



THE FORUM

Inside:
Hurricane Ian Resources

November/December 2022 • Volume 21, No. 6 • The Official Magazine of Collier County Medical Society

Foundation of CCMS Golf Tournament Raises nearly \$28,000



In this issue:

Member News pg. 3; CCMS President's Message pg. 4; Hurricane Resources pg. 6; Foundation of CCMS Golf Tournament pg. 8; Foundation Announces New Board Members and Scholarship News pg. 10; Dr. Camisa to Receive Lifetime Achievement Award pg. 12; Avoiding Pitfalls in Your Next Office Lease Negotiation pg. 13; Community Corner: Healthcare Network pg. 14

CALENDAR OF EVENTS

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

Saturday, November 19, 5:30pm

CCMS & CCMS Alliance

Family Golf Night

Topgolf Fort Myers

Friday, December 9, 6:30-9:00pm

CCMS New Members Welcome Reception

Neighborhood Health Clinic,
Van Domelen Education and Wellness Building
Support opportunities at ccmsonline.org

Thursday, February 9, 6pm

CCMS After 5 Social

Location TBA

Thursday, March 2, 6pm

CCMS After 5 Social

Naples Botanical Garden

Saturday, April 1, 8:30am

CCMS Women's Health Forum

Naples United Church of Christ

Open to the public

Support opportunities at ccmsonline.org

Saturday, April 15, 5:30pm

CCMS & CCMS Alliance

Everblades Family Hockey Night

Hertz Arena

On the cover: Lynn Groth, Dr. Tina Venetos, Ann Foote, Coyla Trotzig

Premier Circle of Friends



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sunil.muley@lmcu.org

LMCU.org



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Michael Smith, CPA • 239-325-2458

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CCMS Member Dues

The 2023 CCMS dues deadline is Dec. 31, 2022.

Members (or their groups) can pay online today at ccmsonline.org/membership. Invoices will also be mailed directly to members who pay individually, or to practice administrators for group payment. Members who would like an extension, payment program, or waiver due to Hurricane Ian, please contact CCMS. Thank you.

CCMS Board of Directors 2021-2022

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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:



Stefanie A Colavito, MD

Hospitalist
Board Certified: Internal Medicine



Denise Drago, MD

Lee Physician Group Pediatrics
23450 Via Coconut Pt Ste H
Estero, FL 33928
Phone: (239) 343-9888 Fax: (239) 343-9878
Board Certified: Pediatrics



William M Hasbun, MD

Geriatric Medicine
William M Hasbun MD & Associates
2055 Grove Dr
Naples, FL 34120
Board Certified: Internal Medicine;
Geriatric Medicine



Tareq N Khader, MD

Millennium Physician Group
6321 Daniels Pkwy Ste 200
Ft Myers, FL 33912
Phone: (855) 979-5700 Fax: (855) 979-5701
Board Certified: Internal Medicine



John K Miller, MD

Surgical Healing Arts Center LLC
6150 Diamond Centre Ct
Ft Myers, FL 33912
Phone: (239) 344-9786 Fax: (239) 344-9215
Board Certified: General Surgery



Diana C Miranda, MD

Naples Heart Rhythm Specialists PA
6376 Pine Ridge Rd Ste 180
Naples, FL 34119
Phone: (239) 263-0849 Fax: (239) 263-2376
Board Certified: Internal Medicine;
Nuclear Cardiology



Ashley E Pezzi, MD

Millennium Physician Group
13691 Metro Pkwy Ste 200
Ft Myers, FL 33912
Phone: (239) 291-3604 Fax: (239) 291-3605
Board Certified: Dermatology



James J Redinski, DO

Nephrology
Naples Nephrology PA
878 109th Ave N
Naples, FL 34108
Phone: (239) 513-1002 Fax: (239) 513-1915



Carissa A Summa, DO

High Tide Dermatology Center LLC
599 9th St N Ste 300
Naples, FL 34102
Phone: (239) 444-3376 Fax: (239) 316-3001
Board Certified: Dermatology

New Retired Member:

George Bronsky, MD

New Practice:

David A Pitts, MD

Physical Medicine and Rehabilitation
CollierRehabMD
Inpatient rehabilitation and recovery of patients with neurologic, orthopedic, and medically complex needs at Physicians Regional, NCH, and Encompass hospitals.

