



CANNABIS BUSINESS DIRECTORY

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July 2022

CANNABIS NEWS FLORIDA™

FLORIDA'S RESOURCE FOR MEDICAL & BUSINESS CANNABIS DEVELOPMENTS

2019 Cannabis Business Award's Publication of the Year



Brianna Bowes

Cannabis Spotlight:

Brianna Bowes

Women's Cannabis Chamber of Commerce

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

Compared to other adult-use and medical states, I'm happy to see Florida provide comparatively strict yet clear guidelines for MMTCs from seed to sale to ensure consistency and quality for patients.

Before recent advancements in the medical marijuana space, we saw patients forced to wait weeks to months to receive medication when their conditions were affecting their quality of life in the now. Other states limit access to routes and potencies which will not only limit the potential benefits of cannabis, but continue to lead patients down a trail to pharmaceutical drugs that may very well have negative consequences when compared to cannabis.

I am also happy to see a shift in respect for this alternative medication within the medical community. I have been and continue to be concerned with the lack of knowledge or understanding medical professionals may possess or even have access to with respect to recommending cannabis rather than prescribing something far more addictive and potentially harmful in the long run.

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

Beyond the potential health benefits cannabis is said to have, the possibility of

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Happy 7/10! Trulieve Celebrates OIL Day

BY DANIEL CASCIATO

July 10th is a celebration of cannabis concentrates. Cannabis concentrates contain much more phytocannabinoids than cannabis flower, making them a great option for patients who have developed a high tolerance for the heady effects of cannabis.

According to Gina Collins, Vice President of Marketing at Trulieve, the legend has it that this cannabis holiday comes from turning the date 7/10 upside-down to spell "oil." Some call it "Dab Day," a reference to the act of "dabbing" concentrates. You'll also see it referred to simply as "7/10."

"No matter what you call it, July 10th is a day to raise awareness around these potent products and the difference between their many variants," says Collins.

Trulieve patients can celebrate the 7/10 holiday with Muse, the company's premium concentrate line. Extracted in its state-of-the-art lab with fresh frozen flower, Muse provides a full-spectrum concentrate that is exceptionally flavorful and typically contains higher levels of terpenes than other traditional concentrates.

"We will be highlighting Muse and other concentrate products with promotions and

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Jeff Greene

Is the Hemp Industry Dying?

BY JEFF GREENE

Let me start by saying, I watched the 2018 Farm Bill get passed in Congress and signed by the President. I lobbied the Florida legislature to pass their hemp bills. I expected the industry to grow like a hockey stick, but I didn't account for a pandemic, glass shortage, drivers and inflation.

A crippling couple of bankruptcies early in the industry's development, GenCanna Global and United Cannabis, caused many farmers to follow into bankruptcy. Farmers that were promised \$20-\$30 per pound and even got that for a season or two ended up selling for \$.50 to \$1.00 per pound and many vowed to never grow hemp again.

No, the industry is not dying, but it is consolidating. Green Roads was bought by Valens and Just CBD was acquired by Flora Grown, both publicly traded companies. Both were necessary for the companies to grow and thrive.

Hundreds of hemp companies have gone out of business, but almost as many, have started. The reality is that the plant is amazing. Now that the FDA is allowing research; scientists will soon verify what the industry has been preaching.

That doesn't stop the FDA from scolding companies for making those claims prematurely. Early in the game, getting a letter from the FDA was like a badge of honor, that you were fighting the big bad government and consumers tended to rally around them. Lately, the opposite is happening, industry long-timers have navigated the waters of compliance and

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Cannabis in Sports Conference Come to Orlando

BY CAROL NEWMAN

In a recent column we took the time to highlight an upcoming local conference: the Cannabis Clinical Outcomes Research Conference. At the conference, organizers took note that some participants only learned of the conference through this column. The conference was an overwhelming success and delivered so much valuable information from local and national experts surrounding medical marijuana research.

Since the Summer tends to be "conference season" and many are now getting more comfortable attending in-person and live events, perhaps this is a good time to highlight another upcoming conference. The inaugural Cannabis in Sports Conference will take place in Orlando at the Rosen Hotel from July 29-31, 2022. The conference organizers are Gene and Dana Jones, who have successfully hosted the Florida Industrial Hemp Conference and the Florida Medical Cannabis Conference & Exhibition over the past few years.

The Cannabis in Sports Conference has been designed to foster education and networking on the use of cannabis in sports in order to shed light on the proper use of cannabinoids as it relates to athletes. Conference-related topics include, but are not

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Dr. Jeff G. Konin

Back Cover Story: Is the Hemp Industry Dying?

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seeing the new players making the same mistakes is now looked at as ignorant.

I work in Florida; our trade association has shrunk in the last year and is only recently starting to rebound. Nationally, the Hemp Roundtable, National Hemp Association, National Industrial Hemp Council and Hemp Industries Association are all fighting for power, and many are trying to separate the plant into flower and fiber. There will come a time when one or two remain and the industry will do just fine. The egos and power that are accumulated at each organization certainly have the staying power but at some point, the war will be over, and the industry will adapt.

As long as the Farm bill gets updated every five years or so, there will always be something of a fight. As long as state hemp programs are subject to change

with different political parties in office, the uncertainty will return, and lobbyists and powerful consultants will push for more.

I wouldn't call the current environment phoenix-like, the industry never burned to ashes. But I do see a bit of a rebirth in the industry. Education is still necessary, and we still have to explain the difference between marijuana and hemp way too often. Cannabis has not replaced those two words yet, but I hope it does someday.

The fear of THC is the real obstacle to overcome. It takes a decent amount of THC to get psychotropically affected, products with less than 0.3% THC will become more widely accepted eventually. Drug tests are currently set to report any more than 50 nanograms of THC as a positive test. This is believed to be too low and caused many hemp users to be lumped into the current violation range.

I have always stated that there are people who want to get high and there are people who want to get well. First responders, truck drivers, pilots and the military are all getting tobacco and opioids pushed on them because even the smallest sampling of THC and they will be fired.

Those pioneers who started this industry are getting tired and the new businesses that are coming in have to continue to educate. Whether for building products or consumption or clothing or cars, the industry will have to overcome systemic legacy barriers. Those barriers were built to keep out competition and they take time to overcome.

Building products are getting their certifications, research is starting regarding the cannabinoids, entrepreneurs are trying out hemp as a battery, fiberglass, steel, fiber, paper and drug replacement. Other uses will come to market and

slowly the industry will mature into the multi-billion-dollar industry everyone predicted.

Scaling a company is expensive and finding investors that you can trust with your vision is not always easy. There are plenty of products and plenty of opportunity left in the industry. The rush to get state licenses for medical marijuana has not proven to be the boon that everyone believed - verticality is not all it's cracked up to be. Hemp has shown that horizontal development can work better if properly regulated. Now we just have to get past the pandemic and show the real promise that this plant offers.

Jeff Greene, Founder and Business Development Director, The Florida Hemp Council, can be reached at Jeff.Greene@TheFLHC.org or (954) 304-0791 or visit <https://calendly.com/jeff>



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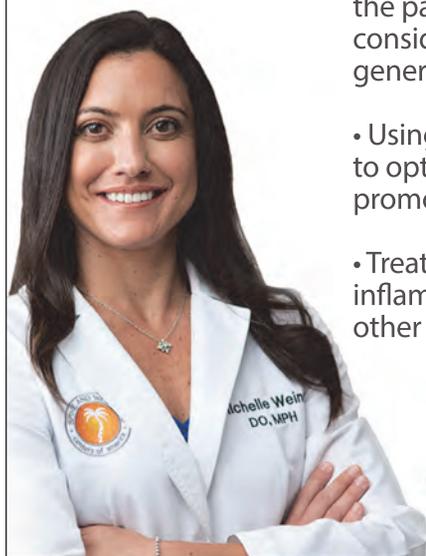
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*Back Cover Story: Happy 710!
Trulieve Celebrates OIL Day*

Continued from back cover

brand activations throughout the week," says Collins. "We're also launching a new Muse product, Terp Sauz, on July 9."

Trulieve will also have drops of Live Diamonds by Muse™ happening on July 4 and July 10 at its Florida dispensaries. Live Diamonds are created using a proprietary blend of propane and butane in Trulieve's hydrocarbon extraction lab via TruFlower that has been frozen immediately at the time of harvest. The result of the "diamond mining" and production process locks in volatile terpenes and produces a strain-specific, full-spectrum cannabis concentrate.

On Saturday, July 9 and Sunday, July 10, they will have doorbusters and great discounts at each of its Florida dispensaries. Patients who purchase over \$175 will also receive a gift bundle with Trulieve branded swag and dab tools.

In addition from July 4 through July 10, Trulieve is partnering with Puffco for a giveaway. For any purchase during this timeframe, patients will be entered for a chance to win a \$710 dispensary credit.

The best way to celebrate that day?

"Stop by one of our dispensaries to celebrate with us!" exclaims Collins. "We will have giveaways, promotions, food trucks, DJs, games, and more at select stores."

Patients who are interested in celebrating with Muse or other concentrate products have a few ways they can partake. Many concentrates are inhaled because heat is necessary to convert the acidic forms of the phytocannabinoids it contains into the active form that makes you feel euphoric. They are typically inhaled using an approved concentrate device like a Trulieve concentrate pen, the Puffco Peak Pro, or the Firefly 2+. Some concentrates do not require heat to activate and can be taken orally.

Patients can choose from the largest selection of concentrates in Florida. Learn more about some of their selection here (<https://www.trulieve.com/discover/blog/trulieve-concentrates-710>).

"Stay tuned to our social media channels to learn more about upcoming events," says Collins. "Coming up in



August, we'll be celebrating the launch of Khalifa Kush in Florida."

Collins stresses that Trulieve continues to be an advocate for cannabis reform, provide top products, and work to educate the communities in which it operates.

"This includes creating jobs at our dispensaries with great benefits, to contributing to and developing partnerships with local organizations in the community," she says. "Trulieve also grows, harvests and produces cannabis plants in an eco-friendly environment to reduce carbon footprint and protect the planet."

In addition:

- Trulieve continues to focus on growing safe, quality cannabis and continually innovates to provide a wide variety of products for medical patients in Florida.

- Trulieve patients across Florida can choose from the largest selection of THC and CBD products available in a variety of consumption methods, including smokable flower, concentrates, edibles, capsules, syringes, tinctures, topical creams, vaporizers and more.

"Our company's mission to promote well-being through cannabis allows us to create profound economic and social advancement opportunities within the communities we serve," she says. "Trulieve looks forward to cultivating additional local and national partnerships through our growing DEI (Diversity, Equity and Inclusion) team and showcasing how cannabis can create consequential, powerful change."

For more information, visit www.trulieve.com.

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Back Cover Story: Cannabis in Sports Conference Come to Orlando

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limited to:

- Clinical Applications of Medical Cannabis
- Phytocannabinoids, Endocannabinoids & Synthetic Cannabinoids Research
- Dosing Considerations When Using Cannabis
- Role of Cannabinoids in the management of pain, anxiety and sleep
- Role of Endocannabinoid Function in Post-traumatic Stress Disorder
- Contraindications & Drug Interactions
- Cannabis Education & Provider Approaches
- Cannabis in Sports Industry Trends
- Drug Testing in Sports

The speakers include sports clinicians, sports scientists, coaches, lawyers, and many more! It is a major goal of the event to bring to light the many issues facing sports at all levels surrounding the cannabis space. How has it impacted Olympic and Paralympic athletes? James Gumbert, the most decorated coach in the history of USA Wheelchair Rugby –

also known as ‘Murderball’ highlights a panel discussion and will provide a perspective from athletes and coaches.

