



# THE FORUM

May/June 2015 • Volume 14, No. 3 • The Official Magazine of Collier County Medical Society

## Dr. Eric Hochman Installed as 58th CCMS President



Dr. Hochman and wife Kim

*In this issue:*

Incoming President's Message

CCMS Physician of the Year

Community Service Corner – Senior Friendship Center

## CALENDAR OF EVENTS

Register at [www.ccmsonline.org](http://www.ccmsonline.org)  
or call (239) 435-7727

Thursday, May 21, 6:00pm  
**Meridian Financial Group's Physician Asset  
Protection Seminar**  
Waldorf Astoria

Thursday, May 28, 5:30pm  
**CCMS After 5 Social**  
McCormick & Schmick's  
Co-hosted by Florida Community Bank

Saturday, May 30, 7:00pm  
**CCMS Alliance Luau Fundraiser**  
Korunda Estate

Saturday, June 27, 8:00am  
**CCMS Educational Conference**  
Avow Hospice

Thursday, July 9, 6:00pm  
**CCMS Lecture: Reducing the Risk of Identity Theft  
for Your Practice and Your Family**  
Moorings Park

July 31 – August 2  
**FMA Annual Meeting**  
Disney's Yacht & Beach Club Resort, Orlando

August 9 – 16  
**FMA & CCMS Alaskan CME Cruise**  
Round-trip Seattle, Washington

Thursday, August 27, 5:30pm  
**CCMS After 5 Social**  
Artichoke & Company, Bonita Springs  
Co-hosted by Wiebel Hennells & Carufe, PLLC

Thursday, September 10, 6:00pm  
**CCMS Fall General Membership Meeting**  
Hilton Naples  
*Contact CCMS for sponsor/exhibit opportunities*

Saturday, September 26, 7:30am  
**Foundation of CCMS Golf Tournament**  
Bonita Bay Club Naples  
*Contact CCMS for sponsor/exhibit opportunities  
or visit [ccmsfoundation.org](http://ccmsfoundation.org)*

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1891 0315

## Directory Reminder

CCMS member physicians who have changes to their office address, phone numbers, or photos for the 2015-16 Physician Directory, please email your updates to [info@ccmsonline.org](mailto:info@ccmsonline.org) by May 21st. You can check your current listing at [www.ccmsonline.org](http://www.ccmsonline.org), click on "Find a Doctor". The new directories will be available this fall.

## CCMS Board of Directors 2015-2016

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**Vice President**

Rafael Haciski, M.D.

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Paul Dorio, M.D.

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April Donahue, Executive Director, CCMS

Views and opinions expressed in *The Forum* are those of the authors and are not necessarily those of the Collier County Medical Society's Board of Directors, staff or advertisers. Copy deadline for editorial and advertising submission is the 15th of the month preceding publication. The editorial staff of *The Forum* reserves the right to edit or reject any submission.

# MEMBER NEWS

## New Members:



**Frank C. Astor, M.D.**, Administration  
NCH Healthcare System  
350 7th St N, Naples, FL 34102  
Phone: (239) 624-4000 Fax: (239) 624-4001  
Board Certification: Otolaryngology



**Alan K. Hagstrom, M.D.**, Psychiatry  
NCH Physician Group  
311 9th St N, Ste 304, Naples, FL 34102  
Phone: (239) 624-8160 Fax: (239) 624-8161  
Board Certification:  
Psychiatry, Pain Management

## Reinstated:

**Thomas A. Beckett, M.D.**, Obstetrics-Gynecology  
Total Women's Care  
1890 SW Health Pkwy, Ste 203  
Naples, Florida 34109  
Phone: (239) 514-3131 Fax: (239) 592-0048

**E. Sean Kelley, M.D.**, Physical Medicine and Rehabilitation  
NCH Physician Group  
730 Goodlette Rd N, Ste 203, Naples, FL 34102  
Phone: (239) 624-0960 Fax: (239) 624-0961

**Robert O'Leary, D.O.**, Pain Management  
Pain & Physical Medicine Consultants  
1726 Medical Blvd, Ste 101, Naples, FL 34110  
Phone: (239) 390-9778 Fax: (239) 405-7444

## Relocations:

**George Crabb, D.O.**, Internal Medicine  
**David Sommerfeld, M.D.**, Internal Medicine  
Millennium Physician Group  
11181 Health Park Blvd, Ste 3030, Naples, FL 34110  
Phone: (239) 249-8996 Fax: (239) 249-3063