Temporary Office Relocations:

David Scott Madwar, MD and Rebecca Rock, MD

Concierge Medicine
311 Tamiami Trl N Ste 200
Naples, FL 34102
Phone: (239) 325-5350 Fax: (239) 352-5545
Starting January 1st:
1333 3rd Ave S Ste 402, Naples, FL 34102

Jeffrey L Craig, MD

Old Naples Concierge Medicine
2450 Goodlette Frank Rd Ste 202
Naples, FL 34103
Phone: (239) 331-3406 Fax: (239) 300-0169



CCMS 2022-23 Physician Member Directory Now Available

Complimentary copies of the CCMS 2022-23 Physician Member Directories are now available at Collier County libraries, and each CCMS member should have automatically received a copy in the mail (office-based physicians also receive an extra copy for office staff). If you did not receive your copy(ies), call CCMS at (239) 435-7727.

A limited number of additional copies are also available at the CCMS office; please call to arrange pick-up if you would like more, or visit your nearest library.

The CCMS online "Find a Doctor" also features up-to-date listings of each actively practicing CCMS physician member, visit ccmsonline.org/find-a-doctor.

A Message from the CCMS President - “STATE of SHOCK”

Rebecca Smith, M.D., Board President



“Did Hurricane Ian really happen?” a colleague who lost her home during the surge of Ian, asked today. “Wow, it almost seems like a bad dream. I can’t believe this happened. It’s surreal”. She’s one of several of our colleagues and their families who have been displaced from their homes due to the severe damage and/or destruction of Ian and his surge.

Despite the overwhelming hardships many of our colleagues have suffered, they still come to work, care for their patients, and “carry on”. Many even worked during the immediate post-hurricane period.

It wasn’t until mid-morning Tuesday, September 27, 2022 that those in Collier County learned the path of Hurricane Ian had changed and Ian was predicted to hit land closer to the Fort Myers area. The predicted surge was even greater and regions of Naples were being asked to evacuate, less than 24 hours before the storm was to make landfall. Until Tuesday, we were preparing for more of an “inconvenience” from a strong hurricane. “We survived Irma, what could be worse?” Now we know.

Our Collier County community of physicians and medical teams once again, have shown their “true colors” in the face of another challenge for our community. Many colleagues were without electricity and other conveniences, some lost their homes, and yet they continued to work together during and after the storm.

At NCH, on post-hurricane day 1, the leadership announced that NCH was opening their doors to our neighbors in Lee County whose hospital system was damaged. NCH was preparing to receive up to 400 patients from Lee Memorial Hospital. The actual number transferred was approximately 125 patients, but the NCH system was prepared to meet the needs. Outpatient primary care physicians offered to provide inpatient care, along with extra hospitalists, critical care/pulmonologists, cardiologists, emergency physicians, and other specialists on medical staff providing the extra help needed to meet the demands of a census increase. Physicians Regional Medical Center experienced similar stresses on their system and their medical staff also responded gallantly, “putting the community and patients first” describes Dr. Zubin Pachori.

Now that the storm is a month behind us (at the time of writing), we have had a chance to reflect, awaken to the realities of the situation. Many of us were initially in a state of shock. It can feel like the situation didn’t happen, “like a bad dream” and “surreal”. During a natural disaster our initial response is “fight or flight”. We may not process our emotions and feelings until much later. Some experience grief, loss of the life they had,



NCH's CCU team cleans their nursing director's home post-hurricane

loss of memories such as photos or other keepsakes. Some feel anger due to the burdens they now have. Some feel a sense of relief that the initial wave of stress on the medical system is over. Others feel burned out, tired, and need recharged.

