



# THE FORUM

March/April 2020 • Volume 19, No. 2 • The Official Magazine of Collier County Medical Society

## CCMS Physicians Care: Building Life-long Trust



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## CALENDAR OF EVENTS

Unless otherwise noted,  
register at [www.ccmsonline.org](http://www.ccmsonline.org) or call (239) 435-7727

Friday, March 13, 6:00pm

**CCMS & Lee County Medical Society Spring Social**  
Mercedes-Benz of Bonita Springs

Thursday, March 19, 6:00pm

**CCMS Spring General Membership Meeting**  
Panel on Medical Cannabis  
Avow – Isperi Community Room

Monday, March 23, 12:00pm

**NCH & CCMS Resident Physicians Luncheon**  
“Communication & Conflict Resolution”  
NCH Telford Building

Wednesday, March 25, 7:45am

**CCMS Practice Administrators Seminar**  
“Hot Topics in Technology for the Medical Practice”  
Porter Wright Law Office

Thursday, April 2, 5:30pm

**CCMS Women Physicians Spring Social**  
Sara Campbell

Thursday, April 16, 6:00pm

**CCMS After 5 Social**  
Valerie's House Naples

Saturday, May 16, 6:30pm

**CCMS 63rd Annual Meeting & Installation**  
Wyndemere Country Club  
Open to the public

*Support opportunities at [ccmsonline.org](http://ccmsonline.org)*

## Premier Circle of Friends



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## CCMS Member Dues

Don't lose your CCMS member benefits! The 2020 CCMS member dues deadline was December 31, 2019. Members (or their groups) can pay online today at [ccmsonline.org/membership](http://ccmsonline.org/membership). Printed dues invoices will also be mailed directly to members who pay individually, or to practice administrators for group payment. To pay your FMA dues, go to [flmedical.org](http://flmedical.org), and to pay your AMA dues go to [ama-assn.org](http://ama-assn.org).

## CCMS Board of Directors 2019-2020

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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:


**Daniel J. Harmon, D.O.**

Joint Replacement Institute  
3466 Pine Ridge Rd, Ste A  
Naples, FL 34109  
Phone: (239) 261-2663 Fax: (239) 262-5633  
Board Certified: Orthopaedic Surgery


**Sonal Sura, M.D.**

21st Century Oncology  
8350 Sierra Meadows Blvd #200  
Naples, FL 34113  
Phone: (239) 732-2900 Fax: (239) 732-2995  
Board Certified: Radiation Oncology


**Tran B. Ho, D.O.**

NCH Physician Group  
Center for Breast Health  
11181 Health Park Blvd Ste 2220  
Naples, FL 34110  
Phone: (239) 624-8120 Fax: (239) 624-8121  
Specialty: Surgery-Breast  
Board Certified: General Surgery


**Brandon M. Kirsch, M.D.**

Kirsch Dermatology  
1333 3rd Ave S Ste 501  
Naples, FL 34102  
Phone: (239) 300-9767 Fax: (239) 842-1273  
Board Certified: Dermatology


**Stephan M. Levitt, M.D.**

The Woodruff Institute  
2235 Venetian Ct Ste 1  
Naples, FL 34109  
Phone: (239) 596-9337 Fax: (239) 596-9466  
Board Certified: Dermatology


**Carol L. Roberts, M.D.**

Naples Center for Functional Medicine  
800 Goodlette Rd Ste 270  
Naples, FL 34102  
Phone: (239) 649-7400  
Specialty: Functional Medicine  
Board Certified: Otolaryngology


**Katherine Stam, D.O.**

Cederquist Medical Wellness Center  
1575 Pine Ridge Rd Ste 19  
Naples, FL 34109  
Phone: (239) 593-0663 Fax: (239) 593-0664  
Board Certified: Internal Medicine


**Michael R. Sternberg, M.D.**

662 Banyan Blvd  
Naples, FL 34102  
Phone: (571) 241-1123 Fax: (866) 200-9118  
Board Certified: Psychiatry

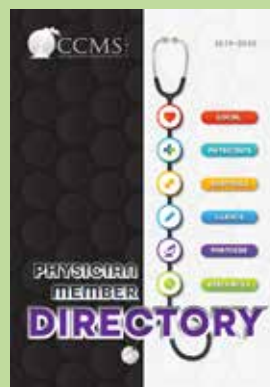
## Address Change:

**George W. Ferguson, M.D.**

Concierge Medical Services, P.L.  
1333 3rd Ave S, Ste 402  
Naples, FL 34102

## CCMS Physician Directory Notice

Planning is underway for the 2020-2021 CCMS Physician Directory. Members who have changes to their office information or new photos for the Directory should email updates to [info@ccmsonline.org](mailto:info@ccmsonline.org) by May 26th.



