



THE FORUM

March/April 2022 • Volume 21, No. 2 • The Official Magazine of Collier County Medical Society



Cyndi J. Yag-Howard, M.D.



Mark B. Gerber, M.D.

Member Spotlight – CCMS Physician of the Year Nominees, 2020 & 2021



Corin E. DeChirico, D.O.



Sajjan K. Rao, M.D.



Nena N. Korunda, M.D.

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CALENDAR OF EVENTS

Register at www.ccmsonline.org or call (239) 435-7727

Thursday, March 31, 6:30pm

CCMS New Members Welcome Reception
Wyndemere Country Club

Thursday, April 7, 5:30pm

**CCMS Lecture: "Eugenics, Experiments, Ethics -
Nazi Germany, Japan, and the United States"**
Holocaust Museum and Cohen Educational Center

Saturday, April 16, 5:30pm

CCMS & CCMS Alliance Everblades Family Hockey Night
Hertz Arena

Saturday, April 23, 8:30am

CCMS Women's Health Forum
Naples United Church of Christ
Open to the public
Sponsor opportunities available

Thursday, May 12, 6:00pm

CCMS Spring General Membership Meeting
The Arlington
Stay tuned for details

Saturday, July 16, 6:30pm

CCMS 65th Annual Meeting
Arthrex One Convention Center
Stay tuned for details

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Up-to-Date COVID-19 Resources:

Visit ccmsonline.org/resources/#covid

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.

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MEMBER NEWS

New Members:



Maxim A. Chasanov, M.D.

David Lawrence Centers for Behavioral Health
6075 Bathey Ln, Naples, FL 34116
Phone: (239) 354-1444 Fax: (239) 455-6561
Board Certified: Psychiatry



Viviana C. Cuberos, M.D.

Orchidia Medical Group
2590 Golden Gate Pkwy Ste 104, Naples, FL 34105
Phone: (239) 330-9855
Board Certified: Family Medicine



Andrea L. Hayes, M.D.

Naples Diabetes Concierge
6100 Trail Blvd Ste 307, Naples, FL 34108
Phone: (239) 326-4772
Board Certified: Endocrinology, Diabetes
and Metabolism



Elizabeth J. Hidlebaugh, M.D.

Geriatric Medicine
AMDG Naples 100 Senior Concierge & Consulting
417 Lely Palms Dr, Naples, FL 34113
Phone: (239) 734-0810 Fax: (833) 989-2444
Board Certified: Geriatric Medicine;
Internal Medicine



Alison J. Lauter, M.D.

Bascom Palmer Eye Institute
3880 Tamiami Trl N, Naples, FL 34103
Phone: (239) 659-3937 Fax: (239) 659-3982
Board Certified: Ophthalmology



Jaclyn A. Smith, M.D.

The Woodruff Institute for Dermatology &
Cosmetic Surgery
1333 3rd Ave S Ste 201, Naples, FL 34102
Phone: (239) 307-4605 Fax: (239) 307-4664
Board Certified: Dermatology



Carolina Young Ortiz, M.D.

Orchidia Medical Group
2590 Golden Gate Pkwy Ste 104, Naples, FL 34105
Phone: (239) 330-9855
Board Certified: Family Medicine



Mark D. Walsh, M.D.

Naples Plastic Surgery
1250 Pine Ridge Rd Ste 101C, Naples, FL 34108
Phone: (239) 566-2611 Fax: (239) 431-8069
Board Certified: Plastic Surgery; General
Surgery

Reinstated:

Usman Mian, M.D.

NCH ER -Team Health

Tracey Roth, M.D.

Naples Cardiac & Endovascular Center

New Retired Member:

John Diegel, M.D.

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A Message from the CCMS President

Alejandro Perez-Trepichio, M.D., Board President, Collier County Medical Society



It is a busy spring at the state capitol this year beyond the typical legislative session. This is a once-in-a-decade year when legislators redraw their district lines to accommodate the most recent census results. At the time of writing this message, the Florida House and Senate have already passed their new district maps, which go to the courts for approval. The congressional map is still in

progress and is a matter of debate; it is the only new map the Governor must sign. Additionally, all 160 state legislative seats are up for election, including the Governor and Cabinet.

Amidst this activity, the FMA is tracking over 200 healthcare-related bills filed at the state, deciding whether to advocate for defeat, amendments, or passage, or simply to watch. Here are a few updates on key legislation, based on their status at the time of my writing.

