment for essential tremor and medication-refractory tremor-dominant Parkinson's disease. MR-guided focused ultrasound by INSIGHTEC™, uses sound wave energy to treat brain tissue at the source of the tremor. No surgical incision or anesthesia is necessary, and patients may experience immediate and significant reduction in their hand tremors, giving them a chance to get back to their daily activities.



MR-guided Focused Ultrasound

"This technology is a game changer in our community and for those seeking the very latest in cutting edge technology for neurologic care of Parkinson's disease," said Dr. Lloyd Zucker, chief of neurosurgery at Delray Medical Center. "The future is bright for those who may be stricken with this neurological disease, as we can care for these patients with this new innovative solution to treat tremors."

MR-guided focused ultrasound combines two technologies, magnetic resonance imaging (MRI), which pinpoints the exact location in the brain responsible for the tremor, and ultrasound, which precisely delivers over 1,000 highly focused beams of acoustic energy at that exact location without damaging any surrounding brain tissue.

Some of the benefits to this technology include:

- No surgical incisions resulting in reduced risk of infection.
- Quicker recovery time with no surgical incision, allowing a return to daily activities within days.
- Performed as an outpatient procedure – most patients go home within 23 hours.
- Immediate and significant reduction in hand tremors.
- Treatment has minimum side effects.

## Holy Cross Health Among the First in Broward County to Offer Innovative TCAR Procedure to Treat Carotid Artery Disease

Holy Cross Health is now treating carotid artery disease and preventing future strokes with the new procedure, TransCarotid Artery Revascularization (TCAR). TCAR is a clinically proven, patient-friendly treatment option that utilizes temporary flow reversal during direct, transcarotid stent placement to provide neuroprotection in a more efficient and less invasive approach.

"Every 40 seconds someone suffers a stroke in the U.S. and that didn't stop during COVID," said neuroEndovascular surgeon Andrey Lima, M.D., at the Phil Smith Neuroscience Institute at Holy Cross Health. "More than 20,000 procedures have been performed worldwide through clinical trial and commercial use of TCAR and the clinical data has been excellent."

TCAR is unique in that blood flow is temporarily reversed during the procedure so that any small bits of plaque that may break off are diverted away from the brain, preventing a stroke from happening. A stent is then placed inside the artery to stabilize the plaque, minimizing the risk of a future stroke.

Prior to TCAR, the main treatment option for severe carotid artery disease was an open surgical procedure called carotid endarterectomy (CEA). CEA removes plaque from inside the carotid artery to restore normal blood flow to the brain, but the large incision leaves a visible scar the length of the neck and carries risks of surgical complications, including bleeding, infection, heart attack and cranial nerve injuries that can cause issues with swallowing, speaking and sensation in the face.

When compared to open surgery, TCAR has shown to provide exceptional stroke prevention, less risk of heart attack and nerve injury and is a shorter procedure. It is well-suited for patients who are at higher risk of surgical complications due to age, medical co-morbidities or anatomical issues.



Dr. Andrey Lima (left) and Dr. Handel Robinson at Phil Smith Neuroscience Institute at Holy Cross Health

## Cover Story: Catholic Health Services Appoints Aristides Pallin as President & CEO

*Continued from page 1*

serve at CHS. First as a Board member, then as the COO and now as CEO. The CEO role will provide me an opportunity to further the traditions of mission and service that are the core of CHS.”

Some of his current and future plans to serve the changing needs of the residents of South Florida include the impact of the pandemic and severe staffing shortages that is forcing all providers to evaluate the needs of the communities and create innovative plans to serve those needs.

“For CHS there is considerable focus on expanding services at the home including Home Health, Hospice and palliative care,” says Pallin. “The challenges that have existed receiving care at hospitals have also allowed us to focus in providing alternatives to unneeded hospitalizations. Finally, the need for elder housing will continue to grow and we have just broken ground on a new low-income facility in Miramar and are expanding another.”

CHS provides a full continuum of healthcare and social services to the southeast Florida community. With a staff of over 2,500, CHS serves more than 6,000 people on a daily basis and operates four medical campuses, 36 facilities in Broward and Miami-Dade counties.

According to Pallin, what sets Catholic Health Services apart from other health services providers in the state includes a very broad set of services focused on the communities. This includes skilled nurs-

ing facilities, inpatient rehabilitation facilities, long term care, assisted living, elder housing, hospice, home health, and early childhood development.

“These services are available in Miami Dade, Broward, and hopefully soon in Palm Beach,” he says. “This broad set of integrated services is unique in the state. Specifically for our healthcare partners, we can provide a truly comprehensive approach to treatment and improved quality of life to their patients.”

Pallin is looking forward to the challenges that await him.

“Funding is always a challenge for providers in our segment while at the same time need will not diminish,” he says. “Advocacy for appropriate financial resources will be a continual battle. Staffing is also an ongoing concern that we need to address. The industry is suffering from this shortage and there are no quick solutions. We are evaluating all our resources to place the needed staff at the bedside while maintaining the well-being of our staff.”

He adds that CHS is a Catholic organization for all.

“We are inclusive and caring of all dimensions of those we serve including patient, residents, customers, our staff and families and the communities in which we reside,” he concludes. “We are impacting the lives of many communities.”

*For additional information, visit [www.catholichealthservices.org](http://www.catholichealthservices.org).*

## Cover Story: The Return of the Carpetbaggers

*Continued from page 1*

ticking up as well,” he said. “Most malpractice insurance companies have lost money in the last couple of years as claims have ratcheted up, so they’re looking to write new policies to stay afloat.”

“What these companies do not understand is that one of the reasons that we have such high malpractice insurance costs in Florida is because the jury pools are extremely favorable to plaintiffs,” continued Gracey. “In fact, if you Google ‘judicial hellholes,’ Miami Dade County comes out in first or second place nearly every year.”

### Buyer Beware

Gracey warns that the problem for those buying malpractice insurance is that there isn’t a lot of transparency with how claims are handled by each company, except in the state of Florida.

“Florida’s Office of Insurance Regulation does an annual malpractice insurance company report that we encourage doctors, CEOs and administrators to read,” he said. “Check out what each company is doing in the state as far as defending their doctors—what claim and loss ratios are, and in particular, how many claims they actually deal with and how many are taken to court.”

“Because doctors don’t really know what they should pay for malpractice insurance, they are susceptible to low-ball pricing and bait-and-switch tactics,” he added. “There is a very strong, small group of companies who defend a lot of

doctors in Florida, and a huge list of companies that defend very few doctors in Florida. They make that up by offering good pricing, hoping to entice people who have not done their research.”

Gracey adds that it all boils down to the fundamentals.

“What’s their experience? Are they financially sound? Are they going to treat their doctors fairly?” he asked. “Even if all of these boxes are checked, if they don’t have experience in our courtrooms or with settlement negotiations and trials, their expertise will be challenged at best.”

He noted that companies new to the state often overstate their experience level in Florida as well as how heavily they have been involved in defending doctors and hospitals in malpractice suits, which would highlight their lack of knowledge of the state’s jury pools. While they may hire lawyers in-state, their claims management departments are still located outside Florida, with little to no experience of how to defend complex cases in Florida.

“Unless a company has a lot of experience with jury pools in Florida—one of the toughest venues in the country—you have the recipe for a very inadequate claims defense,” Gracey summarized. “Choose wisely, and make sure that your insurance company has a wealth of local experience.”

*For more information, contact Matt Gracey at (800) 966-2120 or visit [www.dannagracey.com](http://www.dannagracey.com).*

## MAKINGROUNDS...MAKINGROUNDS...MAKINGROUNDS...MAKINGROUNDS...MAKINGROUNDS...

### Dr. Cherrie Morris Named Chief Physician and Operations Executive for Cape Coral Hospital

As a practicing physician with Lee Health for more than 20 years, Cherrie Morris, M.D., M.S., has been appointed as the new chief physician and operations executive for Cape Coral Hospital.

Morris has been a practicing obstetrician/gynecologist with Lee Health since 1998 and has served as system medical director for obstetrical services since 2019 and as lead physician for Lee Physician Group obstetrics and gynecology since 2014.

She has extensive experience with medical staff leadership and governance through the HealthPark Medical Center Medical Executive Committee, the Lee Health Credentialing/Privileging Committee, the Women’s Services Operational Council and the Lee Physician Group Governance Committee and Quality & Peer Review Committee.

Morris earned her medical degree from Rutgers New Jersey Medical School and her master of science in nutritional biochemistry from Rutgers University. She completed her residency at the University of South Florida College of Medicine in Tampa.



**Dr. Cherrie Morris**

### Jupiter Medical Center Adds Expert Medical Oncologist Adam J. Kotkiewicz, DO, to the Team at the Anderson Family Cancer Institute

Jupiter Medical Center welcomes Dr. Adam J. Kotkiewicz to its team of cancer care specialists at the award-winning hospital’s renowned Anderson Family Cancer Institute.

Dr. Kotkiewicz’ expertise will bolster the remarkable institute’s unmatched care in the areas of medical hematology and oncology, general oncology, lung and genitourinary cancers and more.

Board-certified and fellowship-trained, Dr. Kotkiewicz brings with him more than a decade of experience and extensive training. Before joining Jupiter Medical Center, he served as Physician Advisor for Executive Health Resources for the Lehigh Valley Health Network.



**Dr. Adam J. Kotkiewicz**

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## Cover Story: KLEAN: Immediate Extensive Contaminant Protection

Continued from page 1

of fungus ruining product.

In 2015 The Centers for Disease Control and Prevention (CDC) estimated that 1 in 25 hospitalized patients developed a Hospital Acquired Infection (HAI). Annually, during hospitalization these HAIs led to 90,000 deaths, an average of 14 people per hospital per year. The CDC further estimates that HAIs create a direct economic burden of \$35.7 billion annually, averaging an annual loss of revenue per hospital of \$5.8M. Unlike typical disinfectants, KLEAN's surface protection can help reduce hospital HAIs, improving the CDC numbers above, Wilkinson noted.

KLEAN delivers transformative long-term protection against the spread of bacteria, fungi, mold and mildew, by creating an anti-microbial protected surface that continues to kill for at least 90 days. The sanitizer/disinfectant is hospital grade, registered on the EPA List N approved for COVID-19, meaning it can safely attack COVID upon contact.

Studies conclude the average adult touches thirty objects a minute and touches their face 16 x per hour. In high traffic areas, doorknobs, faucets, furniture, etc. can harbor germs which create a breeding ground for bacteria and infections. Additionally, in hospitals there are bed rails, exam tables, equipment, seats, tables

and heat and air-conditioning units that can spread germs to vulnerable patients and to staff. Typical disinfectants stop working once dry. In contrast, the KLEAN solution creates an active barrier for 90 days and improves air quality as a strong electrical field attracts the negatively charged bacteria or spore to the surface for elimination. KLEAN also offers a hand product (no alcohol) that reduces bacteria for 24 hours after application.

### How KLEAN Works

A technical description of how the product works follows: KLEAN products consist of a molecule that creates a microbial surface with barbs and a strong electrical field. When bacteria, fungus or a spore encounters this microbial surface, the barbs puncture the cell wall and the electrical field tears the cell apart, rendering it harmless by killing it. This unique durable nano-coating provides lasting antimicrobial protection for up to 90 days and is suitable for use on porous and non-porous surfaces. Wilkinson describes the attack in simple visual terms. "Spray your hand with fingers extended upwards. Think of your fingers as swords. The applied solution has a carbon base which serves as a magnet for bacteria spores which impale on the swords breaking up cells to stop their spread," he explained.

### Hospital Tested

Wilkinson, who earned his MBA from Boston's Northeastern University, noted that the KLEAN company wanted scientific, data-driven evidence of the product and application technique effectiveness to provide proof to clinicians and administrators. Therefore, KLEAN products were tested in a live hospital using a 3rd party microbiologist.

"Before the KLEAN application, only 32% of the sites were found to be free of specific microorganisms. Sixty days after the KLEAN application, 87% of the sites were found to be free of microorganisms resulting in a higher than 80% total reduction in microorganisms which can infect a patient," Wilkinson said.

This test hospital has now received eleven quarterly treatments reporting a significant decrease in the number of flu and norovirus cases according to quality and safety reports. It has expanded use throughout the hospital network including nursing homes, clinics and day-care centers.

Based on application cost/square foot vs. the CDC estimated costs in lives and dollars, this equates to a very good return on investment, hospital officials assert.

KLEAN's suite of products meet FDA standards as safe to use on food-contact surfaces. KLEAN's affordable surface protectant is a chemical-free, non-toxic, non-flammable, non-leaching, odorless, colorless, alcohol-free, water-based solution.

### Mold Remediation and Prevention

Additionally, over the last few decades, facilities have aimed to become airtight to reduce HVAC costs and protection against weather disasters including floods and hurricanes. In doing so, they are potentially trapping mold, mildew, fungi, algae, and bacteria, including Staph and MRSA. Mold



and fungus can be found anywhere there is heat and moisture. The existence of mold and fungus can pose serious health risks, mostly respiratory, to those exposed. KLEAN products can significantly minimize that risk either in remedial or protective prevention applications.