Whatever you are experiencing, it’s likely normal. If you or a friend or colleague starts feeling depressed, demonstrates changes in behaviors, or in any way feel overwhelmed: Seek help, reach out, take a break. We need to take care of ourselves.

Michelle Fuchs, a CCMS Alliance board member and spouse of Dr. Scott Fuchs, recently related that with the extensive damage to their home, their struggles are how to continue to live an everyday life while accommodating themselves and their children to the tragedy that occurred. “Life still had to continue,” she said, “We couldn’t stop because something happened, we couldn’t let the hurricane affect our careers, marriage, or children.”

Michelle reached out for help that was needed and family, friends, and the community came to help clean and provide food. She says the kindness and support they’re receiving are a testament to the local medical community in Naples. She encourages colleagues to take care of themselves, including exercise, like the pickleball she and Dr. Fuchs continue to play each weekend, and to help others in the community who are living in precarious situations, such as staying in homes that are moldy. She related how her new position in real estate with Keller Williams Caine Luxury team has allowed her to help others as well, and that she is available to help CCMS members with any educational information on real estate and insurance questions.

I have seen how we have been resilient so many times in the past 6 years. We met the challenges of a changing NCH healthcare system, Hurricane Irma, the COVID-19 pandemic, for those at NCH the change to EPIC electronic healthcare records, and now Hurricane Ian with the surge we will always remember. Collier County physicians will continue to be resilient, no matter what the crisis at hand.



Physicians Regional Hurricane Recovery Team A



Physician Wellness Program

Helping You Take Care of You

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.

Featuring confidential, convenient, cost-free access to professional psychological services.
During Hurricane Ian Recovery - Also open to non-member physicians



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CCMS Post-Hurricane Resources Directory

Collier County Medical Society

CCMS is thinking of all who are affected by Hurricane Ian. Please review the resources in this directory for local, state, and federal programs to assist in recovery efforts. This list will also be maintained at ccmsonline.org/hurricane.

CCMS Members who need assistance locating housing, office space, supplies, vehicles, or funding for office damage, or members who can help with any of these, may email details to april@ccmsonline.org or call (239) 435-7727. The private Facebook groups for physicians and practice administrators are also good resources: fb.com/groups/swflphysicians and fb.com/groups/ccmsPracticeAdmin.

Emergency Management:

CCMS Physician Wellness Program

ccmsonline.org/physician-wellness
(239) 208-3984

Confidential, convenient, cost-free access to professional psychological services for all CCMS physician members. During Hurricane Ian recovery, these services are also available to non-member physicians in our community (MDs/DOs).

Collier County Bureau of Emergency Services – Ways to Help

<https://bit.ly/3TGVk1j>

Trusted donation options in the aftermath of Hurricane Ian

Collier Resource Center

(239) 434-2030

Connects you to agencies that can help

FL's Emergency Info.

floridadisaster.org/info

Info. on missing persons, disaster relief funds, emergency shelters, power outages and other critical resources

Red Cross Disaster Distress Helpline

(800) 985-5990

Salvation Army

salvationarmyflorida.org/naples

(239) 775-9447

Financial Assistance: (239) 210-4009 (by appointment only). Housing and Homeless, Food Pantry

State Assistance Information Line

(800) 342.3557

Up-to-date information regarding Hurricane Ian

United Way 211

211.org | Dial 211

Partnerships with 37 local nonprofit agencies to get resources where they are needed most during and after crisis

Disaster Mental Health Resources

floridadisaster.org/dem/recovery/

disaster-mental-health-resources

Helplines and resources for coping with disasters

Collier Cares

colliercares.org/cc/page/hurricane-resources

Lists a variety of support options including food and supply resources

FMA/Emerald Coast Medical Association's Hurricane Recovery Video Series and Transcripts

<https://bit.ly/3F2J6Mv>

Videos include "Beware of predators bearing clipboards," "Finances and avoiding scams," "Wind vs. flood," "Estimates and adjustors"

FMA Webinar Recording

<https://bit.ly/3N7d83C>

Navigating the Insurance Process and Pitfalls in the Aftermath of a Hurricane

Business Resources:

Funding for Physician Practice Losses

april@ccmsonline.org

(239) 435-7727.