Another special feature will be the inclusion of Josiah Hesse, author of the best-selling book “Runners High: How a Movement of Cannabis-Fueled Athletes Is Changing the Science of Sport.” Josiah Hesse is an author and journalist from Denver, Colorado, whose work has appeared in Vice, Esquire, Politico, and The Guardian.

Conference coordination will also be shared by Dr. Jeff G. Konin, Clinical Professor in the Department of Athletic Training at Florida International University and the Director of the Global Initiative for Cannabinoid Research & Education. As an international consultant in the area of cannabis and sports performance, Dr. Konin will share his experiences in working with athletes, teams, and leagues as policies slowly loosen and social acceptance increases. What does this mean to performance? Dr. Konin will share some fascinating insights.

This conference should be of interest to anyone who has any interest in sports!

You do not need to be a healthcare provider to benefit from the information that will be shared. Parents, coaches, teachers, and many others can take away nuggets of information and the most current trends regarding all forms of cannabis in the sports world at all ages and levels. This is something you don’t want to miss and it is in our own backyard!

You can register for this inaugural conference at cannabisinsportsconference.org.

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.

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Back Cover Story: Cannabis Spotlight

Continued from back cover

making an impact in this industry with respect to social equity is attractive in itself. We are an incredibly resilient group of people who have fought endlessly to see legalization beyond state levels. To be living in a time in history where change is happening at an exponential rate, it would be selfish to leave this as a task for anyone else simply because it's difficult or requires creative strategies alongside self-motivation and discipline.

What field are you in within the cannabis space?

I am in the retail, hospitality, and distribution sectors within the industry. For more than 7 years I have been actively involved, using my extensive professional background to my advantage. I own medical cannabis clinics throughout South Florida, national cannabis infused edible brands such as Sunbaked Goods, and will be introducing our consumption lounge concept in Q4 of 2022. Beyond my passions in business, I extend my reach across the global network of

women within the industry, as the Executive Director for the National Women's Cannabis Chamber of Commerce.

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

There are plenty of ways patients and advocates alike can benefit from what I have started and assist with in this space. From medical marijuana certifications, affordable and consistently dosed edibles, as well as access to business development strategies or capital introductions - I am here for the community.

How did you get started in the cannabis industry?

After running multi-location operations for another group, I purchased my first location on South Beach; turning a clinic that grossed 15k monthly into an average of 45k monthly within 30 days. I then adjusted this model and expanded our service and retail offerings over the past 3 years.

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

I see Florida moving forward with recreational cannabis within the next 2-3 years if federal legalization doesn't arrive beforehand. As the professionalization and legalization of the cannabis industry has both positive and negative consequences across different sectors, the key for anyone is to continuously be well-versed and up to date with regulations and compliance.

No one will be able to keep up without evolving. For smaller businesses such as mine that don't quite measure up with larger MSOs, it's imperative we support each other and promote growth from within. Alongside this, I see the benefits when utilizing all resources of a business to their furthest extent; essentially throwing 100 things at a wall to see one stick. I have first-hand experience seeing something I originally didn't plan to see impressive results from, take off.

Planet 13 Announces Third Florida Dispensary Located in Ocala

Planet 13 Holdings Inc. announced the third location of its planned Florida dispensary network located in the city of Ocala.

"We are thoughtfully and deliberately executing our Florida roadmap to bring the famous Planet 13 brand to Florida. This is the third dispensary location of our initial six neighborhood dispensaries targeted towards major Florida population centers with underserved local residents," said Bob Groesbeck, Co-CEO of Planet 13. "We look forward to serving patients in Florida and showing them why our products are among the most popular in Nevada and why our in-store experiences at both the SuperStore and smaller neighborhood dispensaries are some of the highest rated."



Florida Medical Marijuana Physicians Group

ZOOM Meeting ▶

**Wednesday,
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6:30 PM Eastern Time (US and Canada)



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Cover Story: Ask These Questions Before You Pursue an M&A Transaction

Continued from page 1

- Does your strategy for the transaction align with your overall corporate strategy?
- How much risk are you willing to take on?
- Have you been realistic about your ability to do the transaction in terms of access to resources?

Due Diligence

- What is the reputation of the company you'd like to acquire?
- Have you completed diligence related to:
 - Synergies – Deal value drivers
 - People – Compensation strategy, culture
 - Technology – IT systems, 3rd-party solutions
 - Finances – Quality of Earnings (QOE) analyses
 - Operations – SG&A, supply chain
 - Regulatory Compliance
 - Go to Market Strategy
- Do the results of your due diligence investigations match with the information you were provided?
- Are there any outstanding issues with the company that you need to be aware of? If so, what steps has the company taken to address them?

Integration

- Have you defined the integration goals and priorities? Are they aligned with your transaction rationale and deal value drivers?
- Have you defined the target operating

model for the combined company (e.g., degree of integration)? Are you prepared to provide your integration teams a roadmap to facilitate integration planning?

- Have you defined an integration management structure to support the integration and synergy capture planning and execution process?

- Do you have a good understanding of the concerns that your stakeholders (e.g., employees, customers, partners, etc.) may have about the transaction? Have you developed a communications and retention strategy to address your stakeholder concerns?

- What will it take to integrate the acquisition into your company's culture? Are the cultures aligned, and are they a good fit?

- How will employee roles and responsibilities change with the deal? Have you taken steps to ensure the right people will be in the right roles?

- Are your technology systems compatible? What support will be needed to integrate the technology systems, and what is the timeline for doing so?

- What cyber and patient data privacy risks will come with the integration process? Do you have a plan to address and mitigate them?

Strategy

- Why are you selling your company?
- What are you looking to achieve from the transaction? Have you clearly defined what success looks like and how you will

measure it?

- Do you have a clear sense of your company's value?
- Is the potential buyer the right fit?
- What is the expected impact on shareholders, employees and patients?
- How will the transaction impact the company's reputation: positively or negatively?
- When and how will the deal be announced?

Due Diligence

- Is your organization prepared to go through a robust due diligence process that encompasses legal, financial, operational and compliance concerns?

- Who can management tap to support the due diligence process?

- How resilient are processes and systems throughout your organization? Is any infrastructure single-person-dependent?

- Have you completed a sell-side QOE report?

- Have you had an independent party do diligence on your company? Have you proactively addressed issues they identified?

Operations

- Has the transaction perimeter or "what's in and what's out" been defined? Which executives, key employees, customers and assets will be part of the transaction?

- What are your criteria for a buyer? Would you prefer a strategic or PE buyer?

Do you have any operational imperatives for the buyer (e.g., do you want a soft landing for your employees, how will you maximize customer retention during the transaction, what is the buyer's corporate culture, etc.)?

- Are there any strategic, revenue enhancing and cost reduction initiatives that have been identified or are already in-process that could increase the company's valuation at exit? What is the status of those initiatives? Should you continue in-process initiatives?

- If you are divesting a business that will need to be carved out, how entangled is the business with the rest of your operations? Have you developed carve-out financials and defined the standalone costs for the business? Have you determined what transition services you are willing to provide the buyer? What will it take to operationally carve-out the business by transaction close?

- What will it take to integrate with the buyer's operations?

Alexander Binelo, Partner, The BDO Center for Healthcare Excellence & Innovation, can be reached at abinelo@bdo.com or (786) 477-5418.

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Cover Story: ImageFIRST Partners with Clients

Continued from page 1

about how their 'bedside manner' impacts their success in connecting and establishing trust with patients, ImageFIRST steps in to help staff have that time to connect with patients instead of looking for an isolation gown, traipsing to the hospital laundry to find clean scrubs, dealing with a patient's discomfort due to an uncomfortable or dirty gown, or worrying if the gowns or linens are sanitary.

Juffre outlined their 5-point product quality metric. "Our clients receive a 'Clean You Can Count On' quality assurance process, ensuring that they get premium products, tested for quality and durability; the highest sanitizing standards, meeting company's bright white standard; hand inspected, plastic-wrapped linens and gowns and uniforms that are fresh and clean. And, all our cleaning processes must pass strict independent laboratory testing," he explained.

Additionally, they manage client inventory according to hospital needs on an ongoing basis by assessing both peak census and slower time frames. Clients have a dedicated Customer Advocate who provides on-site inventory management, delivers and organizes clean linen and uniforms, and picks up soiled products.

A linen and laundry Customer Advocate can't perform surgery, but ImageFIRST staff can monitor and help sanitize and eliminate 99.999% of pathogens on textiles that could contribute to a negative outcome. "Our team is dedicated to their

customers and to each other in delivering on our pledge to exceed client expectations," Juffre said.

"One of the notable changes post pandemic is that hospitals have begun to contact us, so we can support their linen needs within the four walls of the hospital to help them deliver inpatient care," he said, "prompting us to double-down on standard operating procedures."

For example, ImageFIRST has increased their management of safety and hygiene best practice programs, including cubicle curtain laundering schedules. They are also professionally monitoring scrub programs, restocked on-site with UHF-RFID chip technology to track inventory and account for who, when, and for how long scrubs, mops, towels and linens are in use. Customer Advocates can also more efficiently handle and monitor needs through the innovative ScrubVAULT® System, which utilizes chip technology for enhanced trackability.

Sanitized scrubs and lab coats are always on hand – with a quick QR access code – and customers can get automated tracking for accurate reporting, thanks to the RFID chips in scrubs, curtains, microfiber and other products.

Quality Brand Yields Customer Loyalty

ImageFIRST specializes in the healthcare industry, giving them a unique understanding of their clients' requirements, needs, and challenges. Because they recognize

how patients, visitors, and staff experience each aspect of a medical facility, their programs are designed to solve common challenges, such as attrition and product loss, fluctuating patient census, managing multiple contacts, and more.

"In fact, during the COVID crisis we increased our associate head count by approximately 25%; expanded our footprint, acquiring several other companies and processing facilities nationwide; and accelerated our manufacturing of new products to combat supply chain delays," Juffre summarized.

In marketing terms, the ImageFIRST brand represents quality products and services which, in turn, is rewarded with a year-after-year earned customer loyalty of 97.5% retention level. Their performance excellence is achieved as a result of an increased focus on improving the human experience within the customers' facilities – from the patients, to staff, and visitors.

In addition to keeping abreast of state-of-the-art technology and operations, he credits the importance of ImageFIRST culture for brand loyalty.

"We made our plants safe; we ensure our associates are not only safe but also feel safe, so they come to work in spite of weather, environmental or other outside influences because they recognize the individual value they add to our customers," he explained.

"Our culture was tested during the past two years ... and we passed," Juffre said.

More Than a Vendor ... A Partner

Finally, Juffre tips his hat to the forward thinking of ImageFIRST even in the midst of the crisis. "We looked beyond the immediate crisis and set up nimble staffing and inventory procedures to accommodate the next stage of when we predicted that providers would experience a tidal wave of delayed, yet vital, elective procedures to schedule for their patients. We anticipated a future of high demand for continuing worry-free assurance of quality linens and staff and patient apparel delivery, with the ultimate focus being in maintaining safety and cleaning procedures supporting recovery," Juffre asserted.

When safety measures allowed, clients started to experience new demands to not only schedule expanded capacity for increased census, but also to attract and persuade the public that cleanliness, safety, and comfort awaited them for their hospital experience.

"We are here to double-down on a course of action to partner with our clients in planning and implementation of operations which enhances the human experience in their practices, heightens patient and staff satisfaction and supports positive patient outcomes," Juffre concluded.

For more information, visit www.ImageFIRST.com or call (800) 368-3676.

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

Delray Medical Center Names Daniel Listi as New Chief Executive Officer

Daniel Listi has been appointed to the position of chief executive officer of Delray Medical Center. Listi comes to Delray Medical Center from Tenet's Shelby Baptist Medical Center in Alabaster, AL, where he served as the Chief Executive Officer for the last four years. Prior to that, he was the Chief Operating Officer of Valley Baptist Medical Center, Harlingen, TX, and the Market Chief Operating Officer of the El Paso/RGV hospitals, overseeing six Tenet Healthcare hospitals. Before that, he served as the Valley Baptist Health System's Chief Business Development Officer. Listi holds a bachelor's degree in business administration from Texas A&M University and a master's degree in healthcare administration from Texas A&M, Health Science Center-School of Rural Public Health. He is a Fellow of the American College of Healthcare Executives.