Telehealth bills HB 17 / SB 312, which the FMA supports, would allow Schedule 3, 4, and 5 controlled substances to be prescribed via telehealth. The Senate bill version's "audio-only" provision has not been accepted by the House and may not be included in the final bill. The FMA is hopeful that the bill will pass, but there is a chance the House and Senate will not come to an agreement over the audio-only provision.

Two other telehealth bills filed, HB 1087 / SB 726, would have provided some parity in payments for telehealth and office visits. These bills did not move through any committees this year, but the FMA predicts this bill might have more traction in future years and they will continue to watch this kind of legislation.

The COVID Liability Protection bills HB 7021 / SB 7014 are the product of an FMA-led coalition formed to advocate for liability protections from COVID-19-related claims against healthcare providers. The coalition was successful in 2021 but the bill that passed had a one-year sunset date. The current proposed legislation would extend the same protections for another year, requiring that gross negligence or intentional misconduct be proven for liability. This legislation has been signed by the Governor.

Last year, a "Parental Bill of Rights" passed in Florida, creating penalties for physicians who provided emergency medical care to minors in situations such as the scene of an accident, or anywhere outside of a hospital or college health service, without advance parental consent (despite the FMA educating legislators on this complication). This year, the FMA has proposed the Emergency Care for Minors bills (HB 817 / SB 1114) – separate legislation to revise existing Florida statutes, so

physicians are exempt from the parental consent requirement for providing emergency medical care. This legislation has one more stop in the Senate and should pass unless it gets caught up in late session negotiating.

Additional bills the FMA supports HB 459 / SB 730, would revise when Step Therapy Protocols would not be required, helping to remove some of the red-tape issues that can prevent patients from receiving timely, appropriate treatments. The legislation has cleared both House and Senate committees, so there is a chance it will pass.

This year, there were fewer scope of practice expansion bills filed than in many recent years – none related to optometrists and surgery, none that would allow PAs to be called "Physician Associates". A bill was filed that would have expanded psychologists' prescriptive authority, including controlled substances, and another would have expanded the scope of practice for nurse anesthetists. These bills are not likely to be heard this year, resulting in a session without any concerning new scope expansions.

The Wrongful Death bills, HB 6011 / SB 262, which the FMA opposes, would authorize parents of adult children to recover damages for mental pain and suffering in medical negligence suits. This type of legislation has had more traction this year and last year, which is contrary to previous years of similar bills being filed but receiving no hearings. It is likely not to pass this year, but the FMA will continue to watch this issue closely, particularly as the bill was sponsored by a Republican and received bipartisan support.

There is also a substantial state budget surplus this year, partially due to federal stimulus money, partially due to keeping the state more open during COVID-19. The FMA is seeking funds for loan forgiveness for physicians who practice in rural communities and bleeding control kits per the Stop the Bleed Campaign. The House and Senate will negotiate to hammer out the differences between each of their budgets and bring a balanced budget back for a final vote before the 2022 legislative session ends on March 11.

Please remember it is always important to remain engaged in the legislative process that ultimately will affect us on a daily basis. Participation in the process starts with being a member of CCMS and the Florida Medical Association, who advocate on our behalf. I also encourage you to communicate with your legislators and help educate them about healthcare issues. Finally, it is vital we contribute to the CCMS Political Action Committee, and FMA PAC, which support healthcare-friendly candidates for local and state offices. For more information on the PAC, voting, and your legislators, visit ccmsonline.org/advocacy.



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*Forbes Magazine, June 2021.

Member Spotlight – CCMS Physician of the Year Nominees, 2020 & 2021

Each year, CCMS selects a Physician of the Year who deserves special recognition for exemplary contributions to the practice of medicine and/or outstanding service to our community. Meet five of our recent runners-up, nominated by their peers for the award in 2020 and 2021.

Corin E. DeChirico, D.O.

Internal Medicine
Healthcare Network
Nominated in 2021 by

Dr. Reisha Brown:

“Dr. DeChirico has dedicated time to share her expertise to help safeguard and educate our community about COVID-19 and other health conditions.”



What inspired you to become a physician?

My formative years were spent in the medical climate as my mom had an illness. I saw the power of the healing aspect of medical practice, but also how it helped my family get through those moments. My dad, a chemist, was the science influence that triggered my fascination with how things work, the human body and how it functions.