### Certified Professionals

Headquartered in Texas, KLEAN's mobile teams of certified technicians travel nationwide to apply the KLEAN products on an annual to quarterly basis dependent on the facility needs. The certified teams are trained on the practices and protocols that support a higher level of cleanliness as specified by CDC and work with the hospital's environmental services crews and apply the product via customized application strategies including foggers, electrostatic sprayers and drones, which can be used individually or in combination depending on facility. Recently, even cannabis growers have noticed loss of crop due to toxic mold and fungus and KLEAN's products claim to minimize that loss. "Beyond patient health safety and hospital financial savings, the benefits of a safer, healthy environment include reduced absenteeism and increased staff retention and talent recruitment as a hospital's reputation for leadership in bacterial protection circulates in the community," Wilkinson said.

For additional information, call (936) 994-7016 or visit [www.theKLEANcompany.com](http://www.theKLEANcompany.com).



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**Photos:** Dialysis Center in FL. Space originally designated as office; repurposed into large dialysis center to serve local community.



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## The Desai Sethi Family Foundation to Fund Creation of Urology Institute

In an effort to further position the University of Miami Leonard M. Miller School of Medicine as a global leader in the field of urology, the Desai Sethi Family Foundation has made an extraordinary commitment of \$20 million to the Miller School's renowned Department of Urology. The Foundation's generosity will help establish a premier Urology Institute within the Miller School, which will accelerate breakthrough advances in research, expand clinical care, and train future generations of urologists.

The Desai Sethi Urology Institute, as it will be known, will attract the brightest minds and recruit the most talented physician-scientists dedicated to the study and treatment of urologic disorders, and fund innovative research in the field.

University of Miami President Julio Frenk, M.D., M.P.H., Ph.D., said, "The Desai Sethi Family Foundation's generosity propels the University into the upper echelon of institutes dedicated to the discovery and treatment of urologic disease – not just in South Florida, but worldwide. We are grateful for this commitment to the types of advances in health care that are only possible at an academic health system."

The Desai Sethi Family Foundation commitment is part of the University of Miami's recently announced Ever Brighter: The Campaign for our Next Century. The most ambitious in the University's

history, the campaign has already raised more than \$1.6 billion toward its \$2.5 billion goal.

The Miller School's Department of Urology has conducted research that has notably advanced the science of urology, publishing seminal work on the efficacy of robotic surgery, urologic cancers, men's health, endourology and male infertility, and in treating various urologic diseases.

The Institute's founding director will be Dipen J. Parekh, M.D., the chief operating officer at the University of Miami Health System, professor and chair of the Department of Urology at the Miller School, the Victor A. Politano, M.D. Endowed Chair in Urology, and one of the world's most experienced robotic surgeons in urologic oncology. In that role, he works closely with the NCI-designated Sylvester Comprehensive Cancer Center at the Miller School.

The Institute will be located in South Florida granting access to a multitude of patients from various backgrounds and cultures and will be an international destination for care. Institute researchers will be able to study health disparities in the treatment of both men and women with urological issues.

The new urology institute will be named and known as the Desai Sethi Urology Institute. The University of Miami will further honor the donor's generosity by naming the Professional Arts Center the Desai Sethi Medical Center.

## Lee Health Announces Plans for New Hospital Campus in Fort Myers

The Lee Health Board of Directors approved plans to move forward in planning a new hospital campus in the City of Fort Myers. Tentatively known as Lee Health Colonial Campus, the property will sit on 52 acres of land along Challenger Blvd. between Colonial Blvd. and Winkler Ave.

The Board of Directors approved proceeding with issuing a Request for Qualifications (RFQ) for architectural services, construction management and commissioning authorities as a first step in developing the hospital campus. The RFQ process identifies well-qualified firms that wish to work with Lee Health to undertake this project.

The campus is anticipated to include an acute care hospital with 216 beds, 16 operating rooms, an emergency department with 30 emergency room bays, and a 16-bed observation unit. An observation unit allows a patient to stay in the hospital while their care team determines whether they need to be admitted or discharged. The campus will also house a complement of ancillary and social services and will include a Medical Office Building. Lee Health's data center will move to the new campus.

The permitting process for the new, state-of-the-art campus is expected to take about two years. After that portion of the project is complete, the build timeline is estimated to take an additional three years. The anticipated opening date of the campus is 2027.

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## Michelle and Michael Hagerty Gift \$8.5 Million to Boca Regional's Keeping the Promise Capital Campaign

Boca Raton residents and philanthropists Michelle and Michael Hagerty have made their third seven-figure gift to Keeping the Promise ... The Campaign for Boca Raton Regional Hospital. Their latest, a \$5 million contribution in support of the residency programs, brings their total giving to Keeping the Promise to \$8.5 million. Their support is one of many other seven- and eight-figure donors to a campaign that has surpassed \$212 million raised.

"Michelle and Michael Hagerty are deeply embedded in our mission at Boca Raton Regional Hospital," said Lincoln Mendez, CEO of Boca Raton Regional Hospital. "When donors make repeated gifts to our capital campaign, it's clear they believe in our vision for the future. We are grateful for their role in the success of the campaign and their demonstration of faith in our campus initiative is irreplaceable."

Boca Regional serves as the primary teaching site for Florida Atlantic University's Charles E. Schmidt College of Medicine offering residency programs in Internal Medicine, General Surgery and Neurology. The program plays a pivotal



Michael and Michelle Hagerty

role in the hospital's transformation to a tertiary academic medical center. Expansion plans include more than doubling the size of the space housing the existing programs providing a new learning center, conference room, computer lab, surgical simulation center, and much needed administrative and educational space for all three programs. This new space will help Boca Regional recruit and retain top medical school graduates for world class training in Boca Raton.

The latest gift from the family will be recognized in the naming of the Michelle

and Michael

Hagerty Center for Graduate Medical Education. Previously, the couple made a \$2.5 million gift with recognition at the Michelle and Michael Hagerty Courtyard on the northern tip of the new Gloria Drummond Patient Tower and other gifts totaling \$1 million to name the Michelle and Michael Hagerty Education Center at the Christine E. Lynn Women's Health & Wellness Institute.

Michelle Hagerty is a prominent philanthropist and strong advocate for children in the South Florida community. She has been involved with various organizations locally in addition to the hospital, including Place of Hope, Nicklaus Children's Hospital, and Florida Atlantic University, among others. Prior to moving to South Florida, Michelle worked in New York for her family business, White Rock Distilleries. Michelle and her husband, Michael, have two children and live in Boca Raton.

The \$250 million Keeping the Promise Campaign is the largest fund-raising initiative in Boca Regional's history and is supporting its most ambitious period of

growth and expansion. The campus redevelopment plans include at the centerpiece, the new Gloria Drummond Patient Tower where patients will be welcomed in the inviting new Louis B. and Anne W. Green Lobby with plans for retail, dining, meeting space, a sanctuary, outdoor courtyards, and other conveniences for visitors. The new tower features all new surgical suites and all private patient rooms exceeding the latest safety standards for patient care. In the current hospital building, all existing rooms will be converted to private in a comprehensive renovation of all patient units including maternity, oncology, and orthopedics. An expansion of the Marcus Neuroscience Institute is well underway with emphasis on neurovascular/stroke, central nervous system tumors, spine, and epilepsy/seizure disorders. The recently opened 972-car Schmidt Family Parking Facility will be connected to the Marcus Neuroscience Institute once the new tower construction is complete. Also underway is the new Toby and Leon Cooperman Medical Arts Pavilion with outpatient surgery, physician offices and adjacent parking.

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## Conviva Sets New Standard for Senior Care with Technology Upgrades, Better Patient Experience in Pembroke Pines

Conviva Care Centers, a leading provider of senior-focused primary care, is rolling out new, patient-friendly technology and other upgrades aimed at delivering a more modern approach to senior primary care, improving the patient experience and offering seniors new insights into their own health.



Among the technological advances that will be available with the opening of the Pembroke Pines center:

- An online patient portal, where patients can manage appointments and prescriptions, review the results of lab tests, and sign up for text alerts
- Access to online health coaching, virtual appointments, and a full library of helpful video content

Retinal scans, to allow doctors to look for signs of macular degeneration and other eye conditions that often affect seniors

- Mobile devices to allow doctors and other clinicians to discuss diagnoses and treatment plans with patients more readily—and more meaningfully
- Echocardiograms will be offered as preventative screenings
- Hydraulic chairs that easily convert into exam tables—especially helpful for seniors with mobility issues

An eClinicalWorks healow Kiosk, which allows patients to check in electronically

The new center will also offer access to onsite doctors who specialize in cardiology (issues affecting the heart) and nephrology (those affecting the kidneys). In addition, conference rooms will be available to patients and family members for private meetings, and wide hallways and other features will make it easier for caregivers to navigate the premises alongside the patient.

Also included in the complex is an onsite Wellness Center for socializing, plus reserved spaces for yoga, tai chi, exercise classes, and general health presentations. Classes will include talks on chronic illnesses such as diabetes and heart failure.

With the safety of patients and staff in mind because of COVID-19, the center will offer an improved check-in process and an office design to enhance social distancing.

## Northwest Medical Center Opens New Mammography Suite, Now Offering 3D Mammograms

Northwest Medical Center announced the grand opening of its newly upgraded mammography suite. The private suite features a sleek design with a private bathroom, and is outfitted with the latest advanced 3D mammogram technology (also known as digital breast tomosynthesis).



A 3D mammogram is a low-dose diagnostic imaging procedure, which allows X-ray images of the breast to be captured from various angles and later combined to create a more comprehensive three-dimensional image of the breast. This innovative technology allows mammogram technicians and radiologists to look at the breast in “slices,” improving chances of detecting breast cancer while also reducing the likelihood of recalls for follow-up testing.

“3D mammography is the future of preventative breast health and we are excited to officially offer this service to our patients at Northwest,” said Kenneth Jones, chief executive officer at Northwest Medical Center. “Our newly renovated private mammography suite provides a comfortable and calm environment, helping us deliver an even better care experience for our patients. And this advanced technology will empower us to detect more cancers earlier, giving our patients their best chance at successful treatment and sometimes reducing the need for redundant imaging procedures.” With the addition of this 3D mammography service offering, Northwest also welcomes a new fellowship-trained mammographer to its team who will be available as an on-site resource to offer further breast imaging expertise for patients.

“3D mammography is the future of preventative breast health and we are excited to officially offer this service to our patients at Northwest,” said Kenneth Jones, chief executive officer at Northwest Medical Center. “Our newly renovated private mammography suite provides a comfortable and calm environment, helping us deliver an even better care experience for our patients. And this advanced technology will empower us to detect more cancers earlier, giving our patients their best chance at successful treatment and sometimes reducing the need for redundant imaging procedures.” With the addition of this 3D mammography service offering, Northwest also welcomes a new fellowship-trained mammographer to its team who will be available as an on-site resource to offer further breast imaging expertise for patients.

## HCA Florida University Hospital Opens in Davie

HCA Florida Healthcare is excited to announce the opening of the new HCA Florida University Hospital in Davie, a \$440 million state-of-the-art medical facility. The new HCA Florida University Hospital, located adjacent to the Nova Southeastern University campus, provides a full range of healthcare services to Davie and its surrounding communities, including 24/7 emergency care with board-certified emergency physicians. The 330,000 square-foot hospital features 165 private patient rooms with infrastructure to accommodate more than 600 beds. It offers maternity, Level III NICU, orthopedics, oncology, neurosciences, diagnostic services, imaging and a full range of robotic and minimally invasive surgical services.



“Our goal is to provide the best care possible to as many people as possible. By focusing all of our resources on the new HCA Florida University Hospital, we are able to expand our services using the latest, industry-leading technology in this premier facility,” said Madeline Nava, chief executive officer of HCA Florida University Hospital. “The new HCA Florida University Hospital will enable us to serve a greater patient base throughout Broward County, including Davie and Plantation residents.”

The opening of this signature facility also debuts the new HCA Florida Healthcare brand statewide. HCA Florida University Hospital and a limited number of other HCA Healthcare facilities adopted this new brand and will be followed by a broader rollout across all HCA Healthcare hospitals in Florida in early 2022. This statewide transformation will further unite 49 hospital campuses, over 400 care sites, nearly 11,000 active and affiliated physicians, and more than 77,000 colleagues across Florida.

## Kindred Hospital South Florida

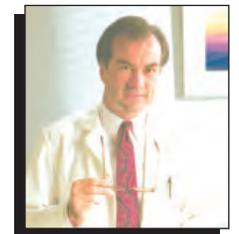
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# USA Pipelining Robots Stop Leaks, Clear Clogs, Coat Pipes, Save Dollars

BY BARBARA R. FALLON

Suffering pipe blockage or leakage from years of corrosion and rust and other build-up? Dreading the construction demolition mess, safety issues, downtime and exorbitant costs of pipe replacement?