CCMS and the FMA may be able to request funds from AMA to help members with office damage. If you or someone you know had office damage, reach out to CCMS so we can gather data needed to apply.

IRS Tax Relief

<https://bit.ly/3sfW2a5>

Hurricane Ian victims in FL qualify for tax relief; some deadlines extended to Feb. 15

FL Short Time Compensation for Employers Program

<https://bit.ly/3CNNqMK>

(850) 921-3253

Temporary alternative work style to assist employers in keeping their workforce intact

American Academy of Family Physicians post-disaster checklist

<https://bit.ly/3gscjpl>

Issues to consider in the event a practice is severely damaged or destroyed

Collier EDO Business Resources

collieredo.org/hurricane-ian-business-assistance

Collaboration between the Greater Naples Chamber of Commerce and the Collier County Office of Business and Economic Development for business affected by Hurricane Ian

Disaster Assistance - SBA Disaster Loan

sba.gov/funding-programs/disaster-assistance

Businesses of all sizes located in declared disaster areas, private nonprofit organizations, homeowners, and renters affected by declared disasters

Physicians Helping Physicians During Natural Disasters

minck-law.com/post/physicians-helping-physicians-during-natural-disasters

Office sharing contract tips

Housing Resources:

FEMA Disaster Assistance/Funding

disasterassistance.gov Download APP:

FEMA app (smartphone)

(800) 621-3362

Assistance such as grants for temporary housing and home repairs, low-cost loans to cover uninsured property losses, and other programs to help individuals and business owners recover

Transitional Sheltering Assistance

fema.gov/fact-sheet/transitional-sheltering-assistance

For hotel and motel costs

Florida Housing Search

floridahousingsearch.org

(877) 428.8844

Free, statewide housing assistance search platform to help locate an affordable rental property

State Housing Initiatives Partnership (SHIP)

floridahousing.org

Recovery assistance available to help with temporary relocation, rental assistance, debris removal, and/or home repairs

Expedia Emergency Accommodations Module

expedia.com/Florida

Real-time hotel availability to impacted travelers throughout the state

Crisis Cleanup

crisiscleanup.org/about

(800) 451-1954

Find help cleaning up or help others clean up

Post Hurricane Ian recovery rebuilding and permitting information

<https://bit.ly/3CWl2rK>

Links to the requirements and exceptions for permitting and other rebuilding needs

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THANKS

to you!

My law practice survived a pandemic by helping physician members like you safely navigate their legal business needs. As a long-time CCMS Circle of Friends member with over 25 years of experience in healthcare business law, I understand the legal complexities of your trade and am ready to provide a custom legal review so you and your practice are protected from any legal challenges that lie ahead.



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Foundation of CCMS “Docs & Duffers” Raises Nearly \$28,000

Foundation of Collier County Medical Society

The Foundation of Collier County Medical Society recently hosted its 9th Annual “Docs and Duffers” charity golf tournament and raffle at Bonita Bay Club Naples. This fundraising event took place September 24th and raised nearly \$28,000 in net proceeds with participation from 116 golfers, 20 sponsors, 27 prize donors, and 21 volunteers. The community came together for an enjoyable day of golf, the tournament raffle, and an awards ceremony luncheon.

“We are immensely grateful for the continued overwhelming support we receive for our annual charity golf tournament,” says Dr. Rolando Rivera, Foundation board chair. “The participation of our golfers, supporters, and volunteers raises crucial funds for future medical professionals and showcases the commitment of CCMS members and our partners to healthcare in our community.”