Daniel Listi

Jonathan and Laura Beinners Make \$1 Million Gift to Boca Raton's Keeping the Promise Capital Campaign

New Boca Raton Regional Hospital philanthropists Jonathan and Laura Beinners have made a \$1 million gift to Keeping the Promise...The Campaign for Boca Raton Regional Hospital. The gift is their first-time contribution to the hospital. The Beinners' generosity brings the total of seven- and eight-figure donors to the campaign to 43. Keeping the Promise has already raised more than \$230 million toward its goal of \$250 million.



Jonathan and Laura
Beinners

"We are always grateful when new donors make extraordinary gifts to the hospital," said Lincoln Mendez, CEO of Boca Raton Regional Hospital. "This one is particularly moving because it is their very first gift to us, and the seven-figure generosity tells us the Beinners believe in our vision, this initiative, and Keeping the Promise. We welcome them as eminent philanthropists to our family of donors." This gift will be acknowledged with the naming of The Jonathan and Laura Beinners Administrative Offices Suite in the New Gloria Drummond Patient Tower.

"Without your health, it becomes really hard to enjoy your life," said Laura Beinners. "Jon and I always support the hospitals, wherever we are. Now that we're in Boca for the school year, we wanted to add Boca Regional to our list. Our family recognizes the importance of education, health and human services, and local and national Jewish causes. We feel very fortunate to be able to support key agencies in the communities in which we live and are so grateful that we are in the position to do so."

HCA Florida Healthcare Announces HCA Healthcare Foundation's \$1.38 Million Grant to Girl Scouts

HCA Florida Healthcare's East Florida Division announced that the HCA Healthcare Foundation will donate \$1.38 million over the next three years to Girl Scouts of the USA (GSUSA) to start work on creating a series of workshops aimed at addressing mental wellness among girls. The curriculum is aimed at helping girls better understand mental wellness and providing them with skills to strengthen their resilience and support their peers.



"The HCA Healthcare Foundation has a long history of partnering with Girl Scouts in Middle Tennessee and other communities," said Joanne Pulles, vice president of community engagement at HCA Healthcare and president of the HCA Healthcare Foundation. "We are honored to continue this partnership with Girl Scouts on a national scale to create a new research-based initiative to help all girls be more resilient and take action to strengthen their own mental health."

The Palm Beach Health Network Announces Results of Annual Company Recognition Program

The Palm Beach Health Network recognizes five of its esteemed team members who are being honored by Tenet Healthcare as part of its annual recognition program. Four of these individuals are being named Tenet Heroes for their outstanding contributions in 2021, and a fifth is receiving the highest honor of being inducted into the Tenet Heroes Hall of Fame.

Across the Palm Beach Health Network, the following team members received the honor of being named Tenet Heroes:

- Mae Kitchie Magallones Arreza, RN, Vascular Service Line Lead Nurse, Delray Medical Center
- Ana Hernandez, RN, ICU Nurse, Good Samaritan Medical Center
- Mary Wallace, RN, ICU, Palm Beach Gardens Medical Center
- Cathy McCullough, RN, Employee Health Nurse, West Boca Medical Center

Receiving Tenet's highest honor and being inducted into the company's Tenet Heroes Hall of Fame is:

- Rachel Gonzales Sanson, RN, Dialysis Nurse, St. Mary's Medical Center

Sylvester Rectal Cancer Program Receives Elite NAPRC Accreditation from American College of Surgeons

Sylvester Comprehensive Cancer Center's Rectal Cancer Program has earned a three-year accreditation from the American College of Surgeons' National Accreditation Program for Rectal Cancer (NAPRC). The program is one of only around 50 in the country, and the first in Miami, to gain this recognition.

"This accreditation puts us in an elite subset of colorectal cancer programs in the country," said Assistant Professor of Surgery Luanne Force, M.D., who helped spearhead efforts to gain the NAPRC accreditation. "It also acknowledges our strong multidisciplinary team of surgeons, radiation oncologists, medical oncologists, radiologists, and pathologists."

To achieve NAPRC accreditation, programs must adopt NAPRC standards on program management, clinical services, and quality improvement, and establish a multidisciplinary care team.

While most of the NAPRC requirements were already in place at Sylvester, the team had to reorganize how care was being provided. Dr. Force and many others spent four years working on this accreditation – creating a dedicated rectal cancer tumor board, hiring a coordinator, and developing standardized diagnostic approaches to ensure that all patients receive the highest quality care.

Holy Cross Health Adds Pulmonologist

Pulmonologist Hector Y. Vazquez Saad, M.D., has joined Holy Cross Medical Group.

At Holy Cross Health Dr. Saad specializes in pulmonology and critical care. He has extensive experience with Graduate Medical Education. He is a former Program Director for Pulmonary and Critical Care, Pulmonary Fellowship training program in the state of Florida, overseeing the training of pulmonologists and intensivists.

Prior to joining Holy Cross, he was a staff physician/core faculty pulmonary and critical care fellowship at Aventura Hospital and Medical Center. He was also an assistant professor of medicine and program director, pulmonary and critical care medicine fellowship, at Nova Southeastern University Dr. Kiran C. Patel College of Allopathic Medicine.

Dr. Saad earned his bachelor's degree in general science from Pontificia Universidad Catolica in Ponce, Puerto Rico and his medical and surgery degree from Universidad Autonoma de GDL in Guadalajara, Mexico. He completed his internal medicine residency at Damas Hospital in Ponce, P.R. and Pulmonary and Critical Care Fellowship at George Washington University Hospital in Washington, DC.



Dr. Hector Y. Vazquez Saad

Cardiologist Specializing in Advanced Heart Failure and Transplant Cardiology Joins the Palm Beach Health Network

Phillip Habib, M.D., a cardiologist specializing in advanced heart failure and transplant cardiology, joins the Palm Beach Health Network Physician Group – Cardiovascular Care network in Delray Beach.

Dr. Habib specializes in cardiac care for advanced heart failure, cardiomyopathies and pulmonary arterial hypertension. His expertise includes a wide variety of cardiology care and treatments including mechanical circulatory support, cardio-oncology, cardiomyopathy, cardiogenic shock and cardiac amyloidosis. In addition, Dr. Habib specializes in advanced cardiac imaging and echocardiography, cardiopulmonary exercise testing and clinical research.

Dr. Habib completed an Advanced Heart Failure and Transplantation Fellowship at the Mayo Clinic in Jacksonville, FL, a Cardiovascular Diseases Fellowship at the University of Florida, Department of Medicine, in Jacksonville, and an Echocardiography Fellowship at the University of Pittsburgh Cardiovascular Institute, Pittsburgh, PA. Dr. Habib finished his internal medicine residency at The Ohio State University located in Columbus, OH. He graduated medical school from the Northeast Ohio Medical University, Rootstown, OH.



Dr. Phillip Habib

Mount Sinai Medical Center Welcomes New Cancer Center Director

Mount Sinai Medical Center welcomes Steven Hochwald, M.D., MBA, FACS, as the inaugural director of the new Irma and Norman Braman Cancer Center, set to be completed in 2025. Dr. Hochwald will also serve as chief of surgical oncology and holds titles at Columbia University in New York, as part of Mount Sinai's ongoing affiliation with the Ivy League institution.

A leading pancreatic and gastrointestinal surgical oncologist, and an avid researcher, Dr. Hochwald was recruited from Roswell Park Comprehensive Cancer Center in New York, an NCI-designated institution.

Dr. Hochwald brings over 30 years of clinical experience and research-focused expertise to Mount Sinai's award-winning cancer program, which holds the only Ivy League affiliation of its kind in South Florida, backed by Columbia University.

A graduate of New York University School of Medicine, Dr. Hochwald received postgraduate training in surgical oncology at Memorial Sloan Kettering Cancer Center and completed an oncology research fellowship at the Memorial Sloan Kettering Cancer Center's Surgical Metabolism Laboratory. He also earned an MBA at the University of Buffalo (SUNY) School of Management and an executive degree in managing health care delivery at Harvard Business School Executive Education.



Dr. Steven Hochwald

Lee Health Welcomes Dr. Zsolt Kulcsar as the New Medical Director of Lee Virtual Health

Lee Health is pleased to introduce Dr. Zsolt Kulcsar as the health system's new medical director of Lee Virtual Health. Dr. Kulcsar joins Lee Health with almost 10 years of medical management experience and will lead Lee Health's virtual care team.

In his previous position as an associate medical director of digital health and strategic ventures at White Plains Hospital Montefiore Health System, Dr. Kulcsar implemented a digital footprint for medical and surgical practices and expanded the telehealth services across the hospital. He also served as the section chief of rheumatology and was actively managing rheumatology patients. He was the physician lead of ambulatory quality for a two hundred physician multispecialty group and worked closely with the Montefiore Medical Centers ACO program.

Dr. Kulcsar earned his Doctor of Osteopathic Medicine from the New York College of Osteopathic Medicine in Old Westbury, NY, Master of Business Administration from Long Island University in Brooklyn, NY and his Master of Public Health from The Dartmouth Institute for Health Policy & Clinical Practice in Lebanon, NH.



Dr. Zsolt Kulcsar

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DCMA - Looking Ahead

During my Presidential Inauguration speech as the incoming Dade County Medical Association (DCMA) President, I shared my point of view about how we must work together as a collective group to protect the community standard of care and provide the best quality healthcare to patients in Miami-Dade County. It is critical that this message reaches the broader



BY RAFAEL FERNANDEZ, JR., MD

physician community locally so we can unify and advocate for the changes necessary to reach our goals. If we are not at the table, we will be on the menu.

My goals for the year ahead were crafted from advice that I received from one of the many mentors in my career, Dr. Gustavo Espinosa. Dr. Espinosa is a Radiologist of half Cuban and half Colombian descent who is at the University of Illinois and winner of innumerable Golden Apple Awards. His opening line during our rotation was, "God gave you five fingers to remind you that you need to know the top five causes for what you are seeing on the x-ray."

Following his teachings, I developed the five causes for my tenure as President of the Dade County Medical Association.

I. Defend

The Dade County Medical Association is the organization of choice for physicians who advocate for patients and for the quality and sustainability of the practice of medicine. The practice of medicine, as many of you well know, routinely provides us the unmeasurable joy and satisfaction of helping other human beings during some of their most difficult times, a feeling that few experience outside of medicine. In order to protect this privilege, we, the physicians of Miami-Dade County, like the forefathers of the United States, should continue to strive for a more perfect union in medicine through organized medicine (Dade County Medical Association).

II. Educate

Let's reinforce to the public that we are physicians, not providers. We are men and women skilled in the science and art of healing. That our vocation is the practice of medicine. And that they are patients, not customers or clients.

"The close link between clarity in language and clarity of thought has not been lost by power-seekers of all stripes".

III. Unify

The DCMA shall continue, as it has in the past, to welcome all physicians who wish to join our ranks. Our diversity is our strength, but our unity will ensure our success. I encourage all members and non-members to join our organization, to be vigilant to important social

issues but to focus our efforts in defending the independent practice of medicine.

They said that President Reagan was at his best when they "let Reagan be Reagan." Physicians are in my opinion at their best when they are allowed to be physicians.

IV. Challenges

I encourage each member of the DCMA to reach out and recruit a minimum of one physician who is not a member and to devote at least one hour a week to the DCMA.

I encourage all retired physicians (lifetime members, retired and semi-retired), to participate in the DCMA, mentoring medical students and residents through real-life experiences, and also to serve as liaisons between organized medicine and our elected officials (commissioners, legislature, and local government).