Fortunately, the plumbing nightmare for homeowners and facilities managers is over if you rely on the cast iron pipe experts and their robotic technology at USA Pipelining.

Dorron Blumberg explains how USA Pipelining, a family-owned business led by his father Leonard Blumberg, has revolutionized pipe restoration.

“During more than three decades of experience Master Plumber Leonard Blumberg has honed skills and ingenuity to create an ingenious, proprietary robotic technology which first cleans, then pinpoints trouble areas and, finally coats the interior of cast iron pipes, making them stronger than they were when first installed and impervious to future corrosion and cracks. And, all this without removing even one pipe from your building,” he said.

### How It Works

After a diagnostic review of the issue, USA Pipelining utilizes pipe cleaning robots to deliver a cost saving, mess



(l-r) Jordan and Leonard Blumberg

reducing, environmentally friendly, safe and long-term alternative to replacing pipes. This technique restores them to a stronger than original functioning with little to no downtime for an organization.

A three-step process first sends robots with expanding steel brushes to scour away years of harmful corrosion from inside pipes as narrow as 1.5 inches and up to 100 inches in diameter, navigating curves and straightaways while removing even the heaviest of deposits. When all the scales are cleared, an industrial blowback airhead vacuums out and contains debris.

Secondly, a robotic camera examines the interior and pinpoints troublesome spots which can cause leakage and rusting if not fixed before a third and final step of spray-

ing or pouring a non-toxic fast cure epoxy (polyaspartic aliphatic urethane base) along the interior of pipes.

This epoxy has superior chemical resistance, a harness shore D+80, and a compressive strength of 12,000 psf designed to resist abrasion, deter metal scale formation and corrosion and, provide a smooth finish to allow free flow of waste and toilet paper to alleviate drainage blockage.

The end result is a clean pipe airway and a stronger pipeline overall. After a final inspection of the entire project a 15-year warranty is provided on pipelining. All machinery, tools and equipment are made in the USA.

### Experience and Expertise

While the company has worked on projects nationwide and is licensed in several states, they are particularly knowledgeable regarding the challenges that hot, humid climates and sandy soil present on chill, sewer, gas and drain lines and cooling tower systems. In Florida’s hot temperatures, the fast-drying epoxy must be an exact precision application in order to achieve a smooth inner pipe lining.

“Experience counts in our company. Just like heart surgeons unclogging arteries, we have no time to stop and look up directions when we are in the final lining stages of our work,” Blumberg emphasized.

The company counts residential and commercial clients including hospitals, schools, nursing homes, airports, and stadiums, among their satisfied customers.

### Customer Satisfaction

Testimonials consistently point out the skills, professionalism and innovation of the company, but customers also appreciate the old-fashioned integrity and prompt personal service that this family-owned company exudes.

In addition to Leonard Blumberg’s long term professional team, his youngest son Jordan is now a journeyman plumber learning the business while Dorron, the older son, supports the business with his marketing and administration skills.

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## Innovation and Opportunity in Medical Design

Designing for medical care in the not-so-distant future is one question. And how medical providers will afford to pay for it takes on an even more critical meaning at this point in time.

We have survived an extraordinary year and a half, successfully adapting, coping, and dealing with uncertainty and separation. Medical focus on the COVID-19 pandemic modified how we provide our nation's medical services and changed the medical temperament of the public.

Generational distinctions concerning technology were never more apparent than during the pandemic; however, our technological baptism under fire pushed everyone along the technology path. It has been a successful and transitional change.

One of the most important lessons learned by virtue of the pandemic was the financial uncertainty of the entire healthcare sector. The pandemic demonstrated that our medical system is financially vulnerable.



BY CHARLES MICHELSON

Delayed procedures and a wary public caused extraordinary losses. Therefore, the healthcare system needs to transform itself financially as the trends in lower volumes are anticipated to continue. Virtual visits generate less revenue, but require greater IT costs, in addition to all other facility, equipment and supply chain issues that make up the capital improvement financial pie.

Future capital expenditure will trend toward technology investments, as a means of moving toward organizational goals and alternate care models achievable only with a robust technology format.

Core technology should create efficiency that helps cut costs through a better distribution of information seamlessly through a healthcare system on behalf of any given client.

Planning makes things better, but the acceleration of change has demanded the critical need for strategic planning; organizational decision-making will boost future business growth. Resiliency, adaptability

and planning will allow the better healthcare providers to survive, prosper and grow.

Success in healthcare will be measured; identifying what to track, preparing complete analytics and reporting, analyzing the information, and finally and most importantly, turning that information into actionable insight.

It is for that reason there will continue to be capital growth and expenditures in facilities; why building and spaces will be designed and constructed, and spaces modified for new equipment or approaches to treatment.

Knowledge without action is stagnation; information is for improvement, impact and leadership.

Credibility, trust and confidence in the healthcare system will come through contact and human response to a client's medical needs. Our compassion and humanity must always be at the forefront of these interactions. But technology is the tool which will enable us to better connect with those we treat within our medical facilities.

*Charles Michelson is President of Saltz Michelson Architects. For more information, visit [www.saltzmichelson.com](http://www.saltzmichelson.com).*



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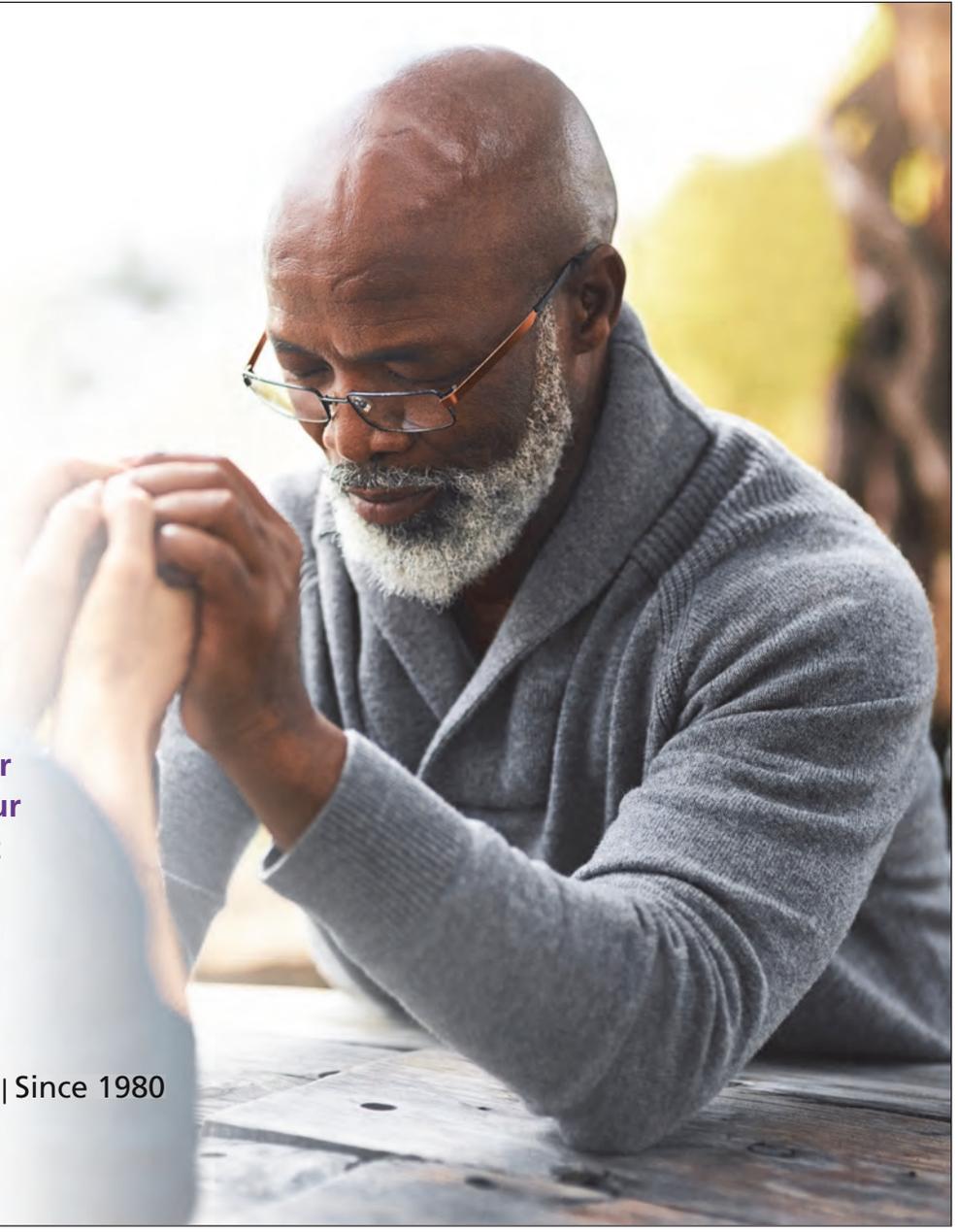
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## Cover Story: UM Accepting Fall Registration for Three New Doctoral Nursing Tracks

Continued from page 1

gram and BSN-to-DNP anesthesiology track—the first of its kind in Florida—so it only made sense for us to develop new opportunities that streamline graduation with a terminal degree.”

U.S. News and World Report currently ranks the school's DNP program in the top 11 percent of programs nationwide (#38). “This is not a ‘fast food’ program,” explains Dr. Hooshmand. “Our tailored curriculum is led by our exceptional faculty and clinical partners, and we work closely with students to develop the skills and tools required to become patient-centered nurse leaders for our community.”

Dr. Hooshmand notes that the school helps identify scholarships and high-quality clinical placements for students. In addition, tuition is program-based, which translates to big savings compared to the per-credit tuition charged by some other graduate programs. Additional benefits Hooshmand highlights include world-class campus facilities, small class sizes, and just two to six students per DNP faculty advisor.

“My advanced nursing degrees from the U changed my career,” says Dr. Kenya Snowden, a nurse practitioner who completed the DNP program at SONHS in 2011 and now directs two of the new BSN-to-DNP tracks being offered as of Fall 2022. “With COVID-19 compounding the nursing shortage, we wanted to develop curricula that would help us continue expanding the pipeline of diverse nursing leaders equally prepared to practice, innovate system-wide solutions, and educate the next generation of nurse practitioners.”

Snowden, associate professor of clinical,

has a ready response for any nurse daunted by the prospect of becoming a doctor: “I started as an LPN, and I always tell my students that advanced degrees are within reach for everyone! In just two short years, a BSN-DNP degree like this one from SONHS will open many doors and career possibilities you never imagined.” Indeed, the career outlook for doctorally prepared nurse practitioners is bright, as are salary projections. Career options range from clinical practice and academia to government and business. The school has many prestigious alumni of its CCNE-accredited DNP program, some of whom have also returned to teach in the program, like Dr. David Zambrana, executive vice president and chief operating officer for Jackson Health System, and Dr. Jackie Gonzalez, Nicklaus Children's Hospital's recently retired chief nursing officer.

“The DNP program is fantastic,” says Amauri Quintana, a simulation nurse specialist who earned his DNP at SONHS in 2020. “The curriculum is all about transferring evidence and knowledge into practice at a systemic level.” Quintana focused on improving medical management of patients at high risk for cardiovascular disease for his DNP scholarly project, the evidence-based practice improvement initiative all DNP students must identify within a real-world clinical setting. “The faculty here want to see you succeed. From day one, they encourage you to explore your interests. There's a lot of guidance and mentorship, and the variety of clinical partners and projects is impressive.”

Visit [sonhs.miami.edu/academics/doctoral-programs](http://sonhs.miami.edu/academics/doctoral-programs) for more information.

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## HCA Florida Healthcare Announces HCA Healthcare Foundation's \$350,000 Grant to American Heart Association

HCA Florida Healthcare announced that the HCA Healthcare Foundation has awarded a \$350,000 grant to the American Heart Association (AHA) to support their efforts to improve nutrition for families in communities along Florida's east and west coast. The funding is part of the HCA Healthcare Foundation's Healthier Tomorrow Fund, a \$75 million community impact effort that is designed to support innovative initiatives focused on addressing high priority community needs and health equity.

“We know that a healthy lifestyle starts with eating nutritious foods,” said Charles Gressle, HCA Healthcare East Florida Division President. “If we want to make Florida a place where residents can lead healthier, longer lives, we need to start with the food on their plates. The HCA Healthcare Foundation is proud to be making that happen with the American Heart Association.”

“This is another example of our ability to identify and address community needs throughout the state through the support of the HCA Healthcare Foundation,” explains Ravi Chari, President of HCA Healthcare West Florida Division and Chair of the 2021 AHA Tampa Bay Heart Walk. “We know that good nutrition and access to healthy foods is critical to staying healthy and getting healthy, and we are thankful for the foundation's support as we strive to give communities throughout the state a healthier tomorrow.”