Dollars raised from the event will provide scholarships for future medical professionals and funding for local healthcare programs in need. The Foundation provided over \$24,500 in scholarships this year alone, including the Dr. William Lascheid Memorial Scholarship for Medical Students and 4 additional healthcare scholarships. Scholarship applications for 2023 will be available at ccmsonline.org/foundation in December 2022.

After a breakfast and coffee, networking with representatives from presenting sponsor Naples Heart Rhythm Specialists, and a few practice swings, golfers started out at 9am. The format was a scramble shotgun on the Bonita Bay Club’s beautiful Sabal course with complimentary on-course beverages, exhibitor treats, and a variety of hole contests throughout the day. Congratulations to the tournament winners:

- First team: Verita Wealth Advisory Group golfers Jeremy Darstek, Donald Zanstra, Marc Starzyk, William Ravenel
- Second team: Life in Naples golfers Scott Blackburn, Ron Stammerro, Tyler Stammerro
- Long Drive: Finlay White / Kelly Malinoski
- Closest to the Pin: Marc Starzyk

Event supporters included Presenting Sponsor Naples Heart Rhythm Specialists, as well as Eagle Sponsors Advanced Urology Institute, and Performance Optimal Health. A link to the full list of sponsors and supporters is online at ccmsfoundation.org/#golf and photos from the tournament are posted at facebook.com/ccmsfoundation.

The Foundation’s 10th Anniversary Docs & Duffers will be held in the fall of 2023. More information will be available at ccmsfoundation.org/#golf.

Spotlight on our Docs & Duffers Sponsors:

Presenting Sponsor



NAPLES HEART RHYTHM SPECIALISTS, P.A.
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For the full list visit <https://conta.cc/3b0GEpP>



*Dr. Jonathan Jay, Charlie Weinfielder,
Kelly Malinoski DPM, Dr. Rolando Rivera*



*Dr. Ray Montecalvo, Dr. Catherine Kowal,
Kim Dillon, Billy Dillon*



*Dr. Omar Hussain, Dr. Zubin Pachori,
Dr. Jonathan Marsh, Dr. David Allan*



*Tate Haire, Matt Klaphake,
Dr. Glenn Groat, Stuart Pollitt*



*Thomas Peluse, Dr. Jose Baez, Dr. Jon Berlie,
Mike Huff*



*Dr. Santiago Chahwan, Dr. Paul Beebe,
Dr. David Baxendale, George Metcalf*

Spotlight on Docs & Duffers Presenting Sponsor

Kenneth W. Plunkitt, M.D., Founder



Naples Heart Rhythm Specialists, P.A. is proud to announce that we now have one of the most advanced cardiac PET machines in the country. In addition to having state of the art PET equipment, our cardiologists are specifically trained in myocardial perfusion nuclear imaging.

A cardiac PET scan shows myocardial metabolism; therefore, it can also be used to calculate noninvasive coronary flow. Comparisons of rest and stress flows can be a very useful diagnostic tool that can determine small vessel perfusion disease that cannot be evaluated with any other noninvasive imaging modality.

What is a cardiac PET scan?

Cardiac positron emission tomography (PET) is a noninvasive diagnostic heart test that uses radionuclides, which are radioactive tracers, to produce unrivaled 3D perfusion and function scans of the heart by evaluating myocardial metabolism.

The radionuclide tracer Rubidium (Rb-82), is rapidly absorbed into the myocardium as it is a potassium analog and actively participates in sodium/potassium exchange pumps. The scanner contains a Gamma ray detection ring that absorbs Gamma rays from a proton annihilation reaction. This event creates a coincidence event in which gamma rays strike the ring in a single vector on opposite sides of the ring. The computer converts the electronic signals into images.

Why would a patient need a cardiac PET scan?

The team at NHRS may recommend a cardiac PET scan to diagnose coronary artery disease, myocardial ischemia, previous myocardial infarction or myocardial viability.

What can be expected during a cardiac PET scan?