Reserve advertising space for the Physician Directory by May 15th. Rates start at \$425. The Directory is a great way to reach the community - 10,000 copies are distributed each fall throughout Collier County. Visit [ccmsonline.org](http://ccmsonline.org) or call the CCMS office, 239-435-7727 for details.

## Foundation of CCMS Scholarships

Do you know a deserving medical or healthcare student who is a Florida resident? The Foundation of CCMS is accepting applications through March 31st for medical students and students enrolled in or accepted to a healthcare degree program.

The applications and eligibility details are available at [ccmsfoundation.org](http://ccmsfoundation.org).





## A Message from the President

David Wilkinson, M.D., President, Collier County Medical Society

This issue, I am pleased to continue our newest magazine feature: messages from leaders at some of our largest local healthcare facilities. These occasional pieces are designed to provide our members with updates on the activities that impact us as physicians, and the community as a whole.

I am happy to again offer my space in the “Message from the CCMS President” to one of our hospital executives, the Market Chief Executive Officer of Physicians Regional Healthcare System, Scott Lowe. Please also see our “Community Corner” on page 12, featuring Dr. Bill Kuzbyt, Board Chair of the Physician Led Access Network.



## Message from the Physicians Regional Market CEO

Scott Lowe



Dear Collier County Medical Society Colleagues,

I hope that so far the New Year is treating you all well. I'm enthused and eager to share some of the new things happening here at Physicians Regional Healthcare System in the coming year. We have seen tremendous success in the last few years and want to make sure we continue to deliver services that residents of Southwest Florida want

and need.

Over the last five years, Physicians Regional has focused on changing the culture across the organization to create a cohesive and collaborative team. We have several different facilities throughout Southwest Florida, but we are one organization with a medical staff that includes exceptional primary care physicians, specialists, and clinicians who are delivering high quality care across all service lines.

Just last year Physicians Regional Pine Ridge was designated as a Comprehensive Stroke Center by the Agency for Healthcare Administration (AHCA). This designation is based on standards set by the AHCA that distinguishes hospitals with infrastructure, staff, and training to receive and treat patients with all types of strokes. Physicians Regional Collier Blvd. is a Primary Stroke Center.

Just like stroke, time is crucial when cardiac intervention is necessary, and we are fortunate to collaborate with some of the best in Collier County to offer patients every option for high quality and efficient advanced care. I am excited to share that coming summer 2020 Physicians Regional Pine Ridge will be opening an expanded center for cardiac and vascular care. This will include advanced surgical equipment and technologies

allowing a full range of invasive and interventional cardiology procedures. Clinical care is being enhanced with a dedicated cardiovascular intensive care unit for open heart surgery patients and a new recovery area for cardiac and interventional patients.

We are also extremely excited to welcome Cardiothoracic Surgeon Scot Schultz, M.D. to Physicians Regional's growing Cardiac Care team. Dr. Schultz is returning to Southwest Florida to join the medical staff of Physicians Regional Healthcare System and serve as the new Medical Director of Open Heart Surgery at Physicians Regional Pine Ridge. He is an exceptional surgeon and has a proven track record of developing high quality programs from their early stages. Dr. Schultz is already engaged in the design and development of the open heart surgery program, and his practice will be open for consults in late March. We are all very fortunate that he is returning to provide his services to our community.

In addition to our expansion at our Pine Ridge location we are also expanding advanced cardiac care services at our Collier Blvd. location to include a cardiac catheterization lab.

I'd like to think even with all the growth within our community, Naples and Marco Island are still “small towns, where everyone knows each other,” and as a healthcare professional my sense of civic responsibility grows with the knowledge that most of the time we are quite literally treating our family, friends, and neighbors. This only reinforces the need to continue to focus on meeting the needs and demands of our Southwest Florida community. Thanks to the great members of the medical staff and our support teams I am confident we are up to the challenge.

Thanks to all our physicians and staff for everything you do every day to provide safe high-quality care to our community.