The grant will support the AHA's efforts to increase families' ability to purchase healthy foods. Community members will also learn more about how to implement healthy habits in their lives through Healthy for Life, which is an evidence-based community nutrition program that empowers people to make healthy food, nutrition and lifestyle choices. Additionally, the AHA will work collaboratively with pantries and area food banks to support the healthy choice as the easy choice.

## Tricia Young Chaplain and Bereavement Specialist Broward Health Medical Center and Salah Foundation Children's Hospital



Patricia "Tricia" Young is the chaplain and bereavement specialist at Broward Health Medical Center and Salah Foundation Children's Hospital. Over the last 2 years, Young has provided spiritual support to patient and their families in addition to bereavement support to families.

"My favorite part about being a chaplain is meeting people where they are and being present with them and listening," said Young. "It is such an honor and privilege to be invited into their sacred space. As patients spiritually heal you can sometimes see the weight being lifted from their distress and this is such a joy to see."

Young's role also extends to providing support to nurses, physicians, social workers, and other healthcare teams throughout the hospital. This past October, Young planned spiritual care week for staff at the hospital which included events such as blessings of the hands, affirmation rock painting, wheels of joy, an interfaith prayer wall and an orthodox Catholic mass in the chapel. Young recalled, "As staff was either rushing in or rushing out during shifts, they were able to take a minute to center themselves and receive a moment of peace during the blessing of the hands."

Young became a hospital chaplain after a personal family experience. "My mom had a hospice chaplain who she connected with spiritually when she had breast cancer," said Young. "This person helped me as well as I lived 9 hours away. It was during that time that I felt the call to pursue the ministry of chaplaincy."

Young received her Bachelor of Science in communications for business at Florida State University. She is scheduled to graduate in April 2022 with her Master of Divinity from the University of Dubuque Theological Seminary.

## The Importance of Spiritual Support

Hospice chaplains offer guidance and support for people (and their family members) during the final months of their life. "Their families are walking this journey with them. Often, they don't know what to expect or how to do it. I listen and ask questions and lead the family to whatever it is they are looking for," said Joe McNett, Trustbridge Spiritual Care Coordinator.



Joe McNett

A research study on the most important concerns of terminally ill patients reported, "Family support and spirituality are very important to dying patients. Patients were concerned that their families appreciated them, that they would be able to say good-bye to family and friends and that they would be able to express their feelings to their families. By recognizing the significance of these needs, the hospice team can ensure that these areas are addressed in ways that enable the patient and family to find comfort and closure."

McNett agrees, "We help people leave a legacy and lasting memories for their loved ones. That may involve reuniting estranged family members or helping someone write a letter to communicate feelings they haven't expressed in their relationships. At the end of life, these words become all the more meaningful."

The ordained ministers and rabbis who serve as our Trustbridge Hospice Chaplains help people of all faiths and levels of belief find meaning and purpose as they review their lives. Sometimes they just want someone to talk to without judgment. Others find comfort in religious rituals, prayers and music. Some want help to reconnect with faith or beliefs they set aside long ago.

"Each family has a unique set of needs. The possibilities for personal growth and closure in the final months of life are inspiring. It's an honor to help them find peace at this deeply meaningful time."



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## SPIRITUALITY IN HEALTHCARE...

### Older Adults Seek Meaning as Well as Medical Care

Older adults often seek meaning when experiencing illness or when facing end-of-life issues. A renewed inclusion of spirituality in healthcare contributes to enhanced quality of life for the more than 3,600 older adults MorseLife Health System serves daily in the community and on its 50-acre campus in West Palm Beach.

While our population is diverse, MorseLife Health System has a large population of secular and religious Jewish older adults in our care and we have re-committed to JewishLife programming, which promotes a culture of heightened compassion and caring among healthcare workers and their supervisors.

An emphasis on wellness has been initiated through the implementation of programs such as monthly healing circles (Mi Sheberach) and weekly discussions with visiting Rabbis, holiday commemorations, celebrations and educational programs.

Because so many of our patients are also Holocaust Survivors, MorseLife Health System has implemented a NOW for Holocaust Survivors Initiative, which identifies and specifically cares for Survivors who may receive a full range of services at no cost to them or their families.

A recent community project that brought spirituality to older adult residents and younger generations involved



BY JENNI FRUMER, PHD, LCSW, MSED

the painting of thousands of butterflies representing the 1.5 million children who were murdered by the Nazis. The project will culminate in a sculpture on the campus to remind us spiritually that butterflies are the symbol of hope, resilience, and freedom. In encouraging us to seek meaning from the past for our lives today, it will be a constant reminder to repair the world (Tikun Olam).

Numerous scientific articles support the connection

between faith and positive health outcomes. Spirituality in healthcare settings is recognized as essential in our interactions with those we serve as well as among our employees.

Training for caregivers includes person-centered trauma-informed care. A trauma-informed approach focuses on voice and choice, psychological, physical, and spiritual safety, empowerment, transparency, and trustworthiness. These principles are core and common values, ethics, and incorporate a philosophy of deep caring and respect for an individual's beliefs.

By fulfilling our obligation to enhance spirituality in health care, we can impact our goal of encouraging greater health and wellbeing for the body, the mind, and the soul.

*Jenni Frumer is the director of the MorseLife NOW for Holocaust Survivors Initiative.*

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# BROWARD COUNTY MEDICAL ASSOCIATION



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Vania E. Fernandez, M.D.  
95th BCMA President

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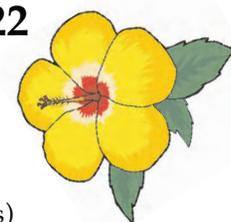
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The Broward County Medical Association Foundation was formed in August 1991 to further the charitable and educational goals of the Broward County Medical Association. As the delivery of health care undergoes a transition, the need for public education and communication with the medical community will increase. Please consider attending the dinner and contributing to the Foundation.

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The Broward County Medical Association Foundation is an officially registered 501(c)3 organization. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling 800-435-7352 within the state. Registration does not imply endorsement, approval, or recommendation by the state. Registration number is CH7281.



# 2021: A YEAR IN REVIEW

## Broward Health Year in Review

No one could have predicted that COVID would be gripping communities for a second straight year. While Broward Health was at the forefront of rolling out vaccine sites and monoclonal antibody clinics across the county, there were several additional noteworthy accomplishments for the one of the nation's 10 largest public health-care systems. Here's a look back at Broward Health's significant moments in 2021:

### COVID Response

In December 2020 and moving into 2021, Broward Health led the roll-out of community, stand-up vaccine sites throughout the county, partnering with the City of Fort Lauderdale, InterMiami CF and the Florida Department of Emergency Management to set up a site at InterMiami CF Stadium. The site vaccinated up to 2,000 patients daily. In total, 115,000 vaccinations were administered. Then, along with state officials, local officials, and community leaders, Broward Health opened multiple mobile sites to better serve Broward County's most underserved and high-risk populations.

Broward Health was also at the forefront of administering monoclonal antibody therapies soon after the U.S. Food and Drug Administration authorized emergency use for both Eli Lilly's and Regeneron's antibody treatments. Studies suggested that the new therapies reduced the risk of hospitalization and death among recently diagnosed people with elevated risk factors. Broward Health went on to open clinics during the surge, transitioning patients directly from the Emergency Department to the infusion clinic to prevent unnecessary illness and free space in the ER for critically ill patients.

### New Leadership

In spring 2021, Broward County native Shane Strum assumed the role of President and CEO of Broward Health. Strum is a recognized leader with decades of executive experience and a 30-year legacy of public service, where he led initiatives that have lowered costs of prescription drugs, expanded telehealth services, improved transparency and quality in healthcare, and increased awareness of mental health and substance abuse issues throughout the state. Prior to joining Broward Health, Strum was previously chief of staff to Florida Governor Ron DeSantis. Under his direction, Broward Health has announced several milestones and initiatives in 2021.

### Capital Improvements

Broward Health completed a \$52 million expansion of the Salah Foundation Children's Hospital NICU that will enhance the immediate and long-term outcomes of infants born at risk. Designated as a Level III Regional Perinatal Intensive Care Center, this is one of only 11 RPICC sites in Florida where a comprehensive team of board-certified neonatologists, nursing specialists and pediatric specialists provide comprehensive, multi-disciplinary care for critically ill newborns.

Both Broward Health Coral Springs and Broward Health Imperial Point opened new cardiac catheterization labs and interventional radiology suites to provide patients with access to critical life-saving cardiac procedures close to home. Each state-of-the-art suite includes procedure rooms, pre-and-post-procedure patient care bays, an isolation room, a room devoted to echo cardiograms, diagnostic stress lab stations and an expansive waiting room equipped with the latest patient monitoring technology. Broward Health, which has made a multi-million-dollar investment in cardiac service line upgrades, has a more than 50-year history in advanced cardiac care.

### Lifesaving Technology and Treatments

New robotic technology continues to provide the best possible care for orthopedic, oncologic, bariatric, urologic, gynecologic, and pediatric patients at Broward Health. Broward Health has not only invested in telehealth programming and a Nurse Connect phone service for patients, but also expanded genomics and precision medicine to provide personalized care. Among the technology advancements are:

**WATCHMAN FLX:** Broward Health Medical Center was the first hospital in Broward



**Broward Health completed a \$52 million expansion of the Salah Foundation Children's Hospital NICU**



**During 2021, Broward Health expanded its Graduate Medical Education Program across all four of its hospitals.**



**For Thanksgiving, Broward Health hosted a turkey basket distribution to underserved families.**



**Broward Health Medical Center is among the first in the nation to adopt the latest Genesis Robotic Magnetic Navigation system.**

County to offer patients with non-valvular atrial fibrillation (NVAf) an alternative to long-term blood thinners with the next-generation WATCHMAN FLX Left Atrial Appendage Closure (LAAC) implant. The WATCHMAN FLX, which was approved by the U.S. Food and Drug Administration, may reduce the risk of stroke in patients with NVAf who need an alternative to oral anticoagulation therapy.

**Stereotaxis:** This global leader in innovative robotic technologies for the treatment of cardiac arrhythmias has partnered with Broward Health Medical Center to establish a robotic electrophysiology robotics lab to expand access to advanced minimally invasive treatment of heart rhythm disorders in Florida. Broward Health Medical Center

will be the only hospital in South Florida offering robotic technology to treat patients suffering from arrhythmias and is the first in Florida, and among the first in the nation, to adopt the latest Genesis Robotic Magnetic Navigation system.

**eICU:** Broward Health's Intensive Care Units were integrated with Philips eICU, the largest tele-ICU network in the U.S., offering centralized, remote clinical surveillance by medical professionals, proprietary algorithms that provide early warnings for proactive care and continuous programmatic improvement. This transformational critical care tele-ICU program provides 24/7/365 remote monitoring for the vitals of patients in ICU, using artificial intelligence to provide the best medical counsel to bedside caregivers. Integrating A/V technology, predictive analytics and data visualization with advanced reporting capabilities equates to better outcomes, faster discharges and a better patient experience.

**Inspire® Upper Airway Stimulation (UAS):** Broward Health utilizes the UAS, the only FDA-approved implantable device to combat obstructive sleep apnea, which can lead to other health issues, including moodiness, memory loss and even stroke, heart attack and death. Inspire delivers a mild stimulation to the hypoglossal nerve, which controls tongue movement and prevents the tongue from blocking the airway. By stimulating these muscles, the airway remains open during sleep. Unlike other common treatments, with Inspire there is no mask, no hose, and no noise.

### Education

During 2021, Broward Health expanded its Graduate Medical Education Program across all four of its hospitals as the system continues to serve the community as an academic center of excellence in training. New training programs were launched in general surgery, internal medicine, and emergency medicine at Broward Health North and psychiatry at Broward Health Imperial Point, bringing the number of programs at Broward Health to 13. As Broward Health North transitions to an academic hospital, the GME general surgery residency there allows the hospital to help fill the physician shortage and the critical need for doctors in the state and locally.

### Community Impact

Broward Health continued to impact local communities in extraordinary ways. Broward Health's Children's Diagnostic & Treatment Center served 11,000-plus medically at-risk children and families and continues extensive HIV/AIDS research. Through the highly effective Vaccinate Broward and Mobilize to Immunize campaigns more than 800 children across Broward County were vaccinated.

For Thanksgiving, Broward Health served approximately 800 meals to the homeless and hosted a turkey basket distribution to underserved families just in time for the holidays. Recently, Broward Health donated \$250,000 worth of PPE and medical supplies to support earthquake relief efforts in Haiti. About 60 pallets of supplies, including face masks, surgical gloves, ponchos, sanitizers, isolation gowns and other items that can be used for health care, COVID mitigation and preservation of health and wellness, were shared with community partners for distribution in Haiti.