Patient will have an IV started and be attached to 12 lead EKG. An initial CT scout scan is followed by a six-minute rest myocardial scan. Once rest scans are processed, a stress agent such as regadenoson (Lexiscan) is infused over a one-minute protocol followed by a six-minute myocardial stress scan. The EKG is assessed for possible ischemic changes. The test is less than 40 minutes in duration.

Is a cardiac PET scan safe?

Compared to a traditional SPECT stress testing, the half-life of Rubidium is 70-80 seconds as opposed to 6 – 70 + hour half-life of traditional SPECT nuclear tracers. The radiation that is used is minute compared to standard CT scans, traditional nuclear SPECT scans, and cardiac catheterization.

In summary, Cardiac PET is faster, safer, non-invasive, more accurate than traditional myocardial perfusion exams, and provides assessment of myocardial blood flow that is normally only available with cardiac catheterization with a flow wire placed in the coronaries themselves.

Foundation Scholarship Renamed in Memory of Nancy Lascheid, RN BSN

Foundation of CCMS



The Foundation of Collier County Medical Society is honored to announce the new name of their premier scholarship for future physicians: the “Dr. William and Nancy Lascheid Memorial Scholarship for Medical Students”. This August, we were saddened to learn that Foundation supporter and colleague Nancy Lascheid, RN BSN, co-founder of the Neighborhood Health Clinic and CCMS Alliance Past President, had passed. Prior to her passing, Mrs. Lascheid had provided the Foundation her approval to enact the renaming of this award after she had left us.

In 2014, following the passing of Mrs. Lascheid’s husband and Neighborhood Health Clinic co-founder Dr. William Lascheid, the Foundation announced the formation of the “Dr. William Lascheid Memorial Scholarship for Medical Students” to honor and remember his many contributions to the medical community, including as a CCMS Past President, and his tireless efforts to provide care to the underserved in Collier County. Ms. Lascheid was an ardent supporter of the scholarship and participated on the application review committee through the 2022 award cycle.

“It is fitting that this award for medical students who have demonstrated excellence in service to their community now also remembers Nancy Lascheid,” commented Dr. Rolando Rivera, Foundation board chair. “Her dedication to providing

‘hope and healing for those in need,’ the Neighborhood Health Clinic’s mission, is an inspiration to us all.”

Dr. Lascheid and Mrs. Lascheid had long recognized the limited medical care available to low-income workers. Opening in 1999, the Neighborhood Health Clinic was the realization of this vision and has served as the medical home for thousands of uninsured low-income workers. Presently, some 250 physicians, 40 dentists, and 100 nurses volunteer their very valuable time and talent in the service of the Clinic’s patients.

“It is an honor to have my parents’ legacy memorialized through the Scholarship,” said Leslie Lascheid, CEO of the Clinic. “My parents’ healthcare careers gave them a unique opportunity to understand the demands on physicians in their educational pursuit, as well as a physicians’ ability to bring patient care to the highest level. We wish great success to all recipients of this memorial scholarship.”

Eligible Florida residents enrolled or accepted in medical school may apply for this scholarship. The application and requirements for the 2023 award, and the Foundation’s need-based scholarships for students training in any healthcare career, will be available online at ccmsfoundation.org in December 2022, or may be obtained by calling (239) 435-7727. To support the Foundation’s scholarship programs, donate at ccmsfoundation.org or call (239) 435-7727.

Foundation Board Announces New Appointments for Reed and Rock

Foundation of CCMS

The Board of Directors of the Foundation of CCMS is pleased to announce the election of Andy Reed and Rebecca Rock, M.D. as new Foundation Board Members. Reed and Dr. Rock will work with the Board to raise and manage funds for healthcare scholarships and local healthcare programs in need, as well as help plan the Foundation’s signature fundraiser, the annual Docs & Duffers charity golf tournament.