**Paul M. Gardner, M.D., F.A.C.S.**, Plastic Surgery  
Gardner Plastic Surgery  
1250 Pine Ridge Rd, Naples FL 34108  
Phone: (239) 566-2611 Fax: (239) 431-8069

**Karen Henrichsen, D.O.**, Internal Medicine  
NCH Physician Group  
2450 Goodlette Rd N, Ste 201, Naples, FL 34103  
Phone: (239) 624-0010 Fax: (239) 643-4774

**Angel Herrera, M.D.**, Geriatrics  
**Mary Ann LoMonaco, M.D.**, Internal Medicine  
Millennium Physician Group  
800 Goodlette Rd, Ste 200, Naples, FL 34102  
Phone: (239) 719-3362 Fax: (239) 719-3363

**Lawrence L. Kohn, M.D.**, Internal Medicine  
NCH Physician Group  
1845 Veterans Park Dr, Ste 110, Naples, FL 34109  
Phone: (239) 624-0470 Fax: (239) 598-3689

**Ashley Tunkle, M.D.**, Family Medicine  
Millennium Physician Group  
800 Goodlette Rd, Ste 340, Naples, FL 34102  
Phone: (239) 206-1625 Fax: (239) 206-2402

## New Practices:

**Reisha F. Brown, M.D.**, Pediatrics  
Pediatric Associates of SWFL, P.A.  
1008 Goodlette Road N, Ste 100, Naples, FL 34102  
Phone: (239) 325-5437 Fax: (239) 325-5438

**Eric Hochman, M.D.**,  
Internal Medicine, Pediatrics & Rheumatology  
Gulfshore Concierge Medicine  
Banyan Professional Center  
1350 Tamiami Trail, Ste 101, Naples, FL 34102  
Phone: (239) 325-1020 Fax: (239) 325-4018

**Natalia Keyser, M.D.**,  
Internal Medicine, Palliative Care (Concierge)  
Personalized Physician Care  
130 Tamiami Trail N, Ste 110, Naples, FL 34102  
Phone: (239) 649-1010 Fax: (239) 649-0101

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## Incoming President's Message

Eric Hochman, M.D., CCMS President, 2015-16

*Adapted from Dr. Hochman's inaugural speech for the CCMS 2015 Annual Meeting*



Thank you all for coming tonight. Mitch, thank you for your time and leadership over the last 4-5 years, and especially, the last year. Thank you to all our sponsors. And thank you to Dr. Alan Pillersdorf, current FMA President, for driving over from Palm Beach, in order to preside over the installation of the Board.

I am honored to stand before you as your 58th President. Times have certainly changed

since the CCMS was founded in 1957 with 10 physicians. I look around the audience and see many past presidents and board members. You are the physicians who have helped make practicing medicine in Collier County what it is today.

The only constant in life is change. This is an unprecedented time of change in Medicine. This change effects all aspects of medical practice. Technological innovations are changing the way we diagnose, treat, and prevent disease. The approach to administering medical care is evolving from a disease centered model to a prevention centered model. But, the most significant changes may not be in the actual care we provide to patients, but rather in the system we work within to provide this care. There have been dramatic changes in insurance, and the way it is administered, reimbursement, and the way in which we provide medical care and manage our offices.

**CHANGE...**New blood draw techniques (and note I say techniques and not phlebotomy) are enabling us to run hundreds of tests from a drop of blood in only a few hours at a fraction of the cost of conventional phlebotomy.

**CHANGE...**tPA was first approved for ischemic stroke less than 20 years ago, while I was still in medical school. Now we are seeing the evolution of mobile stroke units that are able to bring the emergency department straight to the patient. This evolution relies on the simultaneous development and implementation of diverse technologies, including advancements in imaging, telemedicine, and numerous other medical technologies.

**CHANGE...**After several decades of statin dominance, new medications are close to approval for treatment of hyperlipidemia (PCSK9s) that will lower cholesterol to levels never seen before. Antibodies are being used to selectively deliver cytotoxic agents to malignant cells, both increasing the efficacy and decreasing the toxicity of chemotherapy.

But as I previously stated, the biggest and most impactful changes may not be in the ways we diagnose and treat diseases, but rather in the actual medical system and environment within which we practice.