In Good Health,  
Scott Lowe



# CCMS 63<sup>rd</sup> Annual Meeting



Saturday, May 16<sup>TH</sup>

## CCMS 63<sup>rd</sup> Annual Meeting

Wyndemere Country Club

700 Wyndemere Way, Naples, FL 34105

6:30pm Cocktail Reception | 7:30pm Dinner & Program

Featuring:

Installation of CCMS President & 2020-21 Officers  
CCMS Physician of the Year Award Presentation

Complimentary for CCMS physician members

First CCMS member guest \$25

Additional seats \$125 each

Semi-formal attire • Valet parking included

KINDLY RSVP BY APRIL 26<sup>TH</sup>:

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

### SPONSORS:



Exhibitor:  
Radiology Regional

## CCMS Physicians Care: Building Life-long Trust

Collier County Medical Society



Ken Koehler

On Valentine's Day 2019, Ken Koehler's life was turned upside down. With a large lump on his tongue, his doctor suspected cancer and referred Ken to Dr. Leela Lavasani, who specializes in ear, nose, and throat tumors.

Unfortunately, as Ken demonstrates, cancer can strike at any time in life. At the age of 36, Ken is married to his wife Giselle and together, they have three

beautiful children. The diagnosis of cancer threatened to take his life, but the treatment also jeopardized his quality of life as a father, husband, and entrepreneur. For his outcome to be successful, he needed to eradicate the cancer and preserve essential motor functions such as being able to speak and swallowing his own food.

### Local physicians are willing to take the call

When Ken and his wife showed up at Florida Gulf Coast ENT for a consult, Dr. Lavasani was still on maternity leave with her fourth child. Her partner took the in-person consultation, but quickly called Dr. Lavasani. With his examination notes, they both agreed that an expedited treatment would be necessary for this young man and they scheduled a biopsy for her first day back at the office the following week.

Shortly after the appointment, Ken received a personal call from Dr. Lavasani. Though she was still taking care of her baby, she wanted to reach out to him personally and explain the treatment protocols. Overwhelmed with the fact that he

had cancer, Ken Koehler was not expecting his physician to call. She spent more than an hour on the phone thoroughly explaining everything that was going to happen, answering Ken and Giselle's questions, and even bringing up information they never thought to ask.

*"As soon as I hung up the phone, I felt more comfortable starting this journey with Dr. Lavasani."*

– Ken Koehler

In recent years, Collier County has attracted more subspecialist physicians. These doctors have focused their training and expertise on the treatment of complicated diseases and chronic conditions that may last for years. Often, they see patients who are overwhelmed with grief, confusion, and anger at their circumstances. With the heart of a physician, they must share difficult realities with honesty and compassion to build lasting trust on a critical journey.

### The patient's best interests always come first

Cancer takes many forms in the body, which require distinct treatment protocols and different associated risks. After Ken's biopsy confirmed cancer, Dr. Lavasani prepared him for the next step on his journey to health. In removing a tumor that was so close to his neck, there was a significant risk of losing key motor functions such as the ability to swallow and speak.

While removing the cancer was essential for Ken's life, a close second priority was preserving his quality of life.

The family prepared for a 12-hour surgery that would take the expertise of two surgeons. Dr. Lavasani would remove the tumor and surrounding glands in his neck, then another surgeon would simultaneously begin the reconstruction process. Lavasani has found that her patients have a higher degree of success when she collaborates with the reconstructive surgeon during treatment.

*"Positive patient outcomes are a team effort. It takes trust, collaboration, and compassion for the physician, the medical support team, and the patient to achieve health."*

– Dr. Leela Lavasani,  
CCMS member

Local physicians, specialists, and hospitalists are adept at collaborating with caregivers and physicians regardless of what office, hospital, or state their counterpart works in. Through the years, physicians develop deep relationships with their patients, becoming an extension of their family. Their greatest desire is to see their patients achieve optimal health. Patients always come first.

### The journey together continues

In the weeks following Ken's surgery, he couldn't speak for himself, so his wife became his voice during recovery. The process was daunting, though they both took comfort in the trust they had with their physician.

When their patients are recovering from a major procedure, physicians demonstrate compassionate bedside care for both the patient and their family. While hopefully, this is a once-in-a-lifetime experience for the patient, the physicians have helped hundreds of patients get through the worst days of their lives. And, physicians recognize that it is more than the patient going through this difficult time. Their bedside manner extends to the spouse, children, parents, and siblings of their patients.