What development in your specialty has impressed you most?

Genomics and targeted therapies. I'm fascinated by this emerging cutting-edge science, which will transform medicine with the evolution of mapping and editing of genomes, and identifying problems in genes before they express themselves.

Can you share a patient interaction that has stuck with you?

I started my career during the AIDS epidemic when there were limited treatments. Being with patients during their codes, when we couldn't save them, seeing all of it pass through their faces was profound. Listening to a patient's journey, the wisdom they impart in near death moments, and walking it with them has been such an impactful experience for me as a physician and helped me to be a good human.

Who have been your biggest supporters in your journey as a physician?

My parents always said they would support me in anything I wanted to do. My brother with his tough love was also a nurturer. My husband and I took our journeys together, applying to med school and going through couple's residency match. We're great friends and have different strengths to support each other. My children are my reverse mentors, they have given me such perspective on life to make me a better person and mother.

What is your best advice for your colleagues, and new physicians?

Never forget the privilege and honor of being in our profession. Stay curious and remember listening is one of our most powerful tools. One mentor said, “if we listen and give patients two uninterrupted minutes to talk with us, they will tell us what's wrong with them.” Also, lean in – no industry has undergone more unprecedented change. We need to stay empowered to

advocate for our profession. Take care of yourself, overall, and lead with grace and compassion.

What other ways do you give back to the community?

I love to teach and mentor. I like to do field work when I can, which impacts population health and provides outreach to our most vulnerable. Healthcare Network has helped me realize what a valuable purpose it is to serve and impact our community's health and wellbeing.

Mark B. Gerber, M.D.

Neurological Surgery
Neuroscience and Spine Associates
Nominated in 2021 by NASA colleagues:

“Dr. Gerber goes above and beyond for his patients and staff members.... He also continues to give back to the community.”



What inspired you to become a physician?

My father was an interventional radiologist and my mother was very active in the American Medical Association Auxiliary. I always enjoyed going to see my dad at the hospital after school and going in with him on call to look at X-rays and CT scans.

What development in your specialty has impressed you most?

Endovascular treatment of cerebral aneurysms. I spent so much time in training and after coming to Naples performing craniotomies for aneurysm clippings. Now, it can be done through a catheter in the groin without the huge opening in the head. It's still a difficult disease, but the treatment is so slick in the right hands.

Can you share a patient interaction that has stuck with you?

Our profession involves constant availability and a huge time commitment which can be very difficult on our families. One patient who had an emergency craniotomy for hematoma used to send an annual “Thank you” to me. I always keep these tokens on my desk, and even a few in my house, as a constant reminder of how incredible it is to save someone's life.

Who have been your biggest supporters in your journey as a physician?

My parents for sure, but the profession carries some very heavy baggage at times and the other neurosurgeons in the area have always been supportive, collegial, understanding, and available to help with difficult circumstances.

What is your best advice for colleagues and new physicians?

Work hard, feel good about what you do and go home as much as you can to spend time with your family. There will always be changes to the work environment beyond your control (including financial and administrative), but in the end, it's your decision and responsibility to do the right thing for your patient.

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What other ways do you give back to the community?

The website donorschoose.org, where local teachers request funding for classroom projects, is a great way to help out the community when you are limited on giving your personal time.

Nena N. Korunda, M.D.

Internal Medicine
Korunda Medical Institute
Nominated in 2021 by Dr. Scott Fuchs:

"Dr. Korunda truly deserves to be recognized for the unequivocal excellent care she gives for her patients, staff, community and family."



What inspired you to become a physician?

When I was 16, my grandmother died from stroke related to Atrial Fibrillation which was not recognized or treated at that time like it is today. I loved her dearly and although young, I knew more should have been done to help her. At that moment, I decided to become a physician to help make patients like my grandmother live longer and healthier lives.

What development in your specialty has impressed you most?

Electronic Medical Records; computers make medical records so accessible and help us care for our patients in more complex and sophisticated way than ever before.

Can you share a patient interaction that has stuck with you?

When the COVID-19 pandemic first started, I met with my staff and Dr. Brian Cannon, asking if they would be comfortable risking their health to continue seeing our sick patients in person. It was a special moment in my professional life when they all agreed, despite the elevated risk involved with limited supply of PPE. I was moved by the bravery of every single person at our office and felt in my core what an amazing vocation our profession is.