V. Rewards of Involvement - Why should we be involved?

Emma Webb of "Newspeak," on St. George's Day (St. George being the patron saint of England who as legend has it, slayed the dragon) addressed a group of viewers and supporters of an organization who were tired of hearing about what was wrong with Britain and the West without providing any solutions.

She referenced Jordan Peterson as well as Alexander Solzhenitsyn. Peterson believed that there is a profound reward to standing up to and slaying dragons. Solzhenitsyn stated: "If we shrink away, let us cease from complaining that someone does not let us draw breath, for we do it to ourselves."

I personally invite you to join us and be part of the DCMA (www.miamimed.com). Let us go forth together to slay some dragons!



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What You Need to Know About Febrile Seizures

Febrile seizures are one of the most common seizures, typically affecting children between six months and five years of age with a peak incidence between 12 and 18 months. They occur in 2 to 4 per cent of children younger than 5 years.

The febrile seizures are diagnosed clinically and defined as a convulsion associated with an elevated temperature (more than 100.4 F), absence of central nervous system (CNS) infection, and absence of acute systemic metabolic abnormality, in addition to no history of a previous febrile seizures. Risk factors include high fever, infection such as human herpes virus 6 (HHV-6), adenovirus, influenza A and respiratory syncytial virus (RSV), as well as immunization.

A genetic susceptibility to febrile seizures has been recognized; however, in most cases the exact mode of inheritance is still unknown.

The febrile seizures are classified as one of two types, simple febrile seizures and complex febrile seizures.



BY RAMZY MEDAA, MD

Simple Febrile Seizures

Simple seizures are generalized seizures, usually tonic-clonic, lasting less than 15 minutes (median duration of 3-4 minutes), and which do not recur in a 24-hour period. Children typically return to baseline quickly after a simple febrile seizure. The postictal phase can be associated with confusion or agitation and lethargy. No treatment is required for the seizure itself.

Complex Febrile Seizures

Complex febrile seizures are defined as focal onset or prolonged, lasting more than 15 minutes or recurrent within 24 hours. They are less prevalent, and account for approximately 20 percent of febrile seizures. Children with complex febrile seizures are often younger and more likely to have abnormal development.

These seizures require a more individualized approach and investigations which include electroencephalography (EEG) and MRI of the brain, as well as lumbar puncture (if indicated) to exclude meningitis or encephalitis. Lumbar puncture should be performed in children who are less than 12 months old or have clinical signs of meningitis.

Anti-seizure medications can be given during the acute illness. Diazepam is prescribed for patients 2 years and older, given rectally for seizures lasting more than 5 minutes or for clusters of seizures without returning to baseline in between.

Epilepsy occurs more frequently in children who have had febrile seizures compared to the general population. In a normal child with a simple febrile seizure, the risk is almost similar to that of the general population. However, children with complex febrile seizures, a history of developmental delay, or a family history of epilepsy have an increased risk.

Dr. Ramzy Medaa is Board-certified in Neurology and Epilepsy. His office is at KIDZ Pediatric Multispecialty Center in Naples.



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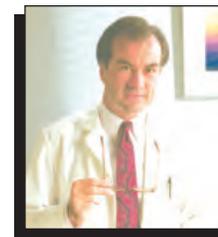


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These are just a few of the questions you should be asking in this volatile market. It's not too late for a no-obligation medical malpractice insurance review, just contact Risk Strategies at **800.966.2120** or matt@dannagracey.com.



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ADVANCES IN TELEMEDICINE

Baptist Hospital First in South Florida with Radiation-Saving Endoscopy Technology from Omega

BY DAN ALRED

Baptist Hospital recently became the first facility in South Florida with an advanced endoscopy suite centered around the Omega E-View.AI and its industry-leading radiation reduction technology.

For over 60 years, Baptist Hospital – the flagship facility of the Baptist Health South Florida system – has been one of the most respected medical centers in South Florida. Baptist Health’s endoscopy centers provide state-of-the-art facilities offering diagnostic and therapeutic gastrointestinal procedures to their patients.

Baptist Health embraces advancements in medical technology. For Baptist Hospital, that commitment manifests itself with a new dedicated interventional endoscopy lab featuring the E-View.AI. Omega systems provide leading-edge technology that dramatically reduces radiation exposure to patients and staff during endoscopic procedures.

“We are excited to be the first to bring this technology to patients in South Florida,” said Andres Gelrud, M.D., MMSc. “The goal of our program is to always bring the best care to our patients. Superior image quality and true radiation protection help us deliver that promise.”

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ADVANCES IN TELEMEDICINE

A New Look at Telemedicine

Telemedicine became a lifeline for many patients during COVID. And while it continues to be a viable alternative for patients to stay in touch face to face with their healthcare professionals, I have personally seen how telemedicine for wellness topics produces amazing results.

When I began teaching wellness classes, including yoga, diabetes prevention and cooking classes, among others, for Holy Cross Health and then yoga for students in the Broward County School system partnering with BECON TV, they were held in person. Then like everything else, as a result of the pandemic, we went virtual. While we lost that in-person contact, we were able to expand our reach globally.

Of course that meant our viewers had to be committed to our Zoom classes. Many of them had to learn what Zoom was and how it works. But they soon discovered it was user-friendly, and they looked forward to the “movement” in the classes and many felt it was a stress reliever, particularly during such an unprecedented time.

What did we learn about telemedicine wellness style?

Convenience: Online wellness classes means that you don't need to join a gym or travel somewhere other than to a room in your home or a safe area outdoors where you can, at the touch of a keyboard, take a yoga class or any other health-related class.

Financial benefits: Online classes saves you time and money on gas and gym fees.

Inspires creativity: We have found innovative ways to make the classes fun. For example for one of our diabetes prevention classes for adults, we hosted a themed tea party. For another yoga class for kids, we partnered with a company to



BY CATHY WHITT

incorporate puppeteers into the class.

They can be for all age groups: One of the lessons we learned throughout Covid is that we all need to practice mindfulness and meditation. Mid-day yoga and mindful classes are popular for those working from home sitting at the computer all day who need just want this break can provide. Or

it can be a respite for those older adults that are homebound.

It works: There are many family and friends that for whatever reason may not be able to physically leave their home to participate. I had an 85-year-old woman in my yoga class who lived in Maryland and practiced chair yoga. She told me that sometimes I was the only person she saw that week. You don't realize that so many older adults are confined to their home. They get lonely and it affects their mental health. You become friendly with your class and that warms my heart. Early on, I helped one 85-year-old woman in our yoga class find a location near her to get her vaccine.

Worldwide access: Perhaps the best story I can share is with a very special young man in Orlando. Sam is a Special Olympian, competing in cycling. I connected with Sam and his mom during our yoga classes, and we would talk about his dream to compete at the state and national level. I am proud to say that Sam reached that goal of competing at the state level. Because of my work with Sam, I was invited to teach a class to young adults with down syndrome.

Telemedicine wellness style should not be overlooked. It's a way to keep all of us informed, educated and engaged no matter where we are.

Cathy Whitt is Community Wellness Specialist, Holy Cross Health.

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ADVANCES IN TELEMEDICINE

Sylvester Comprehensive Cancer Center Develops Electronic Wellness Check

My Wellness Check, an electronic health record integrated symptom and practical-needs screening and referral system developed at Sylvester Comprehensive Cancer Center, part of UHealth – University of Miami Health System, went live for all Sylvester outpatients and providers on June 1.

Sylvester researchers have been using and studying the My Wellness Check tool in preparation for the system-wide rollout, which will now include not only Sylvester’s ambulatory oncology clinics but also the central Sylvester campus. Ambulatory, or outpatient, clinics are where patients receive care, treatment, and follow-up visits post cancer diagnosis. The cancer center has these satellite offices across South Florida, including specialty clinics for breast oncology, gynecology, hematologic oncology, general oncology, radiation oncology, surgical oncology, surgical reconstruction, survivorship, and supportive care.

My Wellness Check is available in English and Spanish and was developed to assess a broad range of cancer patients’ physical and emotional symptoms, such as pain, fatigue, anxiety, and depression, as well as practical needs including transportation, child care, and financial concerns. The assessment is scored in “real time” within the electronic health record, and patients are triaged to supportive services and/or the medical teams during their visits.

“UHealth is the first health system to incorporate (National Institutes of Health-) NIH-developed and well-validated Patient-Reported Outcomes Measurement Information System (PROMIS) measures in Spanish to evaluate and monitor physical, emotional, and social well-being,” said Frank J. Penedo, Ph.D., Sylvester associate director for cancer survivorship and translational behavioral sciences.

The rollout comes on the heels of research recently published in JCO Oncology Practice, which documented the feasibility of using the screening measures in English and Spanish among racially and ethnically diverse patients.

Feasibility Study Included Spanish Speakers

“Ours was the first large-scale study to evaluate the use of a patient-reported screening system embedded within the electronic health record among Spanish



Dr. Frank J. Penedo

speakers, which have historically been excluded from such initiatives,” Dr. Penedo said.

Dr. Penedo and co-authors at Sylvester implemented the pilot at the UHealth gynecology-oncology ambulatory clinic. Of the more than 1,200 assessments offered to patients from October 2019 to January 2021, 60% were initiated, including more than 65% of the English and about 50% of the Spanish My Wellness Check screenings. Among the 506 completed screenings, more than 50% were Hispanic or Latino. All were women, which the authors wrote may limit the generalizability of these findings to other patient populations.

Responding to Patients’ Needs and Concerns

Most patients completed the 8- to 10-minute screening at home via the patient portal. Patients were most likely to voice nutritional concerns or needs, followed by emotional symptoms, practical needs, and physical symptoms. The appropriate oncology health professional addressed physical symptoms in more than 77% of cases; social work staff responded to emotional symptoms in nearly 100% of cases; and a dietician followed up with patients with nutritional needs in nearly 79% of cases.

These findings are in line with emerging evidence that patient-reported outcomes assessing the spectrum of health and wellness concerns among cancer patients and survivors may facilitate responsive, patient-centered care and improve patient-provider communication, according to Dr. Penedo.

Enhancing Care for Cancer Patients, Survivors

This type of screening is beginning to impact the lives of cancer patients and survivors at cancer centers nationwide. It will inform future efforts about how to improve care with adequate representation from racial and ethnic minorities, and, in the case of Sylvester, among Spanish speakers, according to Dr. Penedo.

“We are currently looking at long-term clinical outcomes, such as emergency room visits, hospitalizations, and how My Wellness Check impacts those outcomes. Those results should be ready for publication soon,” Dr. Penedo said.