Dr. Leela Lavasani



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### Engaging patients in their own care

Though the margins from the tissue were clear of cancerous cells, Dr. Lavasani recommended that Ken follow up with radiation. As a highly trained specialist, Dr. Lavasani brought her years of training and experience to the discussion. However, she encouraged Ken to actively research the potential scenarios, even seeking out additional opinions so that they could make the decision together. Because of the trust they had established, Ken didn't need to speak to another physician. Between his research and Dr. Lavasani's expertise, he felt confident in the follow up care recommendations.

When patients become a part of their own care decisions, their compliance to treatment protocols improves, their emotional perspective is more positive, and overall outcomes are better. Working as a team, the specialist, general practitioner, and patient can overcome illness to create a happier and healthier future.

A year after his diagnosis with tongue cancer, Ken Koehler speaks clearly and has all his motor functions. Inspired with a second lease on life, he has made dramatic changes to eat healthier and expand his exercise routine. He feels better now than before the cancer diagnosis.

### Specialists and treatment closer to home

As Southwest Florida continues to grow, more subspecialists have relocated to the area and increased access to world-class care in our community. A few short years ago, many specialists

*"Our community enjoys greater health because we have attracted specialists and subspecialists that care so deeply about their patients' best interests."*

- Dr. David Wilkinson,  
CCMS President

were referring patients with complex procedures for treatment in Tampa, Orlando, or Miami. Traveling to another part of the state for life-saving surgeries and after-care creates additional stress on patients and their families, who may not have the financial means to stay with their loved ones for an extended period.

For the physical, emotional, and economic health of our community, it is vital for patients to have access to a variety of subspecialists that bring valuable expertise to their care. Working with area hospitals, statewide government agencies, and associations, the Collier County Medical Society board of directors is advocating for the highest industry standards and access to the resources that doctors need to care for their patients.

For more information on how to get involved, contact CCMS executive director April Donahue, [april@ccmsonline.org](mailto:april@ccmsonline.org) or (239) 435-7727.

## CCMS Public Relations Campaign – CCMS Physicians Care

This article is the second in the CCMS series highlighting Collier County physicians in our public relations campaign.

View more articles, and videos, online at [ccmsonline.org/patientchoice](http://ccmsonline.org/patientchoice).

Be on the lookout for TV commercials airing throughout March and April on the following morning news shows:

- ABC-7: Good Morning America, 7-9am, Mondays
- WINK-5:
  - WinkNews, 5-6am, Mar. 16, Mar. 30, Apr. 13
  - WinkNews, 6-7am, Mar. 23, Apr. 6, Apr. 20
- NBC-2:
  - NBC 2 News, 5-6am, Mar. 23, Apr. 6,
  - NBC 2 News, 6-7am, Mar. 16, Mar. 30, Apr. 13

*Are you a CCMS member interested in sharing a similar experience? Contact CCMS at [april@ccmsonline.org](mailto:april@ccmsonline.org).*

# PLAN 2020



## FUNDRAISER

SATURDAY, MARCH 28, 2020  
6:00 PM - 10 PM, 5:30 RECEPTION  
TICKET: \$175.00

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# What Does CCMS Membership Do for You?

Collier County Medical Society

When you become a CCMS member, you are supporting our mission to “serve the needs of our members so they can better serve the needs of the community.” CCMS would not be able to provide its physician members with effective representation or contribute to quality healthcare in Collier County without your critical contributions.

CCMS member benefits are designed to help physicians help their patients and the community at large. Society activities and programs are based on the CCMS core values: Collegiality, Professionalism, Leadership, Advocacy, Education, Communication, and Physician Wellness. Read on for more details and visit [ccmsonline.org/membership](http://ccmsonline.org/membership) for updates throughout the year.

## Educational and Social Events

CCMS provides frequent educational meetings to members and practice administrators at no additional charge. CCMS also offers all members a complimentary professional account with CE Broker CME tracking service.



The Society hosts numerous social events each year, included with your membership, such as After 5 Socials, women physician events, the new members welcome reception, our annual banquet, and family outings. These events help you connect, commiserate, and collaborate with your peers.



## Advocacy

CCMS sends a delegation to the FMA House of Delegates each year where FMA policy is formed and a legislative agenda is created. CCMS delegates participate on reference committees and draft resolutions that are passed by the HOD.