Who have been your biggest supporters in your journey as a physician?

My biggest supporter throughout my career has been my husband Dr. Zdenko Korunda, from medical school in Zagreb, Croatia through residency in Cleveland, Ohio, through working for the hospital together at Cleveland Clinic Naples, later Physicians Regional, and finally opening our own practice. Thanks to his support and love we managed to have three wonderful children while building our careers. That was possible thanks to the support of our parents, to whom we are forever grateful.

What is your best advice for colleagues and new physicians?

Be confident, be yourself, trust in yourself and put in the time and effort to achieve what you want to achieve. And always find time for yourself to recharge. Unplug from work completely at least one day a week. It will help you have a long, fulfilled career that makes you happy.

What other ways do you give back to the community?

I am on the board of Physician Led Access Network (PLAN) of Collier County, Vice-Chair of the CCMS Health Equity,

Diversity and Inclusion Committee, and preceptor for NOVA Southeastern University PA program. I also co-founded Little Angels Worldwide, a non-profit raising funds to help nuns run orphanages in Croatia and Nigeria. We hope to resume our bi-annual "Croatian Festival" fundraiser in November 2022.

Sajan K. Rao, M.D.

Cardiovascular Disease
Naples Concierge Cardiology and Internal Medicine
Nominated in 2020 by Dr. Jim Talano:

"Those who know him know of his tireless efforts as an advocate for the independent physician."



What inspired you to become a physician?

I come from a long line of physicians on my mother's side of the family (including my mother who is a retired radiation oncologist). Seeing the satisfaction and challenges growing up inspired me to follow in their footsteps.

What development in your specialty has impressed you most?

As a cardiologist, without question, the advances we have made in catheter-based treatments of complex structural heart disease have been arguably the most transformative in all of medicine. I am also excited as a preventative cardiologist to see many of the new therapeutics that are coming down the pipeline in the management of dyslipidemia.

Who have been your biggest supporter in your journey as a physician?

I have an incredibly supportive family led by my wife, Dr. Shona Velamakanni and my three children.

What is your best advice for colleagues and new physicians?

Get involved – being part of the larger medical community to try and effect change is rewarding and allows one to be part of the solution in making our lives and our patients' lives better.

Do you have any other ways, outside your daily practice, that you like to give back to the community?

I am the past president and remain very active with the Southwest Florida chapter of the American Heart Association and I serve on or chair numerous committees for Naples Community Hospital. I am particularly proud of the work we have started at NCH and with CCMS on improving physician well-being.

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Update on NCH Graduate Medical Education

Ryan Holbrook, M.D., Second Year Internal Medicine Resident



As we pass the mid-way mark of our 5th year as a program, the NCH Graduate Medical Education Internal Medicine residents bid adieu to our beloved Dr. Charles Graeber as he transitions from program director to full time grandfather. With his help, the program has seen extensive growth and he will be greatly missed. We extend a special thank you to Dr. Tracy Walsh who stepped

in as interim program director and lead us fearlessly through the throws of Delta and Omicron. The residents were proud and humble to work alongside the incredible physicians in the battle against COVID-19.

On another note, we welcome The Smokey Mountain's very own Dr. Mark Rasnake as our new Internal Medicine program director. As an Infectious Disease specialist, we will undoubtedly see improvements in antibiotic stewardship and look forward to an exciting new chapter under his leadership.

Speaking of new, this year marks the inaugural year of our Pulmonary/Critical Care fellowship adding to our growing list of fellowships. The Palliative care fellowship is going strong as they finish up their first year. On the IM side of things, we expanded our class size to 22 including 6 transitional year residents. All in all, it has been a very productive year in GME and we look forward to a new year of inspiring developments!

Chief Residents:

Jessica Bass, D.O.
 Mohammad Khader, M.D.
 Leslie Raymond, M.D.

PGY-1 Residents:

Michelle Adibe, M.D.
 Nicholas Begliomini, D.O.
 Jenifer Centeno Gavica, D.O.
 Medjine Jarbath, M.D.
 Jesse Mcilwaine, D.O.
 Joshua Parmenter, M.D.
 Veronica Perez, M.D.
 Michael Schoeller, D.O.

Alex Ashkin, D.O.
 Angelina Browne, M.D.
 Yadel Couso, M.D.
 Ariana Lopez Acosta, M.D.
 Donald Mehlhorn, D.O.
 Jalpaben Patel, D.O.
 Lauren Saravis, M.D.
 Brandon Stone, M.D.