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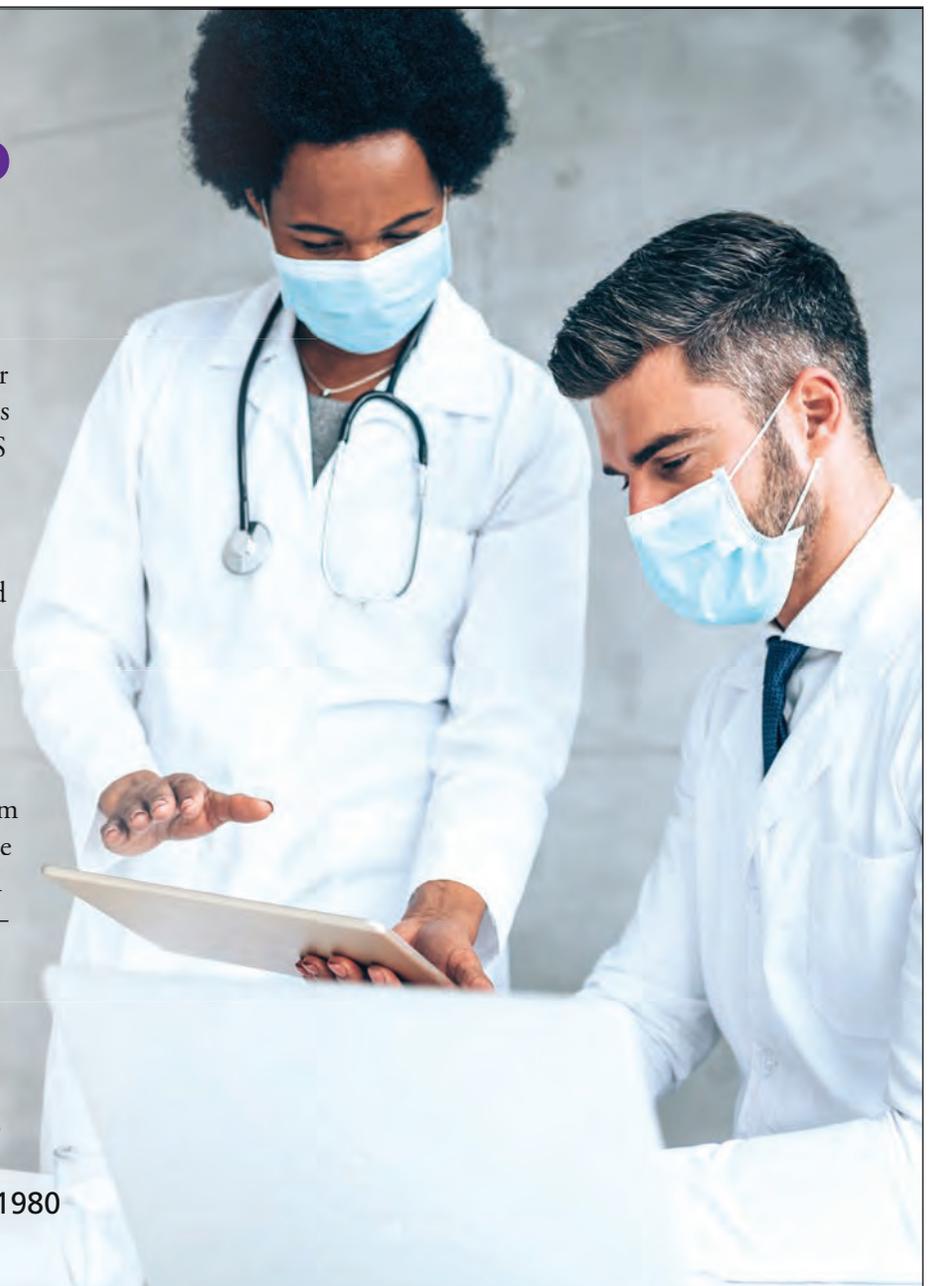
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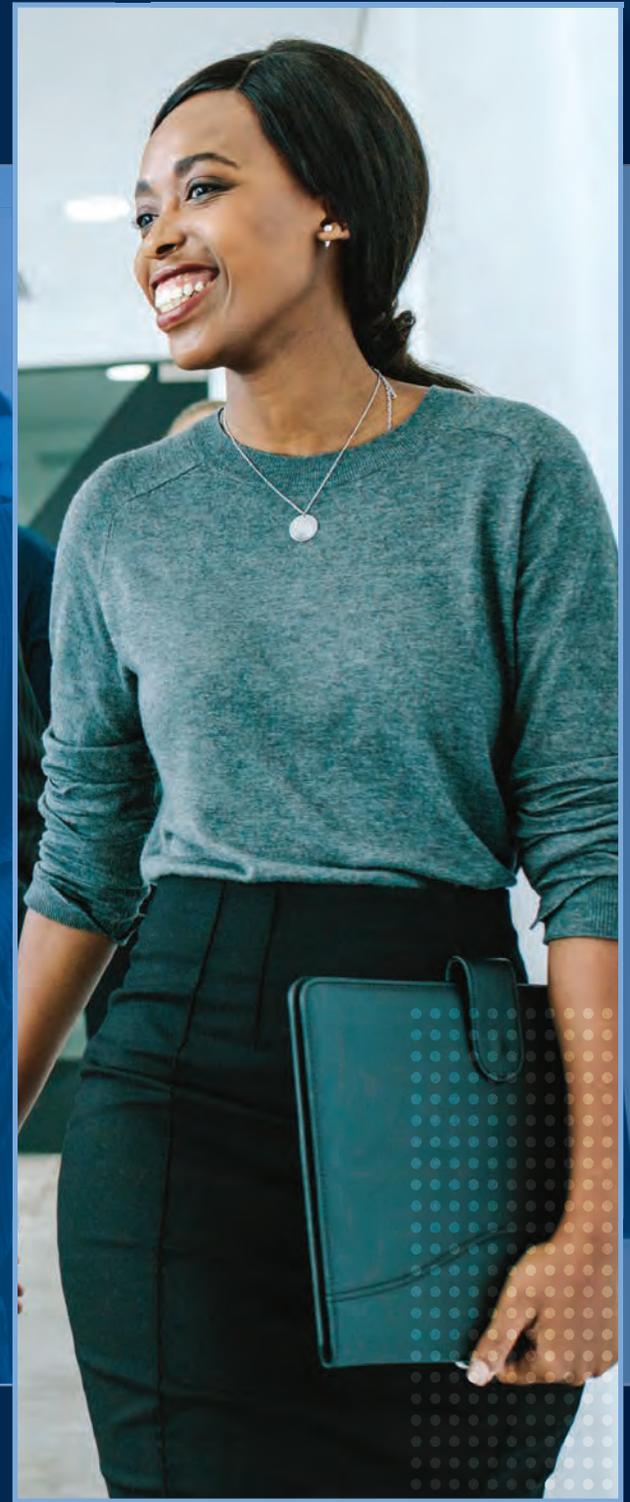
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Cover Story: Going Bare May Carry More Risks than Rewards

Continued from page 1

out more money, which trickles down to higher premiums for doctors,” said Murphy.

Physicians, especially surgeons, are once again thinking about going bare, but Murphy says that there are many things to consider before they make that choice.

For example, every time that a Florida physician renews his or her license, they are required to notify the state if they have dropped their insurance. They should also carry a bond or letter of credit up to \$250,000 in case of a judgement against them. If there is a judgement and the physician does not pay, they can lose their medical license within 60 days.

“Unfortunately, \$250,000 may be inadequate,” said Murphy, noting that the average claim payment now equals \$400,000. “What doctors also fail to recognize is that instead of focusing on the limits of liability, the real benefit of an insurance policy is that legal and claims expenses are unlimited.

“If a case is significant and the injuries or damages severe enough, a very well-staffed and financed law firm will keep that physician in the lawsuit for as long as possible,” he explained. “The physician will be forced to pay an exorbitant amount for legal defense, and at some point, will be looking to settle so as not to pay more legal fees, which can be hundreds of thousands of dollars.”

Murphy also noted that many hospitals and managed care companies now require physicians to carry malpractice insurance.

Despite a prevalent belief by doctors that not carrying insurance and implementing asset protection strategies will reduce the frequency and severity of claims against them, this is not always true.

“Doctors need to understand that the plaintiffs’ bar is very savvy, and they know what they can and can’t do with bare doctors,” Murphy said. “By going bare, physicians lose the professional and experienced claims and legal representatives that their insurance companies provide.”

He added that bare doctors are often forced to testify against co-defendant doctors, and that the act of self-insuring or going bare is simply the shifting of responsibility onto all of those who carry malpractice insurance.

“Doctors may also have a false sense of security if their assets aren’t properly protected,” he added, noting that due to changes in the law, plaintiffs’ attorneys can seek out and attach a medical practice’s accounts receivable.

So why go bare? It can save money on insurance costs, and in some cases, a physician could potentially be sued less because they are not carrying malpractice insurance. A physician may have more control over his or her defense and settlements, though a good insurance company will work with its physicians to come to an agreed-upon solution.

“Unfortunately, as the market deteriorates without tort reform or systemic change, it could be their only affordable choice,” said Murphy. “What’s important is that before making that decision, doctors do their homework. If going bare is something that they are considering, they need to understand the details of what is involved when one self-insures.”

For more information, call Tom Murphy or Matt Gracey at 800-966-2120 or visit www.dannagracey.com.

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Cover Story: Miami Dade College-Medical Campus: New Central Sterile Processing Technician Program

Continued from page 1

Department of Education (FLDOE) approved career technical certificate in Central Sterile Processing Technician. The career certificate is designed to educate and prepare graduates with the skills required for entry-level employment as a member of the surgical services health-care team. Students in this program at Miami Dade College will also acquire extensive knowledge of legal and ethical responsibilities, microbiology, aseptic techniques and care of equipment and supplies, professional management, communication skills, teamwork, and risk management.

A Central Sterile Processing Technician is a vital member of all medical facilities that seek skill sets that include approved practices for decontamination and sterilization of medical supplies and equipment and the proper ways to transport equipment; identifying common pathogens found in the medical setting; and more. According to the International Association of Healthcare Central Service Materiel Management (IAHCSCMM), sterile processing occurs before a surgeon makes an initial incision. A team of skilled Sterile Processing professionals has ensured that each instrument is properly decontaminated,

sterilized, well-functioning, and available when needed as a copious number of surgical instruments and devices flow in and out of surgical rooms on a continuous basis. Students completing this program will be eligible to sit for the Certified Registered Central Service Technician (CRCST) exam. Obtaining this career technical certificate and passing the certification exam demonstrates that graduates are competent to perform entry-level job duties of a central sterile technician.

In developing a Central Sterile Processing Technician Program to address the workforce needs in Miami Dade County, Miami Dade College's, School of Health Sciences is preparing students to become highly skilled health-care professionals, while improving their quality of life and allowing them to become an integral part of healthcare teams. By training the next generation of healthcare providers, the School of Health Sciences turns health care career dreams into reality for thousands of students every year.

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Dr. Ron Winston is Chairperson, School of Health Sciences at Miami Dade College.

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The monthly CCM calls to patients establish trusting relationships with the care manager. Patients share more information, have personal concerns addressed and feel a closer relationship to the practice. Increased patient contact improves communication, thus improving care coordination, efficiency and better use of medical resources.

The needed 50% performance participation will be met, with greater ability to focus on meeting each measure with the required 70% of applicable patients. Care Managers can focus more attention on areas where goals need to be met, while continuing to address the remaining patient needs. Exceptional performance bonus point reimbursement is now achievable, as meeting the 85-point MIPS threshold has become a more realistic goal. Next Gen CCM is an extension of the practice with the time and the focus to succeed with MIPS.

Having a relationship with a care manager assists in uncovering a variety of clinical issues that arise between office visits. The patient is happier, healthier and avoids expensive hospitalization.

For more information, please contact Richard F. Grosso Jr. at 561-888-9971 or rich.g@ydit.care.



BY RICHARD F. GROSSO, JR.

Health Care District to Offer Moderna COVID-19 Vaccine to Young Children

The Health Care District of Palm Beach County is now scheduling pediatric patient visits with a C. L. Brumback Primary Care Clinics' pediatrician in order to receive the Moderna COVID-19 vaccine for children five months through six years of age. Based on availability, these appointments would be for established pediatric patients or children who wish to become clinic patients at the Lantana, West Palm Beach and Belle Glade clinic sites. A parent or guardian must be present for the appointment. Per vaccine manufacturer guidelines, the Moderna COVID-19 vaccine requires two doses one month apart with the exception of a third dose for children who have been determined to have certain kinds of immunocompromise. This week the Health Care District's clinics, which are Federally Qualified Health Centers, received a shipment of 1,000 Moderna COVID-19 vaccine doses for young children from the federal government. The Centers for Disease Control and Prevention (CDC) has authorized this vaccine and recommends that all children, including children who have already had COVID-19, get vaccinated. To make an appointment or learn more about our primary care, dental care, women's health or behavioral health services, call (561) 642-1000 weekdays from 8 a.m. to 5 p.m.