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# 2021: A YEAR IN REVIEW

## Injecting Hope: 2021 Highlights from UM School of Nursing and Health Studies

BY ROBIN SHEAR

For the University of Miami School of Nursing and Health Studies (SONHS), as for most other health-focused enterprises, 2021 proved a momentous year. Here are a few highlights.

When vaccination efforts began in January, SONHS clinical faculty were among the first in the area to step up and receive the shot. Faculty, students, and alumni also assisted with COVID-19, SONHS testing and vaccination efforts, such as Jackson Health System's massive community vaccination initiative.

After almost a year of remote and virtual learning, students returned to classes in a hybrid fashion. By fall semester, students were fully back in classes, clinicals, and simulation for in-person instruction. This year SONHS graduated more than 600 members of the Class of 2021 in seven different undergraduate and graduate degree programs from nursing, public health, and health science.

The School was named #30 in Newsweek's Feb 2021 article "Best 50 Colleges of Nursing in America" and came in at a ranking of 31 in U.S. News and World Report's inaugural ranking of undergraduate nursing programs, well ahead of its peer schools in the area.

National honors for SONHS faculty in 2021 included inductions into the National Academy of Medicine, American Academy of Nursing, and American Association of Nurse Practitioners. In January, SONHS Dean and Professor Cindy L. Munro was announced as a member of the National Institute of Nursing Research's National Advisory Council for Nursing Research, which provides recommendations on the direction and support of the nursing, biomedical, social, and behavioral research that forms the evidence base for nursing practice.

Among the school's many research-related awards in 2021 was a \$3.05 million grant from the NIH's National Institute of Mental Health to conduct an effectiveness implementation trial for eHealth Familias Unidas for Mental Health, an online mental health intervention for Latinx youth and their families, in the primary care setting. In addition, SONHS faculty were tapped to contribute to the NIH's Community Engagement Alliance (CEAL) Against COVID-19 Disparities, working to address health disparities in the LGBT and Latinx South Florida community.

The Commission on Collegiate Nursing Education (CCNE) granted the School a 10-year accreditation renewal, through June 2031, for the baccalaureate degree program in nursing, master's degree program in nursing, Doctor of Nursing Practice program, and post-graduate APRN certificate program.

In addition, SONHS launched three new BSN-DNP tracks for registered nurses interested in becoming doctorally prepared Family Nurse Practitioners, Adult-Gerontology Acute Care Nurse Practitioners, or Adult-Gerontology Primary Care Nurse Practitioners.

In international developments, the School announced its four-year redesignation as a Pan American Health Organization/World Health Organization Collaborating Centre for Nursing Human Resources Development and Patient Safety. In addition, the school solidified new international partnerships, including with the Universidad de Costa Rica's Center for Tropical Disease Research (CIET), sent supplies to Haiti following the earthquake, and conducted a blend of virtual and in-person nursing, education, and research initiatives with partners in Guyana, Dominican Republic, Colombia, and Jamaica, among other nations.

On the simulation front, the School rebranded its 5-story, 41,000-square-foot simulation hospital as S.H.A.R.E.™, which stands for Simulation Hospital Advancing Research and Education (@umiamishare) and developed mixed-reality applications for familiarizing nurse anesthesia students with the operating room environment.

Faculty launched an award-winning simulation-based human trafficking awareness curriculum that has trained over 200 students to date and piloted two different telehealth-based initiatives to support family caregivers and improve health outcomes.

Promoting the pillar of Education for Life, SONHS hosted a dozen lectures in 2021, addressing simulation in translational science, diversity in the workplace, Latino health disparities, human trafficking awareness, and more. Most guests were still virtual but among the in-person visitors were two former U.S. Secretaries of Health and Human Services, Alex Azar and Donna Shalala. "I've never seen anything like it," Azar said after touring S.H.A.R.E.™. "It is wonderful to see the University of Miami harness this great technology. The nursing students leave here ready to take care of patients in the real world."



Coming next month in

### South Florida Hospital News and Healthcare Report...

**2022: A Look Ahead – How COVID-19 Has Changed Healthcare; New Government Policies • Oncology Update in South Florida: Innovations and Innovators**

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# UM's New Boca Raton Center Promotes Brain Health

The University of Miami Miller School of Medicine has opened the new Comprehensive Center for Brain Health, which will serve as an important research hub for Alzheimer's, dementia and other memory disorders. Led by UM professor of neurology and Center Director Dr. James Galvin, M.D., M.P.H., this new center will focus on research and treatment of neurodegenerative brain diseases. They will also provide medical care for patients with these diseases.

What sets the center apart most notably is Dr. Galvin's passion for attending to brain health on a preventative basis. "It is time we did more to help people protect their brains," he said.

Toward this end, Dr. Galvin and his team are working to understand risks for developing common age-related neurodegenerative diseases such as mild cognitive impairment, Alzheimer's disease, Parkinson's disease, Lewy body dementia, frontotemporal degeneration, vascular cognitive impairment, and chronic traumatic encephalopathy.

The center will run trials where people who have healthy brains and those with cognitive and functional impairments can all participate.

"We have developed innovative and novel tools to create an individual profile of brain health risks and can offer what is tantamount to a personalized program to mitigate risks for each person," said Dr. Galvin.

The new center augments patient care and research within the University of Miami's Division of Memory Disorders, the McKnight Brain Center and the Center for Cognitive Aging and Neuroscience. "Collectively, we're all interested in brain health and in having a world without Alzheimer's disease," said Dr. Galvin.



Dr. Galvin and patient

## A Quest to Avert Tragedy

Treatment and care of patients with Alzheimer's costs \$305 billion annually in the U.S. Unless there are significant medical breakthroughs, by 2050 that number may skyrocket to \$1.1 trillion per year, as both the per capita incidence of dementia grows and baby boomers enter their 80s and 90s.

"The enormous financial burden aside, the tragedy these diseases impose on seniors and their families is played out in one out of every three families," said Dr. Galvin. "Some of this is preventable – perhaps up to 40% of the risk of developing a degenerative brain disease. It is important that we take a multipronged approach to prevent disease and slow progression, while also working to develop better treatments and cures," Dr. Galvin said.

Dr. Galvin was inspired to study the aging brain by his own experiences with his grandfather's decline from Parkinson's and later, dementia. "I grew up in a house where my grandparents lived upstairs, and I was very close with my grandpa," he said. "His Parkinson's led us into a car wreck that was fortunately not catastrophic, but was a wake-up call that something

was wrong. Over the years that followed, I watched someone who was vital and active become progressively more and more disabled from this disease."

"I decided to devote my career to doing something about it, to try to figure out why some people develop these diseases and what we can do to try to treat them, prevent them or cure them," he said.

## Measuring Brain Health

To quantify brain health, Dr. Galvin and his team currently employ several methods, which include The Quick Physical Activity Rating, The Lewy Body Composite Risk Score, Cognitive and Leisure Activities Scale, Number-Symbol Coding Test and The Quick Dementia Rating System.

Recently, he led a study that established a broad and comprehensive measure of brain health, that he named the Resilience Index (RI). This index goes further than the current tools by predicting an individual's risks of developing an impairment, and drives a personalization plan for optimizing their brain health. These "brain prescriptions" may include specific goals for physical activity, cognitive activity, diet, and even mindfulness practice.

"I think there is an increased interest in thinking about what people could do to try to prevent diseases from developing," Dr. Galvin said. "People are asking, 'How can I build a better brain as I get older?' We know that there are things that are modifiable. I can't change your age, I can't change your biologic sex, I can't change your genes, but there are a bunch of factors that seem to provide some protection against disease."

Having developed the RI, Dr. Galvin plans to roll the program out to people in the South Florida area at no cost and later, beyond the region. People can participate

and they get a very detailed, comprehensive assessment. At the end of the research visit, they get feedback that they can take back to their own doctor or if they choose to, they can follow up with our clinicians.

## Multicultural Bandwidth

Dr. Galvin says they are also working on tools to improve the recognition and diagnosis of dementia and how those tools perform in multicultural communities. "We will be looking across all groups, and at people from all walks of life. These populations include African Americans and Afro Caribbeans, Hispanics, people who live in rural areas, Native Americans and people in American Samoa" he said. "We are really trying to understand not just how we recognize the disease in the majority individuals, but how to recognize disease in all people."

## More on the CCBH:

If you are concerned about your memory or that of a loved one, consider participating in our no-cost research evaluations to provide you the answers you seek. A summary can be provided that you can share with your healthcare provider, or you can see one of our clinicians for follow-up care and management. We offer innovative research programs including longitudinal studies, industry-sponsored clinical trials, innovative investigator-initiated projects, lifestyle interventions such as Tai-Chi, ballroom dancing, or yoga, biomarker development, genetic studies, and much more. We sponsor community seminars. You can become part of the CCBH family by joining our auxiliary or, if interested, supporting our research and clinical programs.

For more information on the Comprehensive Center for Brain Health, visit <https://umiamibrainhealth.org>.



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## A message from our President

### *Have a Wonderful and Safe Holiday Season*

This is the time of year when we especially enjoy good news! Well, we were treated to some great news recently when both the Food and Drug Administration and the Centers for Disease Control both approved/authorized that the Pfizer-BioNTech and Moderna vaccines can be used to provide booster shots to everyone 18 years old and older. This dramatically simplified a confusing puzzle consisting of pieces that when put together hopefully led to being eligible to receive the vaccine.

We have two challenges. First, and I know that you won't believe this, but there are approximately 60 million Americans who are eligible to receive one of the COVID-19 vaccines and they haven't ... not one shot/jab! All of the excuses that we heard initially to excuse bad behavior are false. Bottom line, we need to apply more pressure to encourage vaccination.

The unvaccinated's strategy to depend on the natural infection process to instill immunity is likely a wrong strategy. Like, what if you don't survive the infection? Look at the death statistics and note that younger people are now dying in larger numbers. In addition, just because you get the virus once doesn't mean you can't get it again. Lasting natural immunity to the virus is still not tested. Maybe it is good, maybe not.

Second, as we have seen historically with the flu/influenza viruses, when it gets cold up north, the number of infections increases. As people move indoors because

of the weather, the potential for infection increases as people are squeezed closer together. For example, "A surge in cases in the Upper Midwest has some Michigan schools keeping students at home ahead of Thanksgiving and the military sending medical teams to Minnesota to relieve hospital staff overwhelmed by COVID-19 patients." [Sun-Sentinel, November 19, 2021.] In fact, Vermont's governor is calling their Legislature back into session with the hopes of passing "a bill giving local governments the power to adopt temporary mask mandates." Isn't that refreshing, actually acknowledging that fighting this virus is "local" and you need to provide local officials with the proven tools to allow them to take quick and decisive actions.

Together, both Pfizer and Moderna studied 10,000 adults of all ages "and found that a booster restored protection against symptomatic infections to about 95% even while the extra-contagious delta variant was surging." We have the science, and it has produced the answer, we now need to all take responsibility and end this virus.

Please, have a safe and restful holiday season! Happy New Year.



Jaime Caldwell

## Palm Beach Health Network Breaks Barriers for Women in the Workplace

The Palm Beach Health Network, which includes Delray Medical Center, Good Samaritan Medical Center, Palm Beach Gardens Medical Center, Palm Beach Children's Hospital, St. Mary's Medical Center, and West Boca Medical Center, supports opportunities for women to grow professionally and succeed in leadership roles, and is making important strides in this regard. In the Palm Beach Health Network, close to 70 percent of its top executives are female. This is further supported by recent promotions within the Network's leadership teams - women with impressive records of accomplishment and diverse backgrounds including African American, Black American, Haitian American, Hispanic American and South Asian American:

- Erika Griffin-Associate Administrator for St. Mary's Medical Center
- Saani Syed-Director of Strategy for the Palm Beach Health Network
- Aganette Joseph-Associate Administrator for Delray Medical Center
- Maria Morales-Menendez-Chief Operating Officer for Delray Medical Center
- Billie Young-IT Director for Delray Medical Center & the Palm Beach Health Network
- Amy Harrison-Daughtry-Group Director of Health Information Management for the Palm Beach Health Network
- Jessica Miller – Chief Nursing Officer of St. Mary's Medical Center

While many women have advanced within the Palm Beach Health Network, its top executive is female chief executive officer, Maggie Gill, who is also the CEO of Delray Medical Center. Including her, four of the five hospital CEO's within the group are female, which equates to an impressive 80 percent.

"I am proud that our female leaders are recognized for their strong work and that we are able to provide opportunities for them to advance their careers. These women truly exemplify our commitment to delivering the highest quality care in the communities we serve," said Maggie Gill, chief executive officer for the Palm Beach Health Network and Delray Medical Center.

## 3rd Annual Physician Dinner and Awards Ceremony

Catholic Hospice and Catholic Palliative Care Services, part of Catholic Health Services continuum of care, recently held its 3rd Annual Physician Dinner and Awards Ceremony. "It is an honor to recognize our physicians for their hard work and tremendous dedication to the Catholic Health Services Mission" stated Dr. Tracy Romanello, Medical Director for Catholic Hospice and Catholic Palliative Care Services. "These physicians serve our community members with great devotion, compassion and competence. They fully embody our vision to provide comfort and to preserve dignity – our Healthcare Heroes".