PGY-2 Residents:

Farnaz Abbasimoradi, M.D.
 Blirjon Baxhija, M.D.
 Autumn Davis, D.O.
 Nicholas McDonald, D.O.
 Sankap Patel, D.O.
 Peter Senada, M.B.B.C.H.
 Batool Zehra, M.B.B.S.

Amr Abdelmohsen, D.O.
 Breana Carroll, D.O.
 Ryan Holbrook, M.D.
 Laura Muller, M.B.B.C.H.
 Keegan Plowman, M.D.
 Michael Witte, D.O.

PGY-3 Residents:

Lawrence DeBellis, D.O.
 Elena Douglas, M.D.
 Emily Kassir, D.O.
 Brandon Patri, D.O.
 Nicole Saccone, D.O.
 Carla Williams, M.D.

Kelsey Diemer, D.O.
 Kyle Grant, D.O.
 Kelsey Lee, D.O.
 Catherine Reizun, D.O.
 Anishka Singh, M.B.B.S.
 Christopher Yanichko, D.O.

Transitional Year Residents:

Harrison Haiden, D.O., Physical Medicine and Rehab
 Nicholas Jaeger, D.O., Radiology-Diagnostic
 Esther Muradov, M.D., Radiology-Diagnostic
 James Patrinely Jr., M.D., Dermatology
 Laniel Romeus Jr., M.D., Interventional Radiology
 Sean Wehry, M.D., Radiology-Diagnostic

Hospice and Palliative Medicine Fellows:

Julietta Gilson, M.D.
 Rami Tarabay, M.D.



Internal Medicine residents get together during the holidays



Dr. Charles Graeber addressing the Internal Medicine residents



Welcome party for the Class of 2024

continued from page 7

Cyndi J. Yag-Howard, M.D.

Dermatology

Yag-Howard Dermatology Center

Nominated in 2021 by Dr. John

DeNigris:

"She is an excellent example of a distinguished physician who embodies what we all hope to be."

What inspired you to become a physician?

It was not until the summer before senior year at Duke that I decided to pursue becoming a physician. I was a psychology major who intended to go into business. I felt like I was missing something and business wasn't my calling. I spoke with the Dean and realized that everything I had done was leaning in the direction of medicine, which was my calling.

What development in your specialty has impressed you most?

The addition of biologic therapies has made even difficult to treat conditions like metastatic melanoma, psoriasis, and atopic dermatitis much more treatable, thus changing the lives of patients with these diseases.

Can you share a patient interaction that has stuck with you?

A patient confided in me that he needed to transition to a female gender identity. He asked if I would continue to treat him and help transition him aesthetically via facial sculpting. I was with



him during this many-year transition, helping give this patient the ability to become who she now is. I felt honored that she would trust me during that life-altering change.

Who have been your biggest supporters in your journey as a physician?

My mom told me I could do anything I wanted to do. She helped give me the confidence to become a physician. Also, my husband Dr. Corey Howard and my children have always been my biggest supporters.

What is your best advice for colleagues and new physicians?

To quote Dr. Jon Strohmeier – "take time for yourself." In addition I would say, realize that your future is bright, you just have to turn the light on. Set goals and create your path. Reach beyond what you think you are capable of. Seek mentorship and advice from those you respect, then mentor others. Give back to your specialty. Never take for granted the trusting relationship between you and your patient.

What other ways do you give back to the community?

I am President, Florida Society of Dermatology and Dermatologic Surgery; Vice President, National Women's Dermatologic Society; Executive Committee, American Academy of Dermatology; Board of Directors, Noah Worcester Dermatological Society; Chair, AMA Dermatology Section Council. I am also Co-Chair of Dancing with the Local Stars Naples, benefitting Humane Society of Naples.

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If you are among the nation's more than 31 million small businesses owners¹, you likely spend much of your time juggling day-to-day activities of your business. While handling the here-and-now, it can be easy to put off planning for the future. Over 50% of all physicians still practice independently² despite the increasing pressure to be employed by a hospital system or larger corporation. Like all businesses, private practice

physicians have several day-to-day matters to contend with and retirement planning may be of concern. Like everything else in life, with the right knowledge and guidance, physician-owned practices can have a retirement plan that could be as beneficial as what is offered by larger employers.