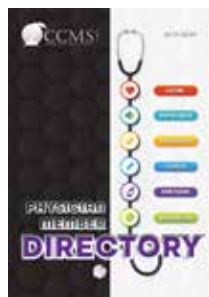
CCMS officers and legislative committee members meet regularly with legislators to advocate for members and their patients. CCMS also provides critical information on behalf of physicians to the public and to the press as needed. Members are encouraged to voice their concerns to CCMS for action.

## Political Action Committee

The CCMS Political Action Committee (PAC) supports the campaigns of physician and patient-friendly candidates at local and state levels. Contributions from members and their



spouses have allowed the PAC to provide thousands of dollars in campaign support. The suggested contribution is \$100 per person.



## Physician Directory

Each fall CCMS distributes 10,000 free copies of a Physician Directory to members, medical facilities, and the public. The Directory listings are exclusive to CCMS members, and advertising space is available for purchase. Additionally, CCMS offers a “find-a-doctor” search at [ccmsonline.org](http://ccmsonline.org), and provides member information daily to callers needing physician referrals.

## Physician Wellness

The Physician Wellness Program features up to 6 confidential, cost-free, convenient psychological services available to all members each year. Appointments are self-referred and physician-initiated with no medical diagnoses, no insurance billing, and no EMRs. CCMS events and advocacy efforts are also working hard to address the stressors physicians face.



## Email Alerts

A bi-weekly e-newsletter, the “elert” is sent to all members alerting them to time-sensitive information. Event and member notices are also frequently emailed to members. Upon request, CCMS sends complimentary notices for new CCMS members and relocation of practices. Open house and other practice notices can be emailed for a small fee. Please note: if you do not receive emails about CCMS events and services, please call us at 239-435-7727.



## Magazine

The Forum, a news and educational magazine, is sent to each member bi-monthly. The publication includes articles about the Society, its members, and issues affecting the practice of medicine. Contact CCMS to contribute articles and/or purchase advertising. Archived issues are available at [ccmsonline.org](http://ccmsonline.org).

## Group Insurance Plans

CCMS member private practices can be part of a single, large, fully-insured entity under Florida Blue to benefit from large employer economies and flexibility to better control costs. A portion of the premiums can be returned to the plan in good years and used to further stabilize costs.



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### Committees

CCMS members are welcome to join CCMS committees that help plan Society services and activities, including: Legislative; Membership; Programs; Physician Wellness; Social Media/Website; and Women's Health Forum. To inquire about joining a committee, contact CCMS.



### Community Outreach

To promote good health, each year CCMS holds a Women's Health Forum open to the public. CCMS physicians speak to approximately 400 women, and vendors exhibit their services. Speaker applications are distributed each fall to CCMS members. Plus, our speakers bureau is a resource for groups looking for physician experts on important medical issues. Contact CCMS to be placed on

the list and receive notification of speaking opportunities in the community.

### Affiliations

The Foundation of CCMS ([ccmsfoundation.org](http://ccmsfoundation.org)) is a charitable organization promoting medical education and public health, including scholarships for healthcare students. CCMS also partners with the Physician Led Access Network (PLAN, [plancc.org](http://plancc.org)), helping the underserved receive specialty



care. Members are encouraged to volunteer to see PLAN patients in your own offices. The CCMS Alliance ([ccmsalliance.info](http://ccmsalliance.info)) provides an additional network for member spouses.



### Vendor Discounts

The CCMS Circle of Friends program is open to businesses that show they can provide outstanding

service and exceptional benefits for CCMS members and includes financial, legal, insurance, medical supplies/services, marketing, IT, and more. Members can call the Circle of Friends vendors directly (see [ccmsonline.org/preferred-vendors](http://ccmsonline.org/preferred-vendors)) or contact CCMS.

We invite you to be as involved as you can be in your CCMS, and to take advantage of these benefits included with your membership. As always, your suggestions and input are welcomed. Contact April Donahue, Executive Director, or Nancy Wood, Executive Assistant, at 239-435-7727 or [info@ccmsonline.org](mailto:info@ccmsonline.org).

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Your Collier County Physician Liaisons:

Jen Porter [jporter@radiologyregional.com](mailto:jporter@radiologyregional.com) | Ceci Munoz [cmunoz@radiologyregional.com](mailto:cmunoz@radiologyregional.com) | Christy Bostwick [cbostwick@radiologyregional.com](mailto:cbostwick@radiologyregional.com)

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# 12th Annual Women's Health Forum Educates Nearly 400 Women

Collier County Medical Society

As part of its ongoing efforts to be a health resource for residents and visitors in Collier County, Collier County Medical Society and the Foundation of CCMS were pleased to host the 12th Annual Women's Health Forum, a free health education event for the public, on Saturday, February 22nd at the Naples United Church of Christ.