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How to Detect Healthcare Fraud Activities



BY BEN ASSAD MIRZA, ESQ., LLM, MPHA

There are many pitfalls in healthcare. Activities that seem innocuous could be deemed fraudulent. Healthcare employers and healthcare whistleblowers should be on the lookout for the following types of activities involving Medicare, Medicaid or insurance compensation.

Paying for patient referrals: Companies and individuals that pay others to refer patients, such as insurance brokers getting paid by healthcare providers, or a lab or diagnostics business paying a physician to send patients for testing, or certain physicians getting paid more by a hospital because they refer them patients.

Electronic health record (EHR) fraud: Companies that gather and sell electronic health records systems and services may face liability for downstream improper storing and use of data. It requires having down-

stream agreements, even with affiliated and subsidiary companies. It also requires maintaining systems that meet government certification standards. In addition, providers and hospitals may face liability for fraudulently claiming EHR incentive payments, or for submitting fraudulent bills based on EHR systems designed to improperly increase reimbursements.

Billing under the wrong NPI number: Companies often do not pay attention to the NPI numbers that the billing is being done under. It is quite often that a healthcare provider bills under person A, but in reality, person B performed the services. That is improper billing.

Billing under Medicare Advantage Capitated Contracts when patient has not been seen: Companies that intentionally enroll Medicare Advantage patients, and then fail to bring the patient into the office for initial medical assessment or failing to provide the patient access to medical care, and then billing for it. Sometimes companies fall into billing for incarcerated patients, or patients who are out of the designated service area or even outside the country. Not removing these patients from the billing system could lead to fraud upon the government.

Billing for services that are not medically necessary: Medically unnecessary services may include unnecessary inpatient admissions, advanced imaging, unnecessary tests or lab work, and other procedures. For example: the ordering of extra services that were never necessary and unrelated to the actual real reason why the patient came to see the physician.

Billing for unlicensed personnel: This may include services provided by individuals who lack the skills or proper licenses, or services provided by trainees without the required supervision. For example: if a physician has a technician perform the services, and the business bills the insurance company as if the physician had performed the service.

Billing for unauthorized locations: This may include services performed at a facility that is inappropriate for that service, or a facility that is improperly staffed or equipped for the procedure. Or for example, hospitals systems that bill for services at the higher hospital rates, even though the services were provided outside of the hospital.

If you would like to see additional examples of healthcare fraud and what to look-out for, please visit <https://www.mirzahealthlaw.com/examples-of-healthcare-fraud>.

If you would like to find out more about what the rights, responsibilities and obligations of a healthcare provider are when it comes to billing and compliance, our firm has the knowledge, experience and the background to guide you through that process.

If you have any questions, contact Ben Mirza, Mirza | Healthcare Law Partners, at (954) 445-5503 or BAM@MirzaHealthLaw.com.

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When It Comes to Patient Care, Get the Mixture Right



BY JAY JUFFRE

I recently was asked to be a guest on a podcast. The topics ranged from successfully navigating COVID-19, to customer service strategy to employee engagement. During the discussion I was asked how my company manages to do what we do in such a unique way as compared to the others in the industry. Without pulling out a transcript, my answer was quite simple, that is because we rarely compare ourselves to the industry we are in. It is a strategic question your organization should always ask itself: who do we want to be compared to? Do you simply want to be the best as compared to your peers in the region or business segment you are in? Or do you want to be seen as best in class across multiple industries. If companies outside of the healthcare space adopted the former approach, Apple, Tesla, Starbucks, Chick-fil-A and other giants would not exist in their current form. They may have evolved into very good computer, automobile, coffee shop and fast-food companies in their space, but there is no way we would have seen their transformational impact on the world. You see companies like this flawlessly mix customer service, customer experience and overall employee satisfaction in a way that it is nearly impossible to figure out where one aspect ends, and the others begin. These companies also implement key initiatives which thoughtfully “drive all three. So how is your organization’s current “mix?” Does your team enthusiastically deliver both the fundamentals and the above and beyond patient experience? Are you perhaps settling for best of industry standards? If your mix is not where you’d like it, consider looking to the companies who do it best in other industries. You’d be surprised what you can learn from the best in class, even if it is a little different from what you (and your peers) do now.

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

Let's Connect: ACHE of South Florida Spotlight



The Benefits of Early Entry Into ACHE Grooming Students into Leaders

ACHE of South Florida Member Spotlight: Darrell Leggett II

BY BARBARA FALLON



Darrell Leggett II

Darrell Leggett, II, has been associated with the ACHE since his student days at Baylor University, Texas. He credits mentoring, networking and educational programming with grooming his evolution from initial clinical aspirations to an administrative healthcare career with a foundation in the sciences, along with a rich exposure to the humanities and focus on relationships and experiences in the changing nature of healthcare in the 21st century.

As a student member, he found ACHE member executives willing to mentor him and share feedback on his goals. He also enjoyed participating in developmental programming and networking which was valuable to matching him with his current four-year association and growth with HCA, America.

After earning a BA in Medical Humanities and an MBA with Healthcare Administration specialization and serving as an HCA administrative resident, then practice manager positions in Texas and currently Director of Physician Services in Palm Beach, he learned the value of using listening skills from ACHE guidance.

Leggett explained, “It turned my initial perceptions of organizational performance upside down. I now think of an inverted triangle with the front-line feeding info down to the CEO and, in turn, getting support for policy and procedural improvements that benefit staff, patients and the bottom line.” “I found that listening to diverse points of view from front line patient care staff, no matter their status in an organization, is vital to achieving patient satisfaction. Establishing operational policies to support and not dictate change to front line staff empowers them and builds a staff culture where procedures and attitudes positively impact patient satisfaction scores,” he concluded.

Even before he entered health care, Leggett was always interested in customer service. He was in the restaurant business and often dealt with rude, cranky or dissatisfied customers.

According to Leggett, “In the health care arena that attitude may have a legitimate cause, since patients may be in pain or families worried while waiting for diagnostic or therapeutic outcomes. Physicians may be stressed by financial constraints, bureaucratic policy, inefficient systems or any number of operational aspects. My job is to listen to those concerns and participate in ways to solve or alleviate the dissatisfiers. It’s not necessarily true that our customers or providers are rude, it’s that we need to better appreciate and improve the individual situations that feed their concerns.”

Now as he and his wife have settled into South Florida, he feels ready to give back and volunteers on membership committees to spearhead initiatives, such as topical symposiums dealing with marketing, ethics, finance, diversity and patient centricity, with local business school students. He also serves as a resource to attract local executives to participate and share experiential knowledge during educational programs or learn through collegial networking conversations.

Mentors’ advice he has followed in the early stages of his career remind him to avoid complacency and always seek opportunities for worthwhile advancement, not just a title. He embraces the maxim that learning should be a life-long journey.

“Listen and collaborate with colleagues, read a book, earn the next certification ... these are all steps that build and support one’s ambition,” he said. “Now that I am paying it forward, I share that when networking with the next generation of leaders. I advise them to look for learning opportunities outside of the classroom, such as networking through ACHE. Someone else has been there before you and if you relate to golf; it is much easier to learn basics of a good golf swing early than it is to correct a bad one later,” he said.



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Increased Demand Has Broken the Glass Ceiling for Women in Gastroenterology

TGH Gastro Group of the Palm Beaches brings on Dr. Maria Cristina Hatara to provide more female-friendly gastroenterological care

The gastroenterological health of women – like each woman – is unique. The digestive tracts of men and women are essentially the same, but issues related to hormonal fluctuations, pregnancy and childbirth can affect a woman's digestive health in distinct ways. This is why Tampa General Hospital (TGH) Gastro Group of the Palm Beaches is putting an increased focus on the specific gastrointestinal needs of women.

The American College of Gastroenterology stresses that female gastroenterologists are an asset to the medical community, as many patients specifically request female physicians, given the intimacy of the practice. But as of 2019, fewer than 1 in 5 gastroenterologists were women, according to the Association of American Medical Colleges. However, a 2021 study in the Gastroenterology medical journal shows that number has been slowly increasing and concludes that “establishing and maintaining gender diversity and equity in GI is necessary to cultivate the full range of talents to improve the quality and impact of this field.”

In February 2022, TGH Gastro Group of the Palm Beaches hired Dr. Maria Cristina Hatara not only to address these issues, but because she was the right person for the job.

Dr. Hatara is a board-certified gastroenterologist with nearly 10 years of clinical practice. Her clinical interests in general gastroenterology include inflammatory bowel disease and liver disease. She's conducted clinical research throughout her career and is credited with several publications and presentations in areas of her expertise. Dr. Hatara is also fluent in English and Romanian and speaks conversational Spanish and French.

“Regardless of the patient, I want to put them at ease and help them understand they will receive the best care possible,” Dr. Hatara said. “I'm proud to join the team and help the practice take on a diverse range of patients.”

Collaborative Care

At TGH Gastro Group of the Palm Beaches, Dr. Hatara joins five other gastrointestinal specialists who trained at some of the world's most respected institutions. Through collaboration, the doctors are able to provide the most comprehensive and advanced treatment options in a seamless, coordinated manner. Local patients who have complex, specialized cases can even have their surgeries performed in Tampa, with follow-up care offered back on the East Coast.

“It has been invaluable working with the other physicians locally and in Tampa,” said Dr. Hatara. “The whole team wants to take care of our patients and improve their outcomes.”

TGH entered into its alliance with Gastro Group of the Palm Beaches as the highest-ranked hospital in Florida for gastroenterology and GI surgery. The hospital's clinicians use the most advanced technology available to diagnose and treat a variety of GI conditions, including those affecting the esophagus, stomach, liver and pancreas, as well as intestinal and colorectal conditions.

Academic Advantage

Dr. Hatara now also has the benefit of working with one of Florida's leading academic medical centers.

Through TGH's partnership with the USF Health Morsani College of Medicine, TGH Gastro Group of the Palm Beaches is dedicated to pioneering breakthrough treatments and conducting cutting-edge clinical research in the field of gastroenterology. Tampa General Hospital was recognized by *U.S. News & World Report* as one of

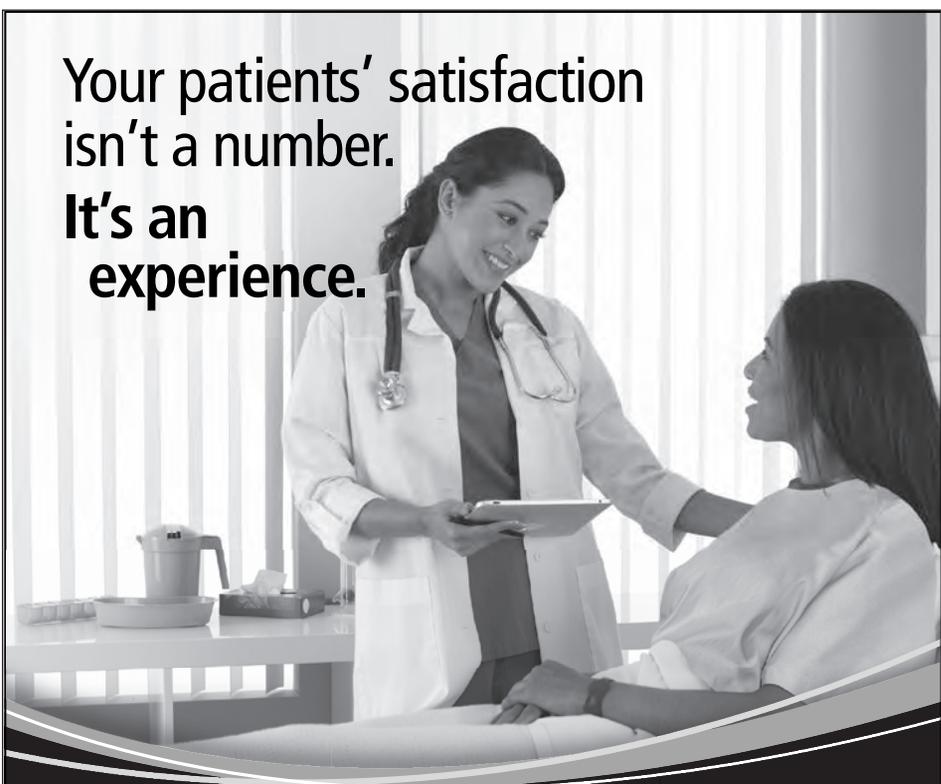


Dr. Maria Cristina Hatara, of TGH Gastro Group of the Palm Beaches, provides gastroenterological care to a patient. PHOTO CREDIT: TRACEY BENSON

the nation's best hospitals, and is highest ranked in Florida for gastroenterology and gastrointestinal surgery.