If retirement planning has fallen on your back burner, it's time to bring it to your forefront. As a small business owner, you deal with a different world of retirement plans than somebody who is employed in a more conventional manner – making it all the more important to closely explore your options when deciding what's right for you.

Plan options to consider

Self-employed individuals or business owners should be sure to fund IRAs as much as possible. In 2021, the annual limit for 2021 is \$6,000 (\$7,000 for those age 50 and up). Funding IRAs is only a starting point. Here are a few other options for business owners to consider:

Solo 401(k)s

This offshoot of the traditional 401(k) plan can be established if you – or you and your spouse – are the only employees of your business. It offers the ability to direct the largest potential contribution annually. As much as \$58,000 can be set-aside in 2021 (\$62,500 for those age 50 and older). This comes from a combination of employer and employee contributions. There are initial costs and efforts needed to start and maintain the plan as it requires a plan administrator. Earnings grow on a tax-deferred basis and contributions made by an incorporated business can be deducted from business expenses. For non-incorporated businesses, the owner can deduct contributions from their personal income. For those with employees, a full 401(k) plan can be established, though different rules will apply.

SEP IRAs

This is very similar in structure to Solo 401(k)s with two main exceptions. Costs are minimal as it does not require the support of a plan administrator and it can cover employees. In this plan, all contributions are made by the employer equal to no more than 25 percent of compensation or a maximum of \$58,000 in 2021. The employer can determine what percentage of compensation to set aside each year, but it must be consistent for all employees, including the owner.

SIMPLE Plans

These plans allow businesses with fewer than 100 employees to establish either a SIMPLE IRA or SIMPLE 401k for each employee. Employees can make salary deferral contributions of up to \$13,500 (\$16,500 for those 50 and older) in 2021. Employers are obligated to provide a matching contribution in SIMPLE 401ks of three percent of compensation for employees who elected to defer or two percent for employees who did not elect to make contributions.

Your business as a retirement asset

Of course, monetizing the value of your business may be another way you fund your retirement. If your business can continue to operate successfully without you, then it should have value when it comes time to retire. Ideally, planning for any kind of business transition should start years before a sale occurs. Selling your business to a current employee may be one option to consider, or you may want to look for potential outside buyers.

As a business owner, you have unique challenges – and opportunities – when it comes to planning for a successful retirement. Talk to a financial advisor about how to put a strategy in place to assure your long-term financial security.

¹ U.S. Small Business Administration, "2020 Small Business Profile."

² 48% of all U.S. physician practices are owned by a hospital or corporate entity as of January 2021, according to a recent analysis by the Physicians Advocacy Institute and Avalere Health, a health care consulting firm.

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CCMS NEW MEMBER *Welcome Reception*

Thursday, March 31, 2022 | Wyndemere Country Club



New CCMS members will be recognized for participating in our local medical society. Enjoy heavy hors d'oeuvres, cocktails, and mingling with your new CCMS colleagues.

Complimentary for CCMS physician members and one guest each, as well as CCMS Circle of Friends vendors (two attendees per company).

This event is outdoors. Cocktail attire suggested.

Register at ccmsonline.org by March 25th, or email info@ccmsonline.org /call 239-435-7727.



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Opinion vs. Authority:

Why Authoritative Representation Matters in Healthcare Real Estate

Jared Vandersluis, Agent, CARR



Opinions are everywhere. Millions of voices exist both in real life and on the internet on every topic imaginable. Opinions about your practice come from family, friends, and colleagues come at you too, often well-meaning, whether or not you solicit any advice.

But there's a difference between opinion and authority, especially in real estate. For example, you read Dr. John

Doe opining on a dedicated Facebook group about why leasing makes no sense for a new practice owner. But while this may have been true for his practice, how many start-ups has he helped? What kind of purchase vs. lease analysis did he run to come up with his conclusion? Every scenario is unique.

Listen to opinions, but take them in conjunction with the advice and counsel you get from a trusted team of advisors who have helped a significant number of healthcare practice owners in the past. Dr. John's advice might be well-hearted, but his experience opening one office doesn't give him the insight necessary to advise you. So read the advice, educate yourself on other healthcare professionals' experiences and then turn to your CPA, your attorney, your healthcare real estate agent, and develop a strategy specific to your needs, one that will help you maximize profitability through real estate.