From 8:30am-1:00pm, nearly 400 women enjoyed breakout sessions with educational talks from 24 CCMS member physicians, an exhibit hall with 24 vendors that provide services for women, and healthy refreshments. Approximately 20 volunteers staffed the event.

The forum, with the theme "Hot Topics in Wellness: Mind & Body" focused on innovations in women's health, new medical technologies, important information on preventive care, and tips that encourage healthy behaviors from head to toe.

Topics of discussion included Holistic Living, Breast Health, Cardiology, Vein Health, Patient Self Advocacy, Colon Care, Mental Health, Cognitive Diseases, Healthy Vision, Gynecological Health, Nutrition, Pain Management, X-Rays & Imaging, and more. Each session allowed time for attendees to pose questions to the physician presenters, who generously volunteered their time to educate attendees.

Each year the Forum also allows CCMS to donate funds to the Foundation of CCMS, to help provide scholarships for future medical professionals and support for local healthcare programs in need. Contributions from event sponsors and exhibitors, and an onsite raffle with attendee donations, make this donation possible. Stay tuned for a final amount of this year's donation.

The Women's Health Forum was made possible with the generosity of presenting sponsor Vein Specialists/Dr. Joseph Magnant. The major sponsors were Aesthetic Treatment Centers; eBella Magazine; Fisher Eye & Laser Center; Florida Gulf Coast Ear, Nose & Throat; NCH Healthcare System; Physicians Regional Healthcare System; Radiology Regional; and VITAS Healthcare. Numerous exhibitors and supporters were also critical to the event's success.

Photos from the event are available at [facebook.com/ccmsonline](https://facebook.com/ccmsonline).

**Thank you to our Presenting Sponsor:**



Dr. Joseph Magnant and the Vein Specialists Team



Dr. Marylin Palackel James



Dr. Susan Cassidy and Dr. Rebecca Smith



Dr. Usman Mian

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## Community Corner - Physician Led Access Network of Collier County

William J Kuzbyt, Psy.D, JD, MCAP, Chair of PLAN Board of Directors



Physician Led Access Network (PLAN) of Collier County is an important resource providing much needed care in our community. While most consider Collier County to be “paradise,” there are many who face decisions of whether to buy groceries and pay rent or pay for the specialty medical care that they need. Often, if not always, the groceries and rent win.

Thanks to our network of volunteer specialists, these individuals can receive the critical care they need but cannot afford. PLAN coordinates the specialty medical care for qualified, low-income, and uninsured residents of Collier County who are between the ages of 19 and 64. This age group faces the largest gap in services for the uninsured. Using an organized, consolidated system Patient Care Coordinators help patients maneuver through the local healthcare system to receive complimentary specialty care.

PLAN has a current network of over 150 physicians who generously donate their time and talents and thanks to them, PLAN can assist over 600 patients each year, providing nearly \$6 million in services. PLAN staff are Yvonne Hill, Program Manager; Tony Perez, Senior Patient Care Coordinator; and Tamera Gordon, Patient Care Coordinator.

“PLAN’s mission is to make a significant impact on the health of our community by providing a safety net and increasing access to quality healthcare for all low-income, uninsured adult residents of Collier County.”

When a patient is referred to PLAN, Patient Care Coordinators oversee income and residency eligibility verifications to determine if the patient qualifies to receive free services through PLAN. Patients are also screened for eligibility in Medicare and Medicaid, and if found eligible for those programs, they are redirected accordingly.

To be eligible for services, the patient must be 19-64 years old, a Collier County resident for at least 6 months prior to application, not have health insurance of any kind, not be eligible for Medicare or Medicaid, and have an immediate medical need. The patient’s individual and family income must be below 200% of the Federal Poverty Guidelines. If a patient is deemed ineligible, the staff will try to assist the patient in finding alternative solutions and notify the referring physician, if applicable.

Eligible patients are enrolled as space allows. Enrollment is for a 6-month period subject to meeting program guidelines, but an extension may be granted pending continued eligibility and continued treatment. Once enrolled, patients are then referred by the Patient Care Coordinators to PLAN network providers for consultation and treatment.