“As a woman, it's a very exciting time to be in this field,” Dr. Hatara said. “And I'm proud to be a part of the Tampa General family.”

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Financial, Legal and Business Profiles

HOLY CROSS HEALTH

Jim Moffett President

Jim Moffett is president of the Holy Cross Medical Group, a multi-specialty physician employed group of more than 160 physicians providing services throughout Broward and Palm Beach counties. He also serves on the Holy Cross Health Senior Leadership team. Just as he has done throughout his notable career, Moffett continues to develop winning formulas for improving business performance in rapidly evolving value driven, consumer focused healthcare markets. He has a proven track record of building and revitalizing integrated medical groups.

Moffett is an experienced leader in healthcare who is focused on helping people succeed and driving Holy Cross Health to achieve rapid and sustained results. Moffett joined Holy Cross Health in 2021 from AdventHealth Medical Group's Central Florida Division where he was president and CEO.

As a strong advocate for community programs, Moffett has held leadership and fundraising roles for non-profit organizations including American Diabetes Association, YMCA and local sports leagues. Moffett earned a Bachelor of Science in Industrial Engineering from Geneva College in Pennsylvania and an MBA from the University of Scranton.



BROWARD HEALTH

Linda Epstein, Esq. General Counsel

A respected leader who began her distinguished career in healthcare as a registered nurse, Linda Epstein, Esq. currently serves as General Counsel of the North Broward Hospital District, dba Broward Health, one of the nation's top 10 largest public health systems.

A change agent and trusted advisor, Epstein is the go-to source for senior leadership regarding complex legal issues and always does so with honest assessments, sound judgment and creative solutions. She leads Broward Health's in-house legal department with grace and integrity.

Since joining Broward Health in 2019, Epstein has ushered in a new era of transparency, accountability and veracity. Less than one year into her role, the COVID-19 pandemic hit. Her team pivoted overnight to meet the ever-changing needs of the legal and healthcare landscape.

Always abreast of changes in federal, state, and local laws and regulations, Epstein ensures Broward Health operates in accordance with all applicable legal and ethical requirements, all while delivering high-quality and innovative patient care to the community.



MORSELIFE HEALTH SYSTEM

Trisha Hewes, Esq. General Counsel and Senior Vice President of Public Affairs and Marketing

Trisha Hewes, Esq. serves as general counsel and senior vice president of public affairs and marketing for MorseLife Health System. In addition to her duties as general counsel, she is responsible for leading the senior care organization's market development team in building business for its on-campus and home-based health care services. Since she joined MorseLife in 2014, new and expanded service lines have included memory care, short-term rehabilitation, independent living, palliative care and hospice as well as the recently introduced Resnick all-inclusive affordable assisted living. Hewes also directs all internal and external communications for MorseLife and the MorseLife Foundation including the launch of NOW for Holocaust Survivors, NEXT GENERATIONS at MorseLife and the MorseLife Holocaust Living and Learning Experience. Certified as a Florida Supreme Court County Court Mediator, she received her law degree from Nova Southeastern University following an undergraduate degree from Palm Beach Atlantic University.



Alisa Bert VP Financial Operations

As vice president of financial operations for Broward Health, Alisa Bert provides strategic leadership and oversight of the health system's broad daily operations involving general accounting, financial planning, centralized utilization review, patient billing services, governmental reimbursement and financial and statistical reporting functions.

Throughout her career, Bert has been responsible for billions of dollars of hospital revenues, however, it was the COVID-19 pandemic that ended up being her biggest proving ground. Bert's swift direction to purchase and distribute PPE, right-size Broward Health's fluctuating labor costs and address irregular patient volumes helped overall cost containment during the height of the pandemic.

Bert serves as treasurer on the Children's Diagnostic & Treatment Center board of directors. She is a member of the Healthcare Financial Management Association and is a certified Lean Six Sigma Green Belt.

Bert graduated magna cum laude with a Bachelor of Science in accounting from Fayetteville State University, a campus of University of North Carolina. She earned her Master of Business Administration from Florida Atlantic University.



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

K. Scott Wester, FACHE, Selected as New President and Chief Executive Officer For Memorial Healthcare System

The South Broward Hospital District Board of Commissioners has chosen K. Scott Wester, FACHE, as Memorial Healthcare System's President and Chief Executive Officer. Wester recently served as Executive Vice President of Strategic Partnerships and Advocacy for Franciscan Missionaries of Our Lady Health System in Baton Rouge, LA. In his previous position, Wester led a historic \$250 million partnership with Louisiana State University and Our Lady of the Lake Regional Medical Center that involved graduate medical education, research, interdisciplinary sciences and created greater alignment and workforce development.

Wester also served as president and Chief Executive Officer for Our Lady of the Lake Regional Medical Center in Baton Rouge for 14 years (2008-2022). A magna cum laude graduate of Saint Louis University with bachelor's degrees in chemistry and classical humanities, Wester went on to earn his master's of hospital and health administration (MHA) from Xavier University in Cincinnati. He is a fellow of the American College of Healthcare, which awarded him its Regent's Award in 2020, and he has served in numerous civic organizations.



K. Scott Wester

New Chief Financial Officer Takes Helm at Broward Health Coral Springs

Broward Health Coral Springs welcomed Modesto Gato as its chief financial officer.

The recent promotion of Gato follows his three-year tenure as Broward Health's associate vice president of finance in which he led all functions related to accounting, oversaw the operating and budget process, and supported the health system in the development of financial strategies. He joined the health system in 2016 as regional director of finance at Broward Health Medical Center. He also served as regional director of financial management for Broward Health.

Prior to joining Broward Health, Modesto served at Nicklaus Children's Hospital for more than 16 years in a variety of roles, including decision support, financial management and budgeting.

Modesto received both his Master of Business Administration and Bachelor of Science degrees in accounting and finance from Florida International University.



Modesto Gato

Dade County Medical Association Announces Rafael Fernandez, Jr., M.D., as 112nd President

On a night where all guests enjoyed Latin music at the 2022 Presidential Inauguration: Havana Casino Night at the JW Marriot, the Dade County Medical Association announced the new Board of Directors, and Rafael Fernandez, Jr., M.D., was installed as the 112nd President.

In the activity in which several important people from the healthcare industry gathered, DCMA made announcements of the achievements obtained during the past year despite the challenges in these times of pandemics.

The significant moment of the night was when the new President Rafael Fernandez, Jr., M.D., was sworn in as President, accompanied by his father, retired Dr. Rafael Fernandez, Sr.

Dr. Jose David Suarez, in his farewell message, announced his achievements which include the increasement of members, the results in Tallahassee a year since the start of the COVID-19 pandemic, and will continue with his commitment to areas of critical need. Dr. Suarez also received a proclamation from the Mayor of Miami Dade County, Daniella Levine Cava, recognizing his work as a doctor and always helping those most in need.

The FMA was represented by Jason Goldman, M.D., on behalf of the President, Dr. Dough Murphy, he mentioned the accomplishments, challenges, changes, benefits, and legislation they have been fighting for in the Legislature at Tallahassee for the benefit of physicians in South Florida.

The new Executive Committee of the Board of Directors of the DCMA is composed of doctors Carmel Barrau, MD, President-Elect; Patricia Ares-Romero, MD, Vice President; Adriana Bonansea-Frances, MD, Secretary/Treasurer; and Jose David Suarez, MD, Immediate Past- President. Other members of the Board of Directors: Eugene Fu, M.D., Enrique Fernandez, MD, Raul Grosz, MD, Jeffry Biehler, MD, Jorge Marcos, M.D., Julie Kantor, M.D., Damaris Mafut, M.D., and Jason S. James, M.D.

The DCMA also recognized the role played by the supporters of the association: Presidential Inauguration sponsors Baptist Hospital, Clinical Care Medical Center, Comprehensive Medical Aesthetics, Keralty Hospital Miami, MSP Recovery, and Queen's University; and collaborators Community Health of South Florida, Gables Orthopedics, Truist Wealth, and Unihealth of South Florida for sponsoring this event. With a special mention to the Institutional Sponsors ShareCare and The Doctor's Company.



(l-r) Dr. Rafael Fernandez, Jr., Dr. Rafael Fernandez, Sr., Dr. Jose David Suarez

A Sit-down With the New Memorial Healthcare System CEO

BY CHARLES FELIX, PUBLISHER



K. Scott Wester

I recently had the opportunity to sit down and have a brief chat with K. Scott Wester, FACHE, Memorial Healthcare System's new president and chief executive officer. Although he doesn't officially take the helm until July 5, and we hope to have a more comprehensive interview with him in the near future, I wanted to share with you my first impressions.

According to Scott, what first drew him to the position was Memorial's culture and the anticipated acceleration of healthcare in the state of Florida as a result of the state paring back its certificate of need program that previously limited the opportunities to expand. He seems excited about the opportunity to extend Memorial's signature services—such as heart and vascular care, cancer care and pediatric care—into a much broader geographic footprint, bringing Memorial's care closer to patients' home environments.

Describing Memorial as an already high performing organization, Scott is prepared for the challenges of his new role, as he has had more than 30 years of healthcare experience, including his most recent position as the president and CEO for Our Lady of the Lake Regional Medical Center in Baton Rouge, LA—the largest private medical center in the state. He added that it's also the perfect time for him to take on this new position as he and his wife are “quasi-empty nesters,” with one daughter in college and one heading to medical school.

One of Scott's strengths is his ability to connect with other organizations, and he hopes to establish partnerships in the community in order to enhance Memorial's capabilities as well as to lift its partner organizations. He is a firm believer that organizations need to collaborate more from a relationship standpoint in order to improve the quality of care provided.

He also supports the use of technology, with a focus on approaching it from a consumer standpoint. Believing it to be an essential element of the strategic plan, his philosophy is that technology should be used to make healthcare services easier to access, as well as to enhance the health of an individual.

We're looking forward to welcoming Scott to the Memorial Healthcare System and to South Florida, and to seeing the changes to come!

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A message from our President **Trust Your Doctor**

Looking for COVID-19 vaccines for your children aged six months to five years? Well, don't look to Florida's leadership for help!

Florida is one of the only states in these United States that decided not to order its doses through the federal government and have the distribution of the vaccines handled like the rest of the country. Both our state surgeon general and governor have decided for you that you don't need Florida's assistance in getting access to the vaccines. Where have we gone wrong?

Instead, like when COVID-19 first appeared on the scene, look to your local hospitals, physicians' offices, and retail pharmacies, for help. These organizations must now order their vaccine supplies directly from the federal government. Unlike Florida, the federal distribution process is reasonably robust and retail pharmacies were able to order early so they should have already received their first shipments of the vaccines. In fact, hospitals and physicians who ordered early should also have received their doses of vaccine for administration.