**One hundred years ago**, in 1915, the American Association for Labor Legislation, a private organization made up of about 3,000 reform-minded professionals, produced the first standard health

insurance bill. The bill called for the protection of all low income workers and provided for cash compensation and broad hospital and medical benefits to both workers and their dependents. Not a single state adopted the measure. This was a state by state decision, and not a federal one.

**Fifty years ago**, on July 30th 1965, President Johnson signed HR 6675 into law establishing Medicare and Medicaid.

Fast forward to the "modern era". The sustainable growth rate formula, or SGR, was created as part of the Balanced Budget Act of 1997, the same year I graduated from Medical School. My entire medical career has been dominated by the SGR. Unfortunately the SGR only worked well for a few years, because by the early 2000's, the growth of medical expenditures began to greatly outpace the growth of the economy. For this reason, there have been 17 "Doc Fixes" since 2003.

**CHANGE...**But, we may never hear the term Doc Fix again. The Medicare Access and CHIP Reauthorization Act of 2015, otherwise known as H.R.2., permanently repealed the SGR. H.R. 2 establishes predictable payment updates for physician services while eliminating the possibility of future across the board cuts. However, this law is hopefully just a start, not a conclusion.

**CHANGE...**Accountable Care Organizations appear to be here to stay. The Department of Health and Human Services recently announced that it would like to see 50% of payments tied to alternative payment models, like ACOs and bundled payments, by 2018. Estimates place the number of ACOs at about 744, representing 23.5 million lives (almost 10% of the US population). The total number of ACOs has grown by 300 from 2013 to 2015. Florida has an estimated 66 ACOs, second only to California.

Change is always hard to endure. Most of us are creatures of habit, living daily within our comfort zones. But simple biology teaches us that if we do not adapt with a changing environment, we will not survive. Some changes are forced upon us, and others are personal decisions we make to adapt. No matter the type or magnitude of the change, one thing is clear. It is always easier to have support during these evolving times, the support of our spouses and families, the support of our colleagues and friends, and the support our professional organizations.

The Collier County Medical Society is here for you. Our mission statement is to promote quality healthcare for all patients and to serve the professional needs of its members. As an example, over the last year, the CCMS was instrumental in helping to bring the Health Insurance Cooperative to Collier County. Many of your practices have signed up to have their health insurance plans administered through this medical plan. It's through initiatives such as this, that the CCMS can help each of you transition through this healthcare evolution.

We will continue to work for you during this new era of health care. Thank you.



A'llawna is an extremely intelligent 9-year-old who battles with oppositional defiant disorder and ADD. When she was referred to the new Children's Community Action Team she was having violent outbursts, getting suspended and was kicked out of her after school program. Explosive arguments with her mother resulted in routine Crisis Unit admissions.

Through the program's family-centered intensive mentoring and treatment services, they received the comprehensive support necessary to overcome the loss of her beloved father and learned behavior modification and anger management skills. The team also got her into more challenging gifted classes.

Today her relationship with her mother has never been stronger and they are now savoring all the joys that childhood brings.

## Her Mind is *Our* Concern.

### **Mental health is a community issue.** *Fortunately, there's a community solution.*

A'llawna is among one in four in Collier County who suffer from a mental illness. One in nine of us will experience some form of substance abuse. When a family member, friend or coworker battles a mental health or substance abuse problem, we suffer with them. Thankfully, David Lawrence Center is here for our community.

A not-for-profit organization founded and still governed by community leaders, the David Lawrence Center is the behavioral health component of our community's healthcare network. A true local resource, it relies on donations, fees and grants to invest in the health, safety and wellbeing of our community.

When your patients need help, call on the highly compassionate, committed and competent professionals of the David Lawrence Center to inspire them to move beyond the crisis towards life-changing wellness.