The Power of an Experienced Team

One of the most significant business decisions a healthcare provider can make is strategically choosing an office's location, whether you're starting your first practice or relocating an established business; and this remains true regardless if you are leasing or purchasing your office space. And paramount to that success and profitability is assembling the right people around you for support—people whose authority is valued over opinions.

Extensive experience is also required of commercial real estate agents, who will provide guidance when choosing locations, evaluating market conditions, vacancies, and costs, offering purchase vs. lease comparisons, managing timelines, and negotiating the most competitive rates and terms. Experienced healthcare real estate agents should create a full market evaluation, providing a snapshot of a competitive market, and even negotiating three to four properties at once in order to offer a side-by-side view of what's achievable when you have a detailed negotiation strategy.

That type of experience is a powerful tool and part of the due-diligence healthcare providers should receive from an authoritative agent. As you build your team, look for experienced professionals with a corporate focus to fill each role.

The Power of Specialization

Beyond finding corporate partners with expertise in their field, finding people who specialize in healthcare is vitally important. A commercial architect who focuses on healthcare practices, for example, can ensure that your space is developed based on the needs of patients, healthcare workers, and the communities they serve.

Commercial real estate agents who specialize in healthcare can provide that same specialization. These agents are familiar with the medical industry and understand a doctor's world, from a real estate perspective. They grasp the nuances in every medical provider's office that make finding the best space for a dentist or dermatologist drastically different than industrial, traditional office, or retail tenants. Agents not only save healthcare professionals significant time and money, they also help avoid costly complications, delays, and obstacles that arise in large real estate transactions.

Specialization also means that there should be no conflicts of interest—your healthcare real estate agent should be exclusively occupier-focused, meaning they'll never represent landlords or sellers. When an agent represents both sides of the transaction (tenants and landlords or buyers and sellers), which is typical for the majority of real estate firms, there's a major conflict.

The Power of Authority at No Cost

Fortunately for tenants and buyers, healthcare real estate agents come at no cost—and that's not opinion, that's fact. Like residential real estate, commercial landlords and sellers agree to pay for an agent's services on your behalf, whether you're negotiating a lease renewal, signing a lease at a new location, or purchasing your first medical office space.

At no cost, a healthcare real estate agent's services can save dozens of hours of valuable time, and just as important—they have the potential to save your bottom line. Deciphering between opinion and authoritative advice can be the difference of a costly mistake and savings to the tune of hundreds of thousands of dollars. And with so much at stake, the only person who should be offering advice on your commercial real estate transactions is an expert who advocates for healthcare providers and who fully understands the uniqueness of your specific requirements and market.

CARR is the nation's leading provider of commercial real estate services for healthcare tenants and buyers. Every year, thousands of healthcare practices trust CARR to achieve the most favorable terms on their lease and purchase negotiations. CARR's team of experts assist with start-ups, lease renewals, expansions, relocations, additional offices, purchases, and practice transitions. Healthcare practices choose CARR to save them a substantial amount of time and money, while ensuring their interests are always first.

Visit CARR.US to learn more and find an expert agent representing healthcare practices in your area.



Physician Wellness Program

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How it Works

As an exclusive benefit to all CCMS members, CCMS provides you up to 6 sessions per year at no charge with doctorate-level, clinical psychologists.

- View participating psychologists at ccmsonline.org/physician-wellness.
- Call the PWP **private appointment line, 239-208-3984** and identify yourself as a CCMS member. Receive same-day responses during business hours or next-morning response after hours.
- See the psychologist within 72 hours to 1 week, possibly sooner for urgent needs, with evening and early morning hours potentially available.
- Use the sessions to help you overcome difficulties, tap into your natural resilience, answer questions, or simply talk.
- Participating physicians have no financial responsibility - the psychologists bill CCMS directly with de-identified data.

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Call for CCMS Officer Nominations

Glenn Groat, M.D., Chair, Nominating Committee



The 2022 Collier County Medical Society nominating committee will present its slate of CCMS officers for 2022-2023 to the membership this spring, at least 30 days prior to this year's annual meeting, scheduled for July 16th. The nominating committee would like to invite CCMS members in good standing to submit candidates for review by the committee.

According to CCMS bylaws, candidates proposed by a CCMS member to the committee must be proposed in writing, including qualifications, at least 60 days before the annual membership meeting (May 17). Nominations from the floor at the annual meeting are also accepted from a member in good standing and with the consent of the nominee.