What we have witnessed is that these vaccines save lives! Given the mountain of evidence, one wonders why this state speaks and acts like the evidence



Jaime Caldwell

is not convincing. In a recent article in *Health News Florida*, “Dr. Joseph Perno, vice president of medical affairs at Johns Hopkins All Children's Hospital in St. Petersburg, said his facility received its first shipment of Moderna doses Tuesday.

He said he is more concerned about the mixed messaging coming from Tallahassee than a shortage of the vaccine.

The fact that we're getting the vaccine as early as today (June 22), I don't think it had a major impact,” he said. “I'm more worried about just the message it sends to our families in the state that the state doesn't seem to be as behind the vaccine as most health care providers are for this age group.”

What is also not apparent is where families who lack the resources go to get their very young children vaccinated. We have ample resources in South Florida and first you should reach out to your family pediatrician to ask about the availability of the vaccines and, if that is not an option, we have several excellent federally qualified health centers in our area. To see a listing of those health centers in our area go to: https://npidb.org/organizations/ambulatory_health_care/federally-qualified-health-center-fqhc_261qf0400x/fl/.

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Save the Date, it's FREE to attend the 31st Edition of the Florida International Medical Expo, Miami Beach Convention Center, July 27-29, 2022. In addition to more than 800 exhibitors with everything from rubber gloves to robotics, there will be keynotes, transformation talks, a start-up competition, plus complimentary conferences and events. Plan to spend at least one day if not all three, exploring the show. The Charity Zone will be the first stop in the lobby where you will be able to find out firsthand what a difference these 3 incredible organizations are making. Mercy Ships, with 2 floating hospitals are looking for volunteers; doctors, nurses, medical professionals and students to spend a week or longer, partnering with them on these splendid ships. Individuals who have maritime experience or just want to contribute are welcome to sign up for the trip of a lifetime. OneWorld Health partners with communities in developing countries and are building healthcare facilities while training the doctors and staff. Volunteers are welcome, facilities are in Central America and Africa. South Florida's Nicklaus Children's Hospital with its innovative children's healthcare programs is making a significant impact on the lives of children and their fami-



lies. Stop by the Charity Zone to learn more.

Meet the start-ups and the technologies and innovations which will shape the future:

- Rahman Mohammed, Vivo Doc, Dallas, Texas
- Or Retzkin, Eye Control, Tel Aviv, Israel
- Ulrich Weigelt, RobotDreams GmbH, Timmendorfer Strand, Germany
- Livia Bors, Kinepict Health, Esztergom, Hungary
- Rodrigo Alves, Doctari, Chile
- Tormod Thomsen, Picterus, Ålesund, Norway
- Dr Jonathan Rosenblum, Rithem Life Sciences, Passaic, New Jersey
- Jane Zhang, Remie Health, Bothell, Washington
- Amol Karnick, KA Imaging, Oakville, Ontario, Canada
- Dr. Pankajkumar Chhatrala, OrthoHeal, Irving, Texas
- Christina Drake, Kismet Technologies, Winter Park, Florida
- Patrik Zander, RolloGuard, Ystad, Sweden

- Angela LaRue, A LaRue Company, Winston-Salem, North Carolina
- Dr. Jannis Fischer, Positrigo, Zürich, Switzerland
- Rashid Hameed, XpertFlow, Islamabad, Pakistan
- Josh Rabinowitz, Articulate Labs, Dallas, Texas
- Pierre Francois Migeotte, HeartKinetics, Brussels, Belgium
- Dimitris Tsiokos, Bialoom, Nicosia, Cyprus
- Thiago Tiso, Arkmeds, Winter Garden, Florida
- Thomas Bailey, Gleechi, Stockholm, Sweden

An introduction to Florida's Medical Marijuana Program presented by Carmen Dixon, Nurse Consultant, Education and Training Liaison, Office of Medical Marijuana Use (OMMU). The OMMU is a division of the Florida Department of Health.

Florida Intercostal Reprocessing Educators of the HSPA (Healthcare Sterile Processing Association) offers in-person education focused on the best in regulatory compliance and patient safety with a focus on inspection and documentation. This will be a highly interactive event for Sterile Processing professions as well as Infection Prevention and Operating Room professionals.

Telerad Conference, a one-day conference aims to attract hospital managers, medical directors, distributors, and medical equipment dealers and will highlight radiology business challenges in magnetic resonance, computed tomography, tel-

eradiology, and PACS (Picture Archive Communication Systems).

A few of the Keynote Speaker Topics:

- Lessons learnt in adopting and implementing innovation to transform healthcare delivery systems
- Why are Digital Biomarkers the perfect fit for precision medicine?
- AI in medicine – the time has come
- Voice, Sensors, AI: Emerging Tech for Health
- #BreaktheBias - Women, Capital Funding and Medical Innovation
- Keynote Speakers will include
 - Dr. Adam Landman, Brigham and Women's Hospital, Boston, Massachusetts
 - Dr. Arash Naeim, UCLA
 - Diana van Stijn, Lapsi Health, Amsterdam, The Netherlands
 - Dr. Eric Eskioglu, Novant Health, Charlotte, North Carolina
 - Grzegorz Ambroziewicz, European Innovation Council and SMEs Executive Agency (EISMEA), Brussels, Belgium
 - Jhonatan Bringas Dimitriades, JBD Healthcare, Medscape, Amsterdam, The Netherlands
 - Jon Stine, The Open Voice Network, Portland, Oregon
 - Patti Rossman, Life Science Women's Network, and Globiox, Inc., Austin, Texas

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Da'realis, who had heart failure



Brianna, who had a back injury

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Publisher's Note

The Networking Solution!

Even though, we basically live in "vacation" weather all year round, when June, July and August roll around, we can't help thinking of summer as Vacation Time.



Sometimes making even the slightest progress these sultry days can seem like rolling a really large boulder up an equally steep hill. First you try to schedule that important meeting — next to impossible when all the key players are on vacation. Then you can't quite finalize that pitch deck when there's no one to sign off on it. What's a body to do? Well, that's when I choose to dust myself off and find who's left behind.

Several years ago (on these very pages), I noted how Carol tends to push the envelope and use really big words around me. (In the early years of our marriage, I tried to look them up in the dictionary, relying on Webster's to communicate with my wife! But after 51 years of marriage, my blank stare usually elicits a basic definition from her.) Anyway, that day the particular word she used to describe me was "ubiquitous" — because I try to be everywhere, meet everyone AND anyone, and I'm always trying to figure out ways to link all these folks together into one big NETWORK! Just consider me "Tinder" for the healthcare industry. You never know when that cup of coffee can turn into business down the road.

And to get you in the spirit (and out of your pjs), our COVID-stalled South Florida Healthcare Networking Group is back in action and face to face! By the time you read this, we'll have had our first in-person meeting on June 30th at Wellington Regional Medical Center. We quickly filled our limit of all 30 attendee spots, so it's never too early to send in your registration form for our next in-person meeting in July at The Christine E. Lynn Women's Health & Wellness Institute at Boca Raton Regional Hospital. (This meeting on Friday, July 22, also will be limited to the first 30 registrants.)

Unfamiliar with our SFHNG Networking Group ... no problem. We're basically like 22nd century speed-dating. No compulsory membership fees or big speeches. We just get together, introduce ourselves, and of course, eat. To receive information about our July and future meetings, email me at Charles@southfloridahospitalnews.com. But as I said earlier, it's not the more the merrier anymore. Our registration is limited to the first 30 paid reservations ... no exceptions.

And if you think it's too hard to get up that morning ... think about the food!

Charles Felix



P.S. Happy Anniversary to us. We're 19-years-old!

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OUR 19TH YEAR SERVING THE HEALTHCARE COMMUNITY!



Jay Juffre

ImageFIRST Partners With Clients Focus on the Human Experience

BY BARBARA R. FALLON

Before, during and after the COVID crisis, ImageFIRST held its ranking as the largest national linen provider specializing in the medical market. They remained a leader in infection prevention and efficient inventory management, providing comprehensive, quality linen and laundry programs.

That foundation earned ImageFIRST a competitive edge when hurdling COVID-19 challenges. With the marriage of quality and operational efficiency intact, they enhanced their safety response building on the performance of associates whose customer service attitudes are in sync with their health care clients' priorities for patient care, staff empowerment and customer satisfaction.

Enhancing the Human Experience

Now they are navigating the 'post' COVID environment - focusing on enhancing the human experience, according to Jay Juffre, Executive Vice President, as it affects patients, staff, visitors and the community-at-large.

"Patient care will always be about being great at what you do clinically, but patient experience is all about how you do it. Perceptions of patients, staff, and visitors go a long way in shaping our reality," he said.

While hospital personnel often think

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Ask These Questions Before You Pursue an M&A Transaction

BY ALEXANDER BINELO

M&A remains a key growth strategy in 2022, with more than one in five healthcare CFOs (22%) planning to pursue M&A this year, according to the 2022 BDO Healthcare CFO Outlook Survey. With high valuations and uncertainty around future market trends, it's important that healthcare organizations carefully consider if an M&A deal is the right move for them, whether they're on the buy- or sell-side. When looking at acquisitions made in the last three years, more than a third of healthcare CFOs said they either did not successfully capture available synergies (10%), or synergies fell short of expectations (24%).

Are you trying to determine if it's the right time for M&A? We've provided a list of questions related to strategy, due diligence, integration and operations for both buy- and sell-side healthcare organizations. You should ensure you can answer all questions relevant to your intentions before deciding to go through with a transaction. While this is not a comprehensive list of all considerations for pursuing M&A, these questions can be used to help you build a strong foundation for any deal you pursue.

For healthcare organizations looking to acquire a company:

Strategy

- Why are you acquiring this company?
- What are you looking to achieve from the transaction? Have you clearly defined what success looks like and how you will measure it?



Alexander Binelo

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Miami Dade College-Medical Campus: New Central Sterile Processing Technician Program to Meet Workforce Needs, Starts Spring 2023

BY DR. RON WINSTON

According to the Bureau of Labor Statistics, employment of Central Sterile Processing Technicians is projected to grow 10.7% from 2016 to 2026, faster than the average for all occupations. Advances in medical technology have made surgery safer, and more operations are being done to treat a variety of illnesses and injuries. The demand for central sterile technicians is projected to grow as the aging of the large baby-boom generation is expected to increase. According to the Florida Department of Economic Opportunities, Workforce Development Area 23, Miami-Dade and Monroe Counties will need approximately 1,335 employees in the central sterile technician field per year between 2018 and 2026. To meet this demand, Miami Dade College, a leader in addressing the workforce needs of the community is dedicated to preparing students for the ever-changing field of health sciences.

Miami Dade College, School of Health Sciences developed a 650-hour Florida



Dr. Ron Winston

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Malpractice



Tom Murphy

Going Bare May Carry More Risks Than Rewards

BY VANESSA ORR

In the early 2000s, Florida faced a medical malpractice crisis when the number of insurance companies writing these types of policies fell from roughly 40 companies to less than five as the result of an overwhelming number of claims and lawsuits. Many large payments were made, resulting in insurance companies rapidly increasing premiums, which then became unaffordable for some Florida physicians.

As a result, many physicians chose to self-insure, or 'go bare.'

"Florida is one of the few states in the country where physicians are allowed to self-insure; basically, they become their own insurance companies, paying for everything in the case of a claim or lawsuit," explained Tom Murphy, Sr. Vice President, National Health Care Practice Danna-Gracey, a division of Risk Strategies.

Over the last couple of years, medical malpractice rates have increased as a result of the Florida Supreme Court overturning tort reform in 2017, despite the fact that Florida voters overwhelmingly voted to place caps on noneconomic damages. While not as bad as in 2001-02, after 13 years of rate decreases, rates have increased for the past two to three years.

"The fact that the Florida Supreme Court declared tort reform unconstitutional opened the floodgates for more lawsuits and nuclear verdicts, which has resulted in insurance companies paying

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