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## CCMS 2015-2016 Officers of the Board

### Eric Hochman, M.D. – President



Dr. Hochman has been practicing medicine in Naples since 2004. He is board certified in Internal Medicine, Rheumatology, and Pediatrics. He attended college at Tulane University on a Dean's Honor Scholarship, and he graduated from the Honors program Cum Laude with Phi Beta Kappa distinction. He obtained his Doctor of Medicine from The Ohio State University College of Medicine, earning membership into Alpha Omega Alpha, and graduating with Honors, Magna Cum Laude. He remained at Ohio State to complete an Internal Medicine/Pediatrics combined residency. He then completed a Rheumatology Fellowship at Washington University in St. Louis, where he was awarded a CHORD Fellowship in outcomes research. While at Washington University, he also worked as an ER attending physician at Barnes Hospital. He has been recognized each year since 2011 as a Castle Connolly Gulfshore Life "Top Doc". Other awards include Patients' Choice award annually since 2008, On-Time Physician, and Compassionate Provider Awards. This will be his 5th year on the Board of the Collier County Medical Society. He has recently opened his new practice, Gulfshore Concierge Medicine. During his free time, he enjoys spending time with his wife and 2 sons, golfing, and travelling.

### Rafael Haciski, M.D. – Vice-President



Dr. Haciski is a board certified OB/GYN who completed his undergraduate education at MIT in Cambridge, followed by medical school at Emory University in Atlanta with his residency in OB/GYN at Johns Hopkins in Baltimore and a fellowship in Reproductive Endocrinology and Infertility at the University of Chicago. Dr. Haciski has practiced in his field for over 32 years and is currently in private practice at Advanced Gynecology, Inc.

### Catherine Kowal, M.D. – Treasurer



Dr. Kowal is a Rheumatologist in North Naples and part of the American Arthritis and Rheumatology Associates. A native of Chicago, Dr. Kowal studied at Mount Holyoke College in Massachusetts before moving to Boston where she worked in research at Mass General Hospital. She obtained her medical degree in 1985 and performed her internship and residency at Presbyterian Medical Center of Philadelphia and also trained at University of Pennsylvania and Medical College of Pennsylvania. Dr. Kowal and her husband, radiologist Dr. Ray Montecalvo, have lived in Naples for 22 years.

### Cesar De Leon, D.O. – Secretary



Dr. De Leon joined the Naples Medical Center in January 2005 and is board certified in Family Practice. He obtained his Doctor of Osteopathy at Western University of the Health Sciences, College of Osteopathic Medicine, in Pomona, California. He completed his family practice residency at Broward General Medical Center in Ft. Lauderdale. Dr. De Leon's previous experience includes the VA Medical Center in West Palm Beach and the Kaiser Permanente Medical Center of Sacramento.

### Paul Dorio, M.D. – Officer/Director-at-Large



Dr. Dorio came to Naples in December 2005, after joining Naples Radiologists, LLC. As a board certified Radiologist with sub-specialty certification in Interventional Radiology, Dr. Dorio is an established and integral part of the health care community. His passions include his loving family, delivering the highest quality care for the people of our community, and building a better community through spiritual involvement and engagement. As a board member, Dr. Dorio has advocated that CCMS remains focused on bridging political differences in our community for the betterment of all patients.

## CCMS 2015-2016 Officers of the Board

### Eric Eskioglu, M.D. – Director-at-Large



Dr. Eskioglu is board certified in Neurosurgery and fellowship trained in Neuroendovascular surgery. He earned his medical degree from University of Kansas following an Aerospace and Mechanical Engineering degree from University of Arizona and three years working in the aerospace industry. He completed his neurosurgery residency at Vanderbilt University, and an Endovascular/Vascular Neurosurgery fellowship at University of Florida. Dr. Eskioglu was Assistant Professor of Neurological surgery at Vanderbilt University before joining Lee Memorial. He moved to Naples in 2011 and established the Neurovascular & Stroke Institute at Physicians Regional Healthcare System and a Comprehensive Stroke Program. He is currently a staff Neurosurgeon at PRHS.

### David Wilkinson, M.D. – Director-at-Large



Dr. Wilkinson began his career as a respiratory therapist and returned to medical school at The Boonshoft School of Medicine at Wright State University in Dayton, Ohio. He graduated with honors and was elected into the international honor society of Alpha Omega Alpha. Dr. Wilkinson completed his urologic surgery training at the University of Kentucky, Albert B. Chandler Medical Center in Lexington, Kentucky. During his residency he received the Excellence in Medical Student Education Award. Dr. Wilkinson is board certified, a Diplomat of the American Board of Urology, and practices with Specialists in Urology.