### Awards for the Physician Event:

- 2020-2021 Academic Excellence Physician Award, Dr. Malika Rahaman
- 2020-2021 Palliative Care Hero Physician Award, Dr. Melanie Skelton
- 2020-2021 Hospice Physician On-Call Coverage Award, Dr. Otto Marquez Mendoza
- 2020-2021 Hospice Physician Inpatient Coverage Award, Dr. Robert Singal
- 2020-2021 Broward Hospice Physician Inpatient Service Award, Dr. Howard Koch
- 2020-2021 Miami-Dade Hospice Physician Inpatient Service Award, Dr. Sandor Romero
- 2020-2021 Hospice Physician All Around Awards, Dr. Naim Dahdah & Dr. Luis Vicioso Peralta
- 2021 Nursing Home Service Hero (CHS), Dr. Carlos Rodriguez
- 2021 Hospital Service Hero (CHS), Dr. Manish Patel
- 2021 All Around Team Player (CHS), Dr. Daniel Carney
- Lifetime Achievement Award, Dr. Juan Bereao
- COVID Leadership Award, Dr. Brian Kiedrowski

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

### First and Only FoundCare CEO, Yvette Bonnet, Announces Retirement

Palm Beach County's first lady of healthcare, Yvette Bonnet, is announcing her retirement after 20 dedicated years at FoundCare. The New York-bred CEO has led a fruitful career with a unique calling after experiencing the hardships of insurance-bound healthcare that led to her late mother's death. Growing up, her mother brought her family to the U.S. from Haiti, and worked two jobs, seven days a week as a single-mother to make sure Bonnet received a private school education. It was not until her mother's massive stroke caused by a deep vein thrombosis that she learned more about healthcare's often financial constrictions. Since then, Bonnet has strived to provide exceptional and affordable healthcare to the underserved through the seven FoundCare locations she has developed across Palm Beach County. Building FoundCare into the comprehensive healthcare provider it is today was not an overnight process.

In 2001, Bonnet was hired as CEO for the formerly known Comprehensive AIDS Program (CAP), a social service organization based in West Palm Beach. Early on, she was able to determine the need for primary healthcare services of many low-income county residents after discovering the only Federally Qualified Health Center (FQHC) in Palm Beach County was located in Belle Glade.

Having worked with federally funded facilities in New York, Bonnet understood the value of offering community health centers focused on serving at-risk and underserved populations. Under the Public Health Service Act, FQHCs qualify for federal grants and offer access to comprehensive primary care, regardless of a patient's ability to pay.

Fast forward to 2021, she is the unsung hero for families who do not have to think about sacrificing a month's worth of rent to maintain their health. Today, the Palm Springs location offers a full scope of services, including pediatric and adult primary care, women's health services as well as mammography screenings, chronic disease management, behavioral health services, dentistry, pharmacy, laboratory services, and x-rays. Bookending her role as CEO, Bonnet and FoundCare will be unveiling a new health center later this year, located on Okeechobee Boulevard in West Palm Beach.

Her tenure as CEO will continue through January 2022 and following a national search, her successor will be named early next year. She will continue to work with the organization by serving as a consultant on the board.



**YVETTE BONNET**  
PHOTO CREDIT:  
CAPEHART

### St. Mary's Medical Center & Palm Beach Children's Hospital Appoint News Chief Human Resources Officer

St. Mary's Medical Center & Palm Beach Children's Hospital announce the appointment of Keith Jennings to the role of Chief Human Resources Officer. Prior to his appointment at St. Mary's, Jennings served as Vice President of Human Resources at Mercy Hospital in Miami. During his time at the hospital, Jennings was responsible for employee relations, recruiting, compensation, onboarding, labor relations, and worker's compensation for the 488-bed hospital. In addition, Jennings worked in human resources at multiple hospitals and private businesses in the Phoenix, Arizona area. Jennings earned both his bachelor's and master's degree from the University of Phoenix in business management and business administration.



**Keith Jennings**

### Lee Health's System Director of Research and Strategic Analysis Earns Prestigious National Recognition

Regina Eberwein, system director of research and strategic analysis, has been recognized nationally for her commitment and dedication to providing high quality care to the Southwest Florida community.

"Regina is an exemplary member our team and I couldn't be prouder of her for receiving such a prestigious recognition. It is very well-deserved," said Lisa Martinez, Lee Health's vice president of strategy and innovation. "Regina works tirelessly to ensure our vendor products and data output support Lee Health's mission and strategy, and I applaud her for this exciting achievement."

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# Let's Connect: ACHE of South Florida Spotlight



## Kenneth C. Wong, FACHE, Chapter President

BY VANESSA ORR



Kenneth C. Wong

Since the start of his term as president of ACHE of South Florida, Kenneth C. Wong, FACHE, has been inspired by a strong desire to deliver a mission-driven and member-focused year. "In a new virtual world pushed upon us by the pandemic, we needed to find new ways to celebrate and engage with our members and supporters," said Wong.

During his tenure, Wong continued to lead the chapter's rebranding efforts and communications following the name change last year from the South Florida Healthcare Executive Forum to ACHE of South Florida. This included continuing to improve the chapter's new website and increasing its digital presence. Wong also began promoting members' accomplishments through LinkedIn, almost tripling the number of followers since December of last year.

"Our LinkedIn page is now the most active it has been in chapter history," he said. "I get a lot of satisfaction promoting our members and the value they see in membership. I also really enjoy recognizing new Fellows (FACHE) and Life Fellows (LFACHE), since those are both huge professional accomplishments."

As of November, the chapter has welcomed nearly 200 new members, including 12 new Fellows and one Life Fellow.

"As president of the chapter, you have a unique opportunity to make an impact," said Wong. "I have tried my hardest to promote a mission-driven and member-focused year. I want members, sponsors, and supporters to feel proud about being involved with this organization and what it represents."

Wong, who originally transferred to South Florida from Boston 15 years ago while working for a multinational distributor of pharmaceuticals and medical products, found his niche when he joined ACHE of South Florida. He was introduced to the organization in 2014 when he was invited to serve on a panel to discuss the importance of patient segmentation in healthcare marketing. Soon after, he became a member, eventually serving on the board of directors.

I've always been entrepreneurial and

have performed best in roles that have allowed that trait to thrive," said Wong, who has served in numerous capacities in the healthcare field, including marketing, community and physician relations, corporate strategic planning and business development for hospitals and health systems. He has also been successful throughout his career working in pharmaceutical and medical device market development for Fortune 100 companies. "Volunteering for ACHE of South Florida has given me the opportunity to unite that experience in a unique and fulfilling way," he said. "I've looked at this opportunity through the lens of a business owner or CEO."

In addition to increasing member and supporter engagement through the many virtual activities that were offered, Wong shared that the chapter dedicated over \$10,000 to student scholarships and \$5,000 to Healthcare Heroes awards this year. Important changes were also made to the organization's structure, including establishing a finance committee and a Past Presidents Advisory Board. Two new positions were also added to the board: Diversity, Equity, Inclusion & Belonging (DEIB) and a chapter secretary.

"As my term comes to an end, I want to truly and sincerely thank everyone that has contributed to the many accomplishments we've achieved this year. None of this could have happened without the support of some very dedicated individuals," Wong said. "I look forward to continuing to support the chapter next year as immediate past president."

ACHE of South Florida, the local chapter of the American College of Healthcare Executives (ACHE), began in 1972 as the South Florida Healthcare Executive Forum and serves over a thousand members spanning seven counties throughout southeast Florida, from Monroe to the Treasure Coast.

To learn more about ACHE of South Florida, visit [ACHEofSouthFlorida.org](http://ACHEofSouthFlorida.org).

# Camillus Collaboration with Lions Club a 'Beautiful Partnership'

BY LOIS THOMSON

Camillus Health Concern, Inc. (CHC), which provides primary care, behavioral health, oral health, and social services to those experiencing homelessness in Miami-Dade County, has teamed with the Lions Club International to provide vision screening services to its pediatric population.

Dr. Chandra Jennings, Medical Director of CHC and Family Medicine Physician, said that Camillus Health Concern reached out in June to initiate the partnership, and the Lions Club was happy to respond. Since 2002, Johnson and Johnson Vision has partnered with Lions Clubs International Foundation (LCIF) to provide vision grants called "Sight for Kids." The Florida Heiken Children's Vision Program, a division of the Miami Lighthouse for the Blind, has collaborated with LCIF and Lions Clubs in Florida to provide comprehensive vision exams to children enrolled in Miami-Dade County Public Schools. This is the first grant in the United States to serve Miami-Dade, Broward, Palm Beach, and St. Lucie Counties. Lion Jane Colona, RN, President Diabetes Retinopathy Foundation of MD-35, Florida Heiken "Sight for Kids" Miami-Dade County Chair, and Secretary-Treasurer Aventura-North Miami Beach Lions, has been crucial in developing this collaboration with Camillus Health Concern. She explained that the purpose of these programs is to provide no cost eye exams and glasses to students. "The focus is to serve low-income and minority communities. When we had the opportunity to meet with Camillus Health Concern, this was a great way for us to get involved and partner with them."

Dr. Jennings commented further on the importance of the collaboration: "Vision is very significant to the overall quality of life, even more so to children. In the past year they've had to deal with unimaginable challenges related to being out of school and being socially isolated, and now returning to the classroom, they may face barriers related to missed or delayed health screenings." She added that children who have difficulty seeing may not be able to pay attention in school or be able to learn, causing them to fall behind their peers, which can result in considerable emotional stress and delay in academic progression.

Colona said the Lions Club has a Welch Allyn spot vision camera that provides a screening of the client's eyes and gives a "Pass" or "Fail" reading, as well as early detection of vision and eye conditions. All children who fail their screening are referred to community resources, usually the Florida Heiken Program, for full, dilated eye exams and eyeglasses.

Dr. Jennings reiterated, "We've been reaching out for collaborations, and this has been such a beautiful partnership, our patients are ecstatic. The clinics in this community that serve persons who are classified as underserved and low income, really do a great job of thinking strategically to meet the needs of our patients."

Colona agreed. "One thing we learned during the pandemic is that partnerships and collaboration are keeping us all going, and the wave of the future is working together in these wonderful partnerships."

For more information, call 305-577-4840 or visit [www.camillusHEALTH.org](http://www.camillusHEALTH.org).



Dr. Chandra Jennings



Jane Colona

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# Improving Hospice and Palliative Care for Patients, VITAS® Healthcare Launches Opioid Dosage Conversion Tool

VITAS Healthcare recently launched the industry's first comprehensive opioid conversion tool.

Introduced during National Hospice and Palliative Care Month, the newest feature of the award-winning VITAS mobile app is designed for patients with advanced illness. Healthcare professionals caring for patients eligible for hospice and palliative care can use the tool to prescribe opioids, manage pain effectively and respect the unique needs of patients nearing the end of life.

"Pain management for hospice patients can be a complex practice that differs greatly from the treatment of other populations," said Dr. Joseph Shega, executive vice president and chief medical officer for VITAS. "We consider a variety of non-pharmacological and pharmacological options to help alleviate pain with minimal side effects and give patients the comfort and quality of life they deserve."

This in-app converter combines personalized health information with the therapeutic needs of hospice patients to identify optimal opioid options, delivery methods and dose titration. More than a drug-to-drug calculator, it integrates input from prescribing clinicians related to a patient's unique symptoms, underlying medical conditions and health status.

The opioid converter is based on clinical evidence, published clinical studies and best practices from over 40 years of VITAS experience with this special patient population. The tool provides real-world evidence to ensure opioids are used safely while mitigating the risks of inconsistent practices and protocols among providers.

"We've made our opioid conversion tool available at no cost to all healthcare professionals because we are committed to sharing best practices and elevating the standard of care for all patients as they approach the end of life," said Dr. Shega. "The tool is intuitive, efficient, secure and updated on an ongoing basis to provide the latest information on guidelines and changes in medication status."

The opioid converter is the latest feature available in the VITAS Healthcare mobile app, a free platform for healthcare professionals seeking accurate, easy-to-use hospice information to support prognostication. The 2019 MUX-award-winning app provides guidance on hospice eligibility using two interactive assessment tools and accepts 24/7 seamless and secure in-app referrals.

Download the app, available for iOS and Android devices, at [VITASapp.com](http://VITASapp.com).