While PLAN has had much success and continues to make an impact, there is currently a waiting list due to the limited number of volunteer physicians in the PLAN network. PLAN is currently recruiting physician specialists to join its network. In addition to “feeling good by doing good”, volunteer providers will receive sovereign immunity from the state of Florida, as well as CME credits.

Additionally, as PLAN continues to grow and serve more individuals, associated costs, such as lab fees and costs for pharmaceuticals and chemotherapy/infusion treatments, increase as well. To help offset these costs, **PLAN’s Annual Casino Night Fundraiser** will be held on **March 28, 2020, 5:30pm to 10pm at The Naples Beach Hotel and Golf Club**. We invite all of you to come join us!

If interested in becoming a PLAN network provider, please contact the PLAN office at: 2671 Airport Pulling Road, Suite 202, Naples 34112 or call (239) 776-3016. To learn more about PLAN, its upcoming fundraiser, or to receive information about how you can get involved, please visit [www.plancc.org](http://www.plancc.org).

### PLAN Board Members

Kelly Daly - NCH Healthcare System  
 April Donahue - Collier County Medical Society  
 Nena Korunda, M.D. - Korunda Medical Institute  
 William Kuzbyt, Psy.D., J.D. - Behavioral Health Services  
 Leela Lavasani, M.D. - Florida Gulf Coast ENT  
 Serge Mistivar, M.D. - Family Medicine  
 Lynn Rasnake – Markham, Norton, Mosteller, Wright & Company  
 Rolando Rivera, M.D. – Advanced Urology Institute  
 Susan Takacs - Physician Regional Medical Center  
 Stephanie Vick - Collier County Health Department  
 Mitchell Zeitler, M.D. - Physicians Regional Medical Center

## Don't let Lawmakers Devalue Your Medical Degree

Ronald F. Giffler, MD, JD, MBA, FMA President



Since the start of this year's state legislative session, I have been in Tallahassee fighting on behalf of our beloved profession. The Florida House of Representatives, led by Speaker Jose Oliva, has made passing legislation that would allow nurse practitioners and physician assistants to practice independently, without any supervision by licensed physicians, its number-one priority this year. Speaker Oliva

has repeatedly stated publicly that, in his opinion, there is no difference between the care delivered by nurse practitioners and physicians. ***Make no mistake: He is saying that the many years of advanced education and training that a physician receives compared to a nurse's training has no value.***

The first week of session, a parade of special interests joined Speaker Oliva in calling for passage of this legislation. Lobbyists for the Florida Chamber, the Florida Hospital Association, Florida Blue, WellCare and the Florida Association of Health Plans stood with nurse practitioners wearing white coats, declaring that Florida is somehow behind the times because current state law requires physician supervision of APRNs and PAs. Clearly, this isn't about what is best for Florida's patients.

***It is also clear that physicians must stand in solidarity against this governmental intrusion into the practice of medicine***

— ***now, before it is too late.*** Once again, I am asking you to help the FMA continue defending our profession **by renewing your FMA membership/joining FMA for 2020** at [flmedical.org](http://flmedical.org).

*Editor's Note: You can also show your support by contributing to the CCMS political action committee, visit [ccmsonline.org/membership/#dues](http://ccmsonline.org/membership/#dues).*

This is not just a fight for primary care physicians. Every physician who went to medical school and completed a residency (and in some cases, a fellowship) should be alarmed. ***If the government decides that a physician's training is equal to that of a nurse or a PA who receives an online degree with no clinical training, it is certain that the quality of patient care in Florida will suffer.***

We also know that nurses will not only provide primary care. If allowed to practice without any physician supervision, they will move into specialty care such as dermatology and cardiology. They will show up in Tallahassee and demand the authority to perform surgery.

Once the Legislature decides medical education and training are no longer necessary and that APRNs and PAs can practice independently, it won't be a stretch for those practitioners to decide they should expand their scope into every area of medicine.

Don't sit on the sidelines while the integrity of your profession is under attack.

## Karen Mosteller Joins Foundation of CCMS Board of Directors



The Foundation of Collier County Medical Society is pleased to announce the appointment of Karen Mosteller, CPA, CHBC as a new member of its Board of Directors, effective January 13th. Ms. Mosteller, an accountant and longtime supporter of Collier County Medical Society and the Foundation, will work with the Board to raise and manage funds for healthcare

scholarships and local healthcare programs.