The Foundation of Collier County Medical Society presents

# Docs & Duffers 2015

a Charity Golf Tournament benefiting efforts to address access to healthcare,  
promote health education and serve the community's public health needs

**Saturday, September 26, 2015 Bonita Bay Club Naples**

Register at [ccmsfoundation.org](http://ccmsfoundation.org) / call (239) 435-7727

### Details

7:30 am  
Registration

8:15 am  
Shotgun Start / Scramble Format

12:30 pm  
Lunch & Awards Ceremony

*Mulligans, Raffles,  
Hole Contests, and more!*

### Golfer Fees

\$175/golfer & \$600/foursome  
includes cart & greens fees

### Sponsorships

[ccmsfoundation.org](http://ccmsfoundation.org)  
[april@ccmsonline.org](mailto:april@ccmsonline.org) / (239) 435-7727



## Dr. Paul Mitchell Named CCMS Physician of the Year



Collier County Medical Society is pleased to announce Dr. Paul Mitchell, Chief Medical Officer at Avow the recipient of the inaugural CCMS Physician of the Year Award. The award honors a CCMS member who deserves special recognition for exemplary contributions to the practice of medicine and/or outstanding service to our community. Members of the Medical Society submitted nominations for this prestigious award to the CCMS Board of Directors, who have selected Dr. Mitchell from the talented pool of candidates.

The award was presented at the CCMS Annual Meeting & Installation of Officers, May 9, 2015 at the Naples Beach Hotel & Golf Club.

“Being selected as the Medical Society’s Physician of the Year is a tremendous honor and I am humbled,” remarked Dr. Mitchell. “I must acknowledge and express my appreciation for the important work performed by our palliative care team. I truly believe our work as a team is the impetus which has brought about this recognition. I thank CCMS for affirming the positive impact palliative care is making in our community.”

Dr. Mitchell was nominated by his colleague Dr. Cynthia Nehrkorn, Assistant Vice President & Medical Director at Avow. “I am so pleased to learn Paul has been selected as the Physician of the Year,” commented Dr. Nehrkorn. “He is a wonderful physician, has an excellent bedside manner and is genuine in his engagement with patients. He is very good at communicating the facts to patients and families in an unbiased way so they may make informed decisions. He is well versed with the regulatory aspects of the healthcare industry and an extraordinary role model for all who work with him. I’ve known and worked with Paul since 1997 and have seen firsthand the impression he makes on his patients. He is an outstanding professional and individual.”

Karen, Rollins, President & CEO, at Avow, also added her commendations: “Dr Mitchell is a master of what every patient hopes for in their physician and what every physician seeks to be: scientist, healer, teacher and protector. We are so fortunate to have this very special leading palliative care medical practitioner here in our midst in Southwest Florida.”

## 7th Annual CCMS Women’s Health Forum



Dr. Corey Howard presents to Forum attendees.

As part of our mission to promote quality healthcare for all patients, CCMS hosted 300 attendees at its 7th Annual Women’s Health Forum on March 7th at the NCH Telford Center. This year’s theme was “Your Steps to Better Health”, and 25 CCMS members presented on the latest in women’s health topics. The event was made possible by the support of 24 exhibitors, including presenting sponsor, NCH Healthcare System and sponsors 21st Century Oncology, A Woman’s Place, Center for Hearing and eBella Magazine. Thank you to all the speakers, volunteers and supporters, as well as our committee: Drs. Catherine Kowal, Caroline Cederquist, Rafael Haciski, Karen Henrichsen, Jonathan Jay, Tami Kuhlman, Marilyn Varcoe and Jamie Weaver. Stay tuned for details on the 8th Annual Forum, March 2016.



Dr. Karen Henrichsen staffs the Foundation of CCMS exhibit table.



Dr. Caroline Cederquist and Amy Geant greet attendees at the Cederquist Medical Wellness Center exhibit.

# Physician Asset Protection Planning Seminar

**Learn how to help protect your assets from lawsuits and creditors**

*Florida physicians are in heightened need of asset protection planning with today's ever increasing litigious environment. The risks to a physician's assets from malpractice, negligence and other lawsuits are a clear and present danger to almost all physicians. Attend this seminar and learn from the foremost experts in the industry on the subject of Asset Protection Planning.*