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## MIAMI DADE COLLEGE- MEDICAL CAMPUS:

### New Bachelor of Applied Science (B.A.S.) in Health Science with a Concentration in Medical Laboratory Science and a Track in Histotechnology to Meet Workforce Demands

Miami Dade College is the only public institution of higher education in South Florida that currently produces graduates in the Histotechnology field. According to the Bureau of Labor Statistics, overall employment of Medical Laboratory technologists and technicians is projected to grow 7 percent from 2019 to 2029, faster than the average for all occupations. An increase in the aging population is expected to lead to a greater need to diagnose medical conditions, such as cancer or type 2 diabetes, through laboratory procedures. Additional factors driving employment growth include retirement of the aging workforce, increase in demand for laboratory services, changes in the practice of medical laboratory science due to technology advances, and an increase in population growth. As a result, the rapid advancement of knowledge in the field of medical laboratory science is necessary in order to satisfy the growing industry need for highly skilled and knowledgeable Histotechnologist.

To allow for advancement within the Medical Laboratory profession Miami Dade College, School of Health Sciences is offering prospective students a Bachelor of Applied Science in (B.A.S.) in Health Science with a concentration in Medical Laboratory Science (BAS-HS-MLS) with two tracks one for Clinical Laboratory Science technologists and technicians and the other for Histotechnologist to accommodate the unique demands for advancement within the health science industry.

Histotechnologist work with pathologists and other laboratory professionals in performing and analyzing laboratory testing used for the diagnosis, treatment, and prevention of disease. Histotechnologist process patient samples for the detection of tissue abnormalities in order to determine the best treatment options for the



BY DR. ERIKA DI  
PORTO

diseases causing the abnormalities. Graduates of the Medical Laboratory Science track in Histotechnology program are eligible to sit for certification by the American Association of Bioanalysts (AAB), American Society for Clinical Pathology (ASCP), and American Medical Technologist (AMT).

Under the current state and federal rules for laboratories, only laboratory personnel with a bachelor's degree can assess the technical competencies of other laboratory personnel, or become licensed in the State of Florida as a supervisor. This degree would provide graduates the needed educational credentials to progress in the workplace.

Employment options for graduates of the BAS-HS-MLS (Histotechnology) program are lucrative and can be found in hospitals; physicians' offices; research facilities; private and public health laboratories; industrial quality control; veterinary clinics; pharmaceutical laboratories; and sales and service of health care equipment.

Miami Dade College, School of Health Sciences is committed to answering the workforce needs of our healthcare industry partners and our community by providing highly skilled healthcare professionals trained in our state-of-the-art facilities by our distinguished faculty. Providing students with educational opportunities for advancement into a rewarding in-demand healthcare careers is what we pride ourselves on here at Miami Dade College, School of Health Sciences.

For more information, visit [www.mdc.edu/health-sciences](http://www.mdc.edu/health-sciences) or call (305) 237-4303. Dr. Erika Di Porto is Chairperson, School of Health Sciences at Miami Dade College.



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## Psychology Alumnus Raises Funds for Cancer Awareness

Matthew Jalazo, a College of Psychology alumnus, is seeking widespread support throughout Nova Southeastern University for his national virtual walk on December 4 to benefit the Colon Cancer Coalition and its efforts to promote awareness of the importance of early screenings.

"I believe that this advocacy movement (borne from my close friendship with Crystal, a fellow NSU alum and psychologist who was stricken with Stage 4 colon cancer) can help many people, given the universally positive reception it has received throughout the South Florida community and across the country," Jalazo said.

Crystal Ortner and Jalazo, both cancer survivors, have forged a strong friendship through the years. To date, Jalazo has raised more than \$11,000 for charity and hopes to raise significantly more by the time his fundraising efforts conclude next month.

"Crystal and I are on a lifesaving mission. We hope to make a powerful difference nationwide, and make our university proud!" he said.



Matthew Jalazo and  
Crystal Ortner

## When It Comes To Patient Care, Give Compliments

I own this very bright, very yellow winter jacket I wear whenever I travel north. Whether it be traveling to visit my family in New England or to a company location, my brothers, my peers and even my boss can't resist poking a little fun at my vivid outerwear. For me, all this goes in one ear and out the other.

Here's why: I love that coat. Objectively, it is probably too bright and way too yellow, but whenever someone needs to pick me up curbside at the airport amongst a sea of humanity, they can easily spot me. In addition, it was designed to compress into a small ball. This means I can easily put it in a backpack or small overnight bag when traveling. It is ready to go, wrinkle free, whenever needed. The minute I get to the airport to travel back to Florida, it gets scrunched down and put away.

Recently, I was up in Pennsylvania for a meeting. At lunch time I shot out for some Chick-fil-A. As I pulled around to the busy drive-thru window, I was greeted by not only my food, but also a compliment from the friendly attendant at the window, "Wow, I absolutely love your jacket!" Now you know and I know she may have been full of it, but I can't tell you in words how good it made me feel. Despite that restaurant being completely mobbed, the woman at the drive-thru took the time to smile, thank and compliment me. Remarkable.

How does your team deal with a busy or hectic situation in your business? Do they wear it on the sleeve where everyone knows how stressed they are? Coach your team to slow down just a little when they are interacting with others. One easy way is to give the person they are talking to a simple, sincere compliment. Everyone, including them, will feel a little better as they go through their day.

*Jay Juffre is Executive Vice President, ImageFIRST. For more information on ImageFIRST, call 1-800-932-7472 or visit [www.imagefirst.com](http://www.imagefirst.com).*



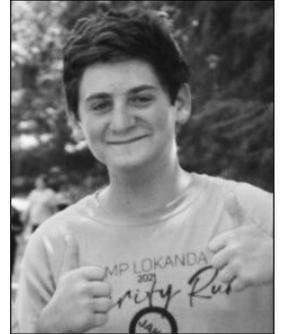
BY JAY JUFFRE

## High School Students Launch Patient QR, a Revolutionary Healthcare App Using QR Code Technology

Patient QR, LLC, an innovative medical technology company founded by two Florida-based high school students, announced the launch of its first offering, Patient QR, a revolutionary new mobile app designed to streamline the transfer of medical information and clinical communication between patients and providers during emergency and non-emergency medical events.



Isabel Zahalsky



Ethan Zahalsky

The Patient QR app allows patients to securely upload and store personal health information to their mobile device such as identification, insurance details, medical history, medications, allergies, lab reports, and medical imaging results. Once the information is stored, Patient QR generates a QR code for the patient to voluntarily share with nurses, doctors, or emergency medical personnel for quick, contactless transfer of information during a medical event. Patient QR also allows users to separately upload and store health information for family members such as children or parents.

Isabel (Izzy) Zahalsky and Ethan Zahalsky, North Broward Preparatory School students and co-founders of Patient QR, created the new mobile healthcare app to expedite and ease the delivery of health information between patients and providers and between emergency providers and emergency room staff.

"In medicine, saving time means saving lives," says Izzy Zahalsky. "Using QR code technology, Patient QR saves patients and healthcare providers valuable time and can decrease the risk for medical errors by minimizing the chance of a patient forgetting a medication or allergy."

"The question is simple, if you can't breathe from COVID-19, how do you effectively give someone your medical history? Well, now you can with Patient QR," says Ethan Zahalsky. "It is not reasonable for the medical industry to expect someone who is struggling to breathe to answer 10-30 minutes of questions prior to obtaining medical care. By making this process easier, patients and doctors will save time, and therefore save lives."

Executive meetings have already begun with Broward Health Coral Springs, a distinguished community hospital in Coral Springs, FL, regarding the integration and distribution of Patient QR.

"Patient QR has the ability to transform the way we practice medicine, by streamlining the transfer of information from patient to provider," says Jared Smith, Broward Health Coral Springs CEO.

"The most amazing thing about Patient QR is that we can be saving lives everyday all over the world and not even know who these people are. It is the true definition of paying it forward," says Izzy Zahalsky.

Patient QR can be found on the App Store on Apple Devices and the Google Play store on Android Devices, or by scanning the QR code on the Patient QR app icon. The app generated QR code also can be placed in your Apple Wallet for easy access and storage.

*The Patient QR team can be reached at [www.PatientQR.com](http://www.PatientQR.com) or (954) 840-0965.*

E-mail Your News to [editorial@southfloridahospitalnews.com](mailto:editorial@southfloridahospitalnews.com)

## Congress Has A Vehicle to Prevent Major Medicare Physician Cuts

As discussed in my column last month, physicians are once again facing down the barrel of significant reductions in Medicare reimbursement if Congress does not step in to prevent the cuts from taking effect in January.

While many within organized medicine are focused on preventing the 3.75% cuts that are due related to the Evaluation & Management (E&M) Code reforms made in 2021, implementation of the Clinical Labor Pricing changes could have a much more detrimental impact to a number of physician specialists over the coming years.

In recognition of the detrimental impact of the clinical labor adjustments, the Centers for Medicare & Medicaid Services (CMS) agreed to a four-year transition period to ease in these cuts as part of the final 2022 Physician Fee Schedule. While spreading the pain over four years is appreciated on the surface, it does not eliminate the reality that the clinical labor adjustments will result in reductions in Medicare reimbursement of 20% for some physicians.

The Dade County Medical Association (DCMA) would like to thank Rep. Bobby Rush (D-IL) and Gus Bilirakis (R-FL) for their leadership on this issue. They introduced legislation in November that will stop CMS from implementing the changes in 2022 but also requires Health & Human Services (HHS) to analyze physician reimbursement in Medicare over the past 20 years and recommend long-term reforms.

It is critically important for our community to encourage Congress to pass the Rush/Bilirakis Bill and end this process of slow-walking crippling reductions in physician reimbursement. Access to care in the community for Medicare beneficiaries will be significantly impacted if these 20% clinical labor pricing cuts take effect.

These cuts are not sustainable for community-based physicians. The time to speak up and demand change is now. Ask our Congressional Delegation to support the Rush/Bilirakis bill.

*Fraser Cobbe, Executive Director, Dade County Medical Association, can be reached at [fcobbe@miamimed.com](mailto:fcobbe@miamimed.com).*



BY FRASER COBBE



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## KIDZ Medical Expands Women's Services in Homestead Area

BY HILDA S. MITRANI

KIDZ Medical is pleased to announce the recent opening of MOMZ, an obstetrics and gynecology practice in Homestead. While the office is new, Board-certified obstetrician and gynecologist Darren S. Salinger, M.D., has worked in the community for many years providing emergency room and pregnancy services at Homestead Hospital.

From this fully-equipped office, Dr. Salinger will be able to diagnose and treat a variety of common health conditions including fibroids, polyps, vaginal infections, STDs, ectopic pregnancy and endometrial biopsy in addition to standard prenatal and well-woman care. Additionally, Dr. Salinger will continue to treat pregnancy-related emergencies, evaluate labor progression, monitor fetal heart rate, miscarriage and deliver babies.

"Expanding our services in Homestead is a natural progression for our organization," commented Wayne Brackin, CEO and president of KIDZ Medical. "Dr. Salinger's patients will have more and better access to care."

Dr. Salinger specializes in routine and high-risk obstetrics and gynecology. In practice for more than 20 years, he cares for all people equally with compassion and respect. He serves as Assistant Professor at the Herbert Wertheim College of Medicine at Florida International University, and is the Medical Director for the Miami Dade College Physician Assistant program.

Additionally, as a certified healthcare ethics consultant (HEC-C), Dr. Salinger believes in the power of positive thinking and in using positivity to provide excellence in healthcare.

The new office is located at 975 Baptist Way, Suite 203, Homestead FL 33030, on-site at Homestead Hospital. The phone number is (305) 205-6236.

Since 1989, KIDZ Medical has been an innovative force in the advancement of neonatology and pediatric specialty care, partnering with leading acute care and pediatric health systems, physician groups and outpatient providers throughout South Florida.



*Dr. Darren S. Salinger*

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Kenneth C. Wong, FACHE  
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## Why Healthcare Businesses Should Embrace Blogging



BY DON SILVER

At BoardroomPR, our digital PR specialists understand the importance of building your healthcare brand awareness and media presence. What is an effective, targeted creative way to foster engagement for your healthcare practice or facility? With the right strategy, a blog can play an integral role in your business' overall success. Here are just a few of the many benefits of blogging for your business.

**1. Increase Traffic.** Interesting blog topics lead to more readers (e.g., clinicians, patients, healthcare administrators, etc.). The more you focus on tending to your healthcare blog, the more likely you are to increase and strengthen your overall audience. Keeping your blog updated on a regular basis and creating a separate blog section for your practice's site encourages people to continue coming back. Attract more readers by writing new, relevant and engaging content.

**2. Attract Inbound Links.** Utilizing internal links throughout your blogs is a great way to give people almost instantaneous access to various pages on your site, allowing them to learn more about your healthcare practice and your brand.

**3. Expand Brand Awareness.** Blogging is extremely helpful when building and maintaining your brand awareness and what sets your practice apart from the rest. It offers constant exposure for your brand online and allows your current and prospective patients to get to know your business on a much more personal level. Seeing a doctor, nurse or clinician requires trust, and a blog is a great way to begin to foster and earn this.