The Foundation Board would also like to extend their thanks to Andrew Hill, who stepped down from the Board upon the completion of his term in 2019. Mr. Hill had served on the Board since June 2015. Ms. Mosteller is filling this open position.

Ms. Mosteller, a partner of Markham Norton Mosteller Wright & Co., P.A., has been a legal advocate for the medical community for nearly 20 years. Throughout her professional career as a Certified Public Accountant and Certified Healthcare Business Consultant, she has worked with medical professionals establishing medical practices in all stages from start up to growth. She has worked with clients who wish to improve marketing as well as financial and operational plans and is a national speaker on healthcare issues.

The Foundation of CCMS is a 501(c)3 charitable organization launched by the Medical Society in 2012, with the mission to provide support and leadership to programs that address access to healthcare and promote health education. The Foundation awarded \$34,500 in scholarships in 2019, and is currently accepting scholarship applications for 2020, with a submission deadline of March 31st.

To learn more about the Foundation's scholarship program and charitable healthcare endeavors, visit [ccmsfoundation.org](http://ccmsfoundation.org) or call 239-435-7727.



## CCMS After 5 Social CCMS Alliance Fashion Show



Dr. Cesar De Leon, Dr. Miriam Sevilla Saez-Benito,  
Dr. Shona Velamakanni, Dr. Arturo Balandra



Dr. Jonathan Marsh, Dr. Zubin Pachori,  
Dr. Omar Hussain



Dr. Mimi O'Connell, Dr. Reisha Brown,  
Dr. Jamie Weaver, Dr. Ashley Tunkle, Kim Hochman,  
Dr. Kathryn Russell, Dr. Prathima Moorthy



Dr. Erik Hiester, Dr. Mark Josephson,  
Dr. Robert Hanson, Dr. Edison Valle, Lisa Hanson



Dr. Rhena Ruiz-Novero, Dr. Levi Novero



Dr. Rafael Haciski, Dr. David Ornstein,  
Dr. David Wilkinson, Dr. Gary Swain



Dr. Gerald Kumin, Dr. Fritz Lemoine,  
Miriam Lemoine, Dr. Thien Le, Dr. Chaplan Dixon



Dr. Omar Hussain, Dr. Joseph Repay



Sheryl Guttman, Dr. Marilyn Varcoc



Dr. Jamie Weaver, Dr. Mimi O'Connell, Dr. Kathryn Russell, Nancy Barbounis, Kim Hochman, Dr. Ashley Tunkle, Dr. Reisha Brown, Dr. Prathima Moorthy,  
Dr. Jose Baez, Dr. Gary Swain, Dr. David Wilkinson, Dr. David Ornstein, Dr. Rafael Haciski





# Physician Wellness Program

## New Year Mental Health Check-Up

### How it Works

As an exclusive benefit to CCMS members, CCMS provides up to 6 confidential sessions a year at no charge with independent, doctorate-level clinical psychologists.

**We invite all members to take advantage of the program for a new year mental wellness “check-up” session.**

- Use a session to help with your mental wellness self-assessment; make your new year’s resolutions stick; receive tips on time management & communication skills; address lawsuits/disciplinary action; or simply talk.
- To participate: call the psychologists’ private, CCMS member **appointment line, 239-208-3984**. Receive a same-day response during business hours or next-morning response after hours.
- See one of the psychologists within 72 hours to 1 week, possibly sooner for urgent needs, with evening and early morning hours potentially available. You may extend your check-up for up to 5 more cost-free sessions.

For more information on the program  
& the participating psychologists visit:

[ccmsonline.org/physician-wellness](http://ccmsonline.org/physician-wellness)

# THE FORUM

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**Happy  
National Doctors' Day,  
March 30th!**

**Thank you for all you do  
for the healthcare of  
our community!**



# GRAND OPENING!



**ProScan Imaging is Proud to Announce  
the Opening of Our Newest Imaging Center**

**Serving Collier Boulevard**

**8340 Sierra Meadows Blvd., Ste 103, Naples, FL 34113**

- Local board-certified fellowship-trained sub specialty radiologists – MSK, Neuro, Body, and Pediatric
- Evening and Saturday appointments
- Lower cost than hospitals – One bill, one low cost
- Across the street from Physicians Regional Collier Blvd. Hospital

**For more information or to schedule an appointment,  
please call 239.598.0035 or visit our website at [www.proscan.com](http://www.proscan.com)**