## Main Topics

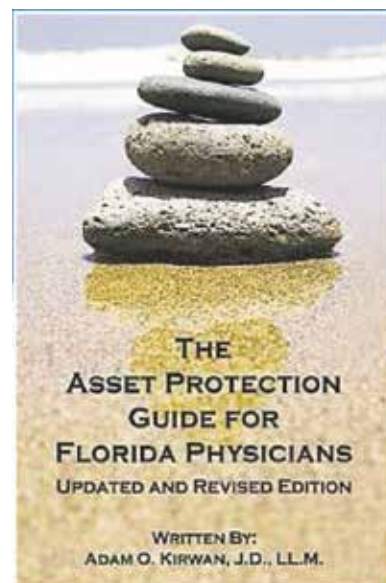
- How to use trusts and Estate Planning to help protect your assets
- What assets are exempt from your creditors and how to use those assets to help protect your wealth
- How to use wage accounts to help protect your earnings from garnishment
- The potential risks of procrastinating & not planning ahead
- How Florida's revised Limited Liability Company Act may impact your asset protection.
- How to structure the ownership of owner-occupied medical space to protect the property from lawsuits

## Presented By:

**Adam O. Kirwan, J.D., L.L.M.**

**Attorney and Author of the Books:**

The Asset Protection Guide for Florida Physicians and The Asset Protection Guide for Florida Residents.



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**To RSVP Call:**

**239-690-9820**

**Date:**

**Thursday,  
May 21<sup>st</sup>  
6 - 8PM**

**Location:**

**Waldorf Astoria  
(Previously Naples Grande)  
475 Seagate Drive  
Naples, FL 34103**

**Cost:**

**FREE**

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## Communication Secrets for Effective Practice Management

Joseph Hohmann, Express Employment Professionals, Medical Staffing Division

There is not one specific group of character traits or abilities that makes a leader great. Some are boisterous, others are soft-spoken. One might be humorous, while another is more serious. Consider some of the greats—Martin Luther King, Winston Churchill, John F. Kennedy, Margaret Thatcher and Ronald Reagan. They were all very different people from diverse backgrounds, yet they were able to inspire others and their messages have stood the test of the time for one reason—their ability to communicate.

You may not be leading a country or have the eyes of the world focused on you, but as a physician you are being called to inspire your employees, share how your practice can help others, and guide the practice to success. And that requires an ability to communicate as well. As an article from Forbes<sup>1</sup> points out, “a large number of organizational problems occur as a result of poor communications ... that underscores the need for leaders to focus on becoming great communicators.”

Every leader should strive to be a good communicator, and practicing, communicating and learning from your mistakes will help you reach that goal. But, there are three secrets that will help you become a great communicator, which in turn will help you become a great leader in your practice.

### Secret #1: It's Not About You

Really, this isn't just a secret of communicating, but a secret of life in general. However, when you're communicating, you have to always be conscious of the fact that it's not about you! It's about your audience. Do they understand, relate to, connect with or react to what you're saying? “The message is not about the messenger,” concurs Forbes, “it has nothing to do with the

messenger; it is however 100% about meeting the needs and expectations of those you're communicating with.”

### Secret #2: It's Not About Talking

Being a great communicator isn't about talented speech writing, amazing articulation or spreading information and ideas. At its core, communication is about listening. Every time you communicate it is in response to something, whether a direct question, a situation or a need. And your response will mean nothing if you haven't truly listened. As President Woodrow Wilson said, “The ear of the leader must ring with the voices of the people.”

### Secret #3: It's Not About “The Who, What, When or Where”

People, especially employees, want to know more than just the facts of a situation. They desire to understand the why and the how. Why is this happening? How are we going to accomplish this goal? Why did you make that decision? How will this impact me? If you've truly listened, you'll know exactly what questions your audience is asking, and how to answer. This doesn't mean you should neglect the facts; you just have to make it a priority to leave your audience with the key take-aways they were wanting.

Ultimately, the ability to communicate meaningfully will enhance your chances of success with your patients and staff members. As a leader who has been tasked with inspiring your team, assisting your patients and building a successful practice, your effectiveness rests on your willingness and commitment to become a great communicator.

1 Myatt, Mike. “10 Communication Secrets of Great Leaders.” Forbes 4 Apr. 2012. Web. Mar. 2015.

## Charity Thanks CCMS Women Physicians for Support at Spring Social

April 6, 2015

Dear Collier County Medical Society Women Physicians:

I would like to thank you all for your attendance at Dr. Cyndi Yag-Howard's Spring Social, which benefitted Club Instant Replay. As many of you know, Club Instant Replay is a club that I, Aubrey Howard, founded at my high school. It focuses on collecting, refurbishing, and donating new and gently used sporting equipment to children and organizations around the county that cannot afford it. Donations like yours are what allow Club Instant Replay to remain not only a prominent charitable organization in my high school, but also a useful resource in our area. Thank you again for your kind donations; they are deeply appreciated.