**4. Boost Online Engagement.** Blogs are a great medium for online engagement. Ask yourself who your targeted audience is – are your patients a certain age, gender, or demographic? – and then create captivating content that you can use to connect to that audience. This will prompt more people to read and share the blog – even leading to conversation between yourself and potential/current patients and other professionals.

**5. Social Media Content.** Not only are blogs great on your facility's site, but they also provide intriguing social media content. Incorporate recent blogs within your content calendar, which will invite more conversation. Giving social media followers updates on blog posts will lead to stronger connections while driving traffic back to your site.

**6. Demonstrate Dependability and Expertise.** Blogging allows you to showcase your abilities and knowledge to the world. Take this opportunity to emphasize your healthcare business' strengths and where your expertise lies. Giving patients and other healthcare professionals a better understanding of your business' capabilities offers higher brand loyalty.

**7. Grow SEO.** Search Engine Optimization is critical when growing your business. While enhancing your healthcare practice's online presence, you can drive more traffic to various sections of your site.

**8. Generate Leads.** Improving your search engine optimization ranking through blogging will lead to more brand awareness through your website – offering more opportunity for new patients to find you online, which directly translates into new business.

**9. Discuss Important Topics.** Blogs help build better relationships with your audience because you can connect on a personal level. This is your chance to discuss important and relevant topics in healthcare, while increasing conversation and giving patients and other clinicians insight into what your values and principles are as a business.

**10. Improve Business.** Effective blogging helps attract and maintain current and future business. Having a strong blog on your site offers the opportunity for stronger relationships, resulting in profitable outcomes.

*If you're ready to take your healthcare business blogging to the next level, our team of social media and PR experts are here to help! Named one of the top Florida digital marketing and public relations agencies, BoardroomPR offers expertise and insight into how to best elevate your business. Contact us today to see how we can help you! Visit [boardroompr.com](http://boardroompr.com) or call (954) 370-8999. Don Silver is COO, BoardroomPR.*

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## Maintaining Your Website

Do you have a website? If so, it is important to maintain your website by updating the content and images on the site. Just building a website and hoping that people will contact you does not always work. It is critical to constantly educate your audience with tips, education, and reasons why they should use your services or purchase your products on a regular basis.



BY DORRON BLUMBERG

### HERE ARE SOME TIPS TO HELP YOU WITH YOUR BUSINESS:

1. Keep your website up to date with the latest news, events, and promotions
2. Update your social media accounts regularly
3. Create a blog post at least once per week
4. Upload new photos of products or services every couple of weeks
5. Respond to customer questions in a timely manner
6. Maintain contact information on your website for customers who want more information about your products or services.

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## Three Tips for Your Healthcare Video Marketing Strategies

The healthcare industry can be pretty competitive. This isn't really surprising considering how profitable this industry can be if you can manage to maximize your company's reach. This is easier said than done, as marketing can be rather tricky. When it comes to marketing, we can't overstate how important it is to create optimal video marketing campaigns. Video marketing is one of the most important and effective ways to market a product or service.

With that being said, we also can't ignore how difficult it is to create the right video marketing strategy. This is why we thought it would be useful to put together a list of three tips that should come in handy for your healthcare video marketing strategies. If this is something that you're interested in knowing more about, read on for a couple of tips that should help make creating video marketing strategies infinitely easier.

### Make It Educational

While marketing often allows for a little creative freedom, your video marketing strategies for the healthcare industry have to be more grounded. This is why it's best to take an educational approach when it comes to your videos. While this may seem difficult, it can actually be pretty simple. You don't have to overthink this as one-minute explainer videos on a variety of useful topics will be effective and will help promote your services while providing useful information.

### Keep It Simple

Considering the information that you'll be dealing with, it's crucial that you are able to keep it simple. This is easier said than done, as it can be quite difficult to explain how things work in the healthcare industry. The best way to do this is to be as straightforward as you

can possibly be. For example, if you're making a video campaign that explains heart surgery then it would be best to do a brief run-through of what happens before, during, and after heart surgery.

### Be Engaging

Lastly, you'll want to make sure that your videos are still engaging. Now, there are a multitude of ways you can do this. Making use of informative graphics that help explain

the complicated topics that you're talking about will go a long way when it comes to upping the quality of your videos. So much so that it wouldn't be an exaggeration to say that engaging graphics can literally make or break your video marketing campaign. Aside from adding graphics, you can also utilize influencers in your video marketing campaigns. Influencers allow you to build an instant connection with your audience. However, you have to make sure that you get an influencer who resonates with your target market.

### Conclusion

We hope this article proves to be useful when it comes to helping you with your healthcare video marketing campaign. While there will surely still be difficulties when it comes to creating videos for the healthcare industry, this will give you a great place to start. Be sure to keep all the information here in mind when creating your videos to ensure that you come out with the best possible end product.

If you're looking for help with your healthcare videos, then you've come to the right place. Crown Street Films is a full-service, bi-coastal production company with locations in Miami and Los Angeles. Crown Street Films produces exceptional content that can be disseminated across any medium.

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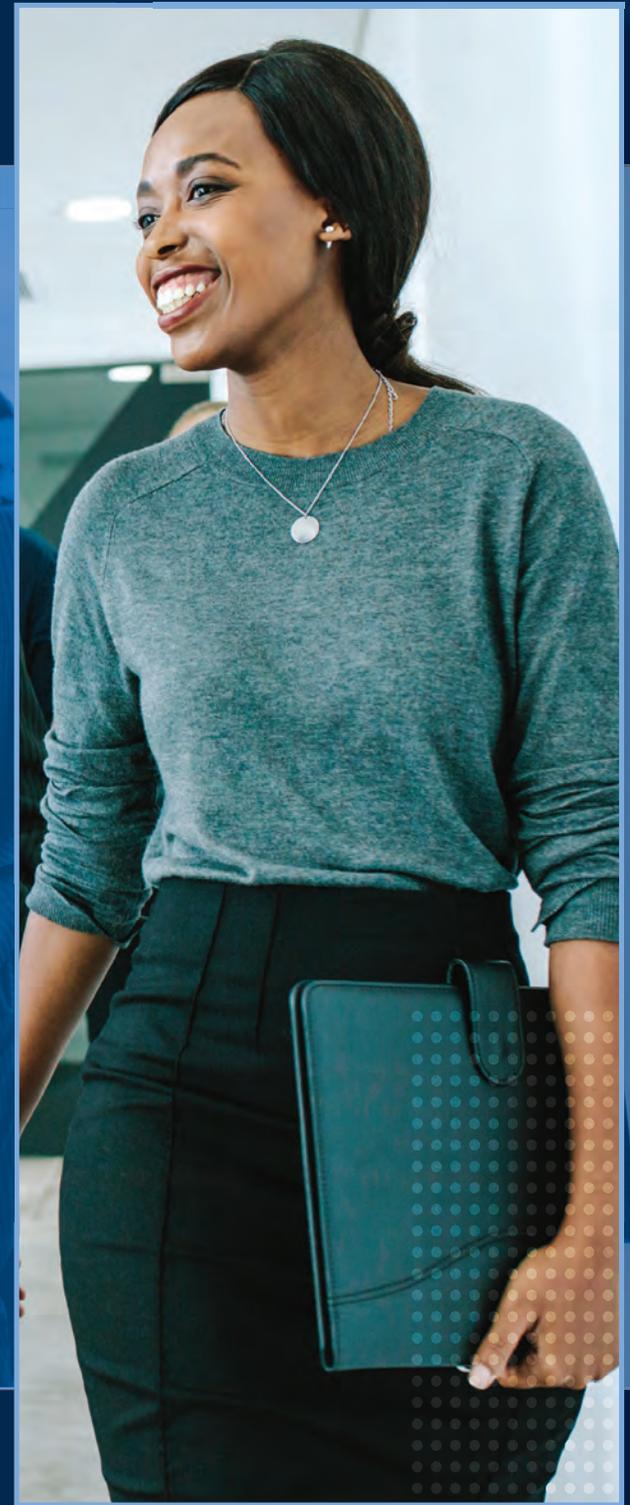
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## Publisher's Note

**My goal for 2022 is to accomplish the goals of 2021 which I should have done in 2020 because I promised them in 2019 and planned them in 2018.**

Perhaps if I were a "more" goal-oriented individual, the prospect of resolutions for 2022 wouldn't seem so daunting. However as Carol delights in reminding me, my brain is like a butterfly on Red Bull and never quite reaches solid ground. So for this totally non-denominational holiday season, I leave you all with our simple thanks. Thanks for being our friends, our clients, our community of readers, and most of all our caregivers.

May all your troubles last as long as my New Year's resolutions!



Charles Felix



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## What's Next?

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Aristides Pallin

## Catholic Health Services Appoints Aristides Pallin as President & CEO

BY DANIEL CASCIATO

In October, Aristides (Ardy) Pallin was named the new President and Chief Executive Officer of Catholic Health Services (CHS). A ministry of the Archdiocese of Miami, Catholic Health Services is the largest post-acute health care and social services continuum in the southeast United States. Pallin succeeds Joe Catania who announced his retirement earlier this year.

Pallin previously served as Chief Operating Officer for the organization since 2017 and on the board of directors prior to his post as COO for 10 years. He spent his life in South Florida and received both his undergraduate degrees from the University of Miami. Pallin's professional career has spanned over 30 years in almost every segment and role within the industry. This includes acute care, pediatrics, safety net hospitals, medical groups, and now post-acute care. The roles have included CEO, COO, CIO, and many others.

What attracted him to the position of CEO started with what attracted him to faith based and Catholic healthcare.

"My first experience was at Mercy Hospital where I spent 18 years," he explains. "The focus on mission was visible and palatable in every aspect of the organization. That is what brought me to

Continued on page 25

## Malpractice Insurance EXPERT ADVICE

### The Return of the Carpetbaggers

BY VANESSA ORR

One of the latest trends in the Florida malpractice insurance market is companies from out of state moving in to write policies for local physicians. What they don't understand, according to Matt Gracey, managing director, Risk Strategies, Danna-Gracey, is that it's not as easy as it looks.

"There's a whole movement of new insurers to Florida; some of which have been established in their own areas for quite some time," he said. "They think if they can do it in Chicago or New York, they can do it in Miami. But they are facing a very challenging road, to say the least.

"They believe that coming to southern states with high insurance rates will help them quickly capture premium dollars to improve their bottom lines," he continued. "They forget about the complications of dealing with claims in the Deep South, just as Civil War carpetbaggers forgot about the issues facing them way back when."

According to Gracey, as the market for malpractice insurance hardens significantly around the country, companies are looking for new ways to increase profitability, including finding new markets to target.

"Prices are going up because claims are starting to become much worse in a lot of states; the claim severity—or measure of what judgments and settlements are—is

Continued on page 25



Matt Gracey

## Education

### UM Accepting Fall Registration for Three New Doctoral Nursing Tracks

BY ROBIN SHEAR

Higher education is a critical component in addressing the national medical workforce shortage. Here in South Florida, the University of Miami School of Nursing and Health Studies (SONHS) is doing its part by increasing its capacity to graduate high-quality advanced practice nurses.

SONHS recently added three BSN-to-DNP tracks to its existing slate of graduate programs. These new BSN-to-DNP specializations include Family Nurse Practitioner, Adult-Gerontology Acute Care Nurse Practitioner, and Adult-Gerontology Primary Care Nurse Practitioner. Each specialization can be completed in two years on a full-time track, or in four years on a part-time schedule.

"Today, DNP-level preparation is increasingly considered the standard for advanced nursing practice certification and licensure," explains Dr. Mary Hooshmand, Associate Dean for Graduate Clinical Programs at SONHS. "We were already a leader in preparing nurses at the doctoral level with our executive-style MSN-to-DNP pro-



Dr. Mary Hooshmand



Dr. Kenya Snowden

Continued on page 18

## Real Estate



Gary Wilkinson

### KLEAN: Immediate Extensive Contaminant Protection

BY BARBARA R. FALLON

Take decades of finance, business strategy and experiential insight, add an entrepreneurial spirit with an eye on clean environmental practices then mix with an inquisitive, personal look at health care delivery and you have a recipe for a cost effective, innovative long-term protection against the spread of bacteria, fungus and mold.

The KLEAN Company, co-founded by CEO Gary Wilkinson three years before the pandemic hit, delivers a unique protective defense against the spread of bacteria, fungus and spores on surfaces for 90 days, tested in a live hospital which has since been a customer for three years. The solution is a chemical-free, non-toxic, water-based molecule which creates an active barrier that kills bacteria, fungus and mold on contact for an extended period of time.

KLEAN entered the health care market with a focus on the health and financial risks of hospital acquired infections (HAI) and the dangers of mold, mildew and other surface and airborne contaminants in a hospital environment. KLEAN is now expanding its healthcare practice into the South Florida market. In addition to hospitals, KLEAN has treated nursing homes, educational and business facilities, aviation, commercial and residential properties. Currently KLEAN is considering helping the cannabis market minimize the risk

Continued on page 24