The officers of this Society shall consist of a president, vice president, secretary, treasurer, and one officer/director at large. At the discretion of the nominating committee up to two additional directors at large can be nominated to the Board of Directors. The nominating committee will also present candidates for alternate delegates to the Florida Medical Association 2022 Annual Meeting, August 5-7 in Orlando.

Only active members of the Society shall be considered for office (does not include adjunct, associate, resident, retired, or honorary). Candidates for president shall have served a minimum of one year on the Board of Directors. Candidates for vice-president shall have served either on the Board of Directors or chaired the PAC or a committee for one year. Those elected shall assume office at the close of the annual membership meeting for a term of one year.

To submit your nomination(s), send the nominee information to executive director April Donahue via fax 239-435-7790, email to april@ccmsonline.org, or 88 12th Street N, Unit 200, Naples, FL 34102 by May 16th. Please note if the nominees have consented to the nomination. Thank you for your participation.

Nominating Committee

Cesar DeLeon, DO; Alexandra Grace, DO; Glenn Groat, MD; Alejandro Perez-Trepichio, MD; Rebecca Smith, MD

Board of Directors 2021-22

Alejandro Perez-Trepichio, MD – President
Rebecca Smith, MD – Vice President
Gary Swain, MD – Treasurer
Zubin Pachori, MD – Secretary
George Brinnig, MD – Officer/Director at Large
Rebekah Bernard, MD – Immediate Past President
Jose Baez, MD – Director at Large
Glenn Groat, MD – Director at Large

FMA Delegation 2021

Rebekah Bernard, MD
Alexandra Grace, DO
Glenn Groat, MD
Alejandro Perez-Trepichio, MD
Rebecca Smith, MD
Gary Swain, MD
Rafael Haciski, MD



CCMS 2021-22 Board Members: Dr. Gary Swain, Dr. Rebecca Smith, Dr. Alejandro Perez-Trepichio, Dr. Rebekah Bernard, Dr. Jose Baez.

Not pictured: Dr. George Brinnig, Dr. Glenn Groat, Dr. Zubin Pachori.



Collier County Medical Society *presents*

~ 13th Annual Women's Health Forum ~

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Saturday

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8:30am - 1:00pm



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Featured Speakers:

Russell Becker, DO	Lorna Fedelem, MD	Prathima Moorthy, MD
Jon Berlie, MD	Yanis Alfonso Fernandez, MD	Richard Pagliara, DO
Rebekah Bernard, MD	Nancy Goodwin, DO	Sharla Gayle Patterson, MD
Andrea Bickerton, MD	Lindita Hobdari, MD	Adam Riker MD
Diana Carrau, MD	Casey Holmes, MD	Carol Roberts, MD
Susan Cassidy, MD	Catherine Kowal, MD	Georganne Vartorella, MD
Joanna Chon, MD	Leela Lavasani, MD	Erin Whitney, MD
Corin DeChirico, DO	Joseph Magnant, MD	Rebecca Witherell, MD

Featured Exhibitors:

Advanced Gastroenterology Center of Naples	Physicians Regional Healthcare System
Goodwin Medical Center	Proscan/NCH Imaging
Hobdari Family Health	Radiology Regional
Inspire Medical Systems	Vascular Center of Naples
Lorna Fedelem, MD and Associates	Vein Specialists – Dr. Joseph Magnant
Pain Management Center	

Featured Topics:

Bone Health	Holistic Living
Breast Health	Mental Health
Caregiving	Pain Management
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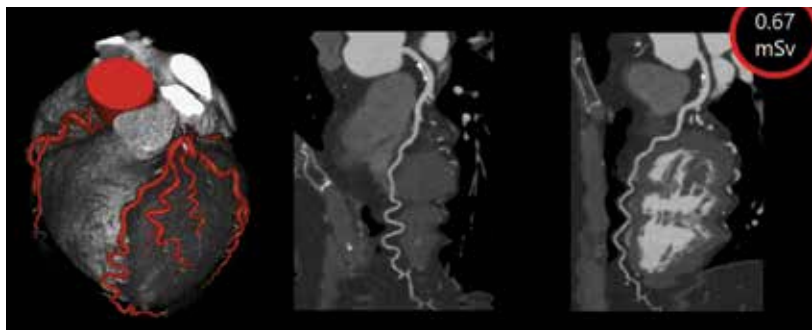
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