Most sincerely,  
Aubrey Howard  
President and Founder of Club Instant Replay



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[www.ClubInstantReplay.com](http://www.ClubInstantReplay.com)

## Upcoming symposiums



### Primary Care Focus Symposium (14th Annual)

Friday-Sunday, July 24-26

The Ritz-Carlton Naples, Florida

(13 CME/CE)

PrimaryCareFocus.BaptistHealth.net



### Foot and Ankle Symposium (Third Annual)

Friday, September 18

The Ritz-Carlton Coconut Grove, Miami

(4 CME/CE)

MiamiFootandAnkle.BaptistHealth.net

### Beneath the Surface: In-depth Focus on Wound Care & Limb Preservation Symposium (10th Annual)



Saturday, September 19

The Ritz-Carlton Coconut Grove, Miami

(6.5 CME/CE)

WoundCareMiami.BaptistHealth.net

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## Community Service Corner

Dr. Scott Madwar, CCMS Past President and Senior Friendship Health Center Volunteer

### *Senior Friendship Health Center*



Since its inception in 1985, the Senior Friendship Health Center, a division of the Collier County Friendship Centers, has been providing care to the members of our underserved community. Our unique model utilizes only volunteer providers to deliver primary care, specialty care, and dental care to patients 50 years old and above who are within

300 percent of the Federal Poverty Level.

Our patients benefit from medication assistance programs, access to health and wellness education, coordination of care across the physical and social spectrums, and the peace of mind that we are here to care for them in their time of need.

These all require the creation of a sustainable model founded upon the commitment of over 60 volunteers. Without them – physicians, dentists, clinical and clerical support – our patients would go without medical care or utilize emergency medical services, inevitably proving very costly to both the patient and community.

Moreover, we serve as the safety net for our seniors in all aspects of health maintenance and medication management as we treat chronic conditions including diabetes, hypertension, chronic obstructive pulmonary disease, congestive heart failure, and obesity. And it's not just the physical treatment of our patients; we also provide the tools for them to make good decisions and take back control of their lives.

The results are clear: Improved clinical outcomes as well as the restoration of our patients' confidence as they find employment and stability, many for the first time in their lives. Our providers have no time limit on their ability to spend time with patients and manage care incorporating background, environment, culture, and other social determinants.

In an effort to provide a broad continuum of care for our patients we offer an array of specialty services and minor procedures on site. When diagnoses require more extensive treatment, our care team assists the patients in utilizing community resources to obtain low-cost care as well as follow treatment plans. The Senior Friendship Health Center works closely with various community organizations, health care providers, and charitable groups to find ways to ensure patients are cared for within the patient's budget.

As we enter our 30th year, Senior Friendship Health Center is working with community members to expand services and provide care to the underserved in new and innovative ways. Later this year, our Clinic will move to a shared location with the Healthcare Network of Southwest Florida in East Naples. This will enable us to make the best use of funds and provide our patients with improved ongoing care – an effort that is unique in this nation. The Healthcare Network of Southwest Florida will employ two Board Certified Geriatricians as gatekeepers to access care through Senior Friendship Health Center's specialty physicians.



*Dr. Rasik Mehta, volunteer physician, examines a patient at the clinic*

Now, 30 years after our founding, we are still growing, innovating; and becoming a special part of our patients' and volunteers' lives. 2015 will certainly bring new adventures, I invite you to join us in this excitement—volunteer your time, consider supporting our upcoming events, and otherwise promote for the important role we play in the Collier County community. Visit [friendshipcenters.org](http://friendshipcenters.org) or call (239) 566-7425.



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**Spring General Member Meeting – March 18**  
**After 5 Social – April 9**  
**Dermatology Symposium – April 23**



Aynoa Passapera, Dr. Emilia Murray, Rosa Kissane



Dr. Jose Baez, Dr. Joseph Gauta, Dr. Jerome Bobruff



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Dr. David Turkel and wife Gabriela



Dr. Renate Chevli, Dr. Spyros Kitromilis, Dr. Shuneui Chun,  
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