Andy Reed, Relationship Manager at PBS Contractors, is responsible for driving new business opportunities and building and expanding the presence of PBS Contractors in the Naples luxury construction market. Prior to PBS Contractors, he served as the Director of Development for NCEF/

Naples Winter Wine Festival and as a Senior Consultant at Riley Philanthropy specializing in Capital Campaigns, Major Gifts, and Board Development. He also served as Director of Development for The Humane Society Naples. In addition, he

served as Director of Development at Emory University School of Medicine, Department of Neurology and Goizueta Business School.



Dr. Rebecca Rock is a concierge medicine physician in Naples. Dr. Rock graduated from the University of Rochester with Alpha Omega Alpha honors and has pursued the care of patients as her passion. She was formerly the Medical Director of the Physician Lead Access Network (PLAN) in Naples and

hopes to be able to translate some of those experiences to advocate for healthcare scholarships through her new post.

The Foundation’s mission is to provide support and leadership to programs that address access to healthcare, promote health education, and serve the community’s public health needs. The board has awarded over \$24,500 in scholarships this year alone.



NEW MEMBERS

Welcome Reception

12.9.22

Neighborhood Health Clinic
Van Domelen Education & Wellness Building

Featuring the CCMS Lifetime Achievement
Award Presentation to Dr. Charles Camisa.

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).

Cocktail attire suggested.

RSVP at ccmsonline.org/events by Dec. 1st, or email info@ccmsonline.org /call 239-435-7727.
For support opportunities visit ccmsonline.org/support.

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Dr. Charles Camisa to Receive CCMS Lifetime Achievement Award

Collier County Medical Society



Collier County Medical Society is pleased to announce that Charles Camisa M.D., FAAD is the recipient of a CCMS Lifetime Achievement Award. This award honors a CCMS member who deserves special recognition for making outstanding contributions to the practice of medicine displaying dedication, commitment, leadership, and excellence spanning their professional career and aligning with the CCMS mission.

Dr. Camisa was selected for his decades of inspirational service as a physician, educator, researcher, and medical director in the field of dermatology. He is a board-certified dermatologist with Onspot Dermatology and has practiced in Naples since 2001. A graduate of Cornell University and Mount Sinai School of Medicine, Dr. Camisa has authored 3 textbooks on psoriasis, 127 peer-reviewed articles and 30 textbook chapters on various medical dermatology topics. He is also the recipient of 23 clinical research grants. From 2004 to 2019, Dr. Camisa was recognized as one of "America's Top Doctors" by CastleConnelly. Additionally, in 2005, he was voted Dermatology Practitioner of the year by the Florida Society of Dermatology and Dermatologic Surgery.

CCMS will present the award to Dr. Camisa at the CCMS New Members Welcome Reception on December 9th, at the

Neighborhood Health Clinic's Van Domelen Education and Wellness Building. CCMS physician members can register for the event at ccmsonline.org/events, or by contacting CCMS: (239) 435-7727 or info@ccmsonline.org. Sponsorships are also available, please contact CCMS for details or visit ccmsonline.org/support.

"I am especially honored to receive this award from the CCMS," said Dr. Camisa, "because the Society embodies the collaboration of all our physicians, primary care and the specialties alike, to achieve the most desirable result for our mutual patients."

CCMS member and colleague Dr. Craig Eichler nominated Dr. Camisa because of "his expertise in difficult and complex dermatologic problems such as immunobullous disorders, diseases involving the oral mucosa, and severe psoriasis particularly distinguish his value to our community. He is a physician that other physicians can turn to for help, instead of sending these patients over two hours away to the nearest university (academic) dermatology department."

"We are honored to recognize Dr. Camisa as a distinguished physician who has made outstanding lifetime contributions to medicine," said CCMS President, Dr. Rebecca Smith. "Congratulations, Dr. Camisa, we appreciate all you do."

Collier County Physicians Have Talent!

Rebecca Smith, M.D. and Erik Hiester, D.O.



The "Collier County Physicians with Talent" met for the first jam session at Dr. Scott Wiesen's music studio on September 15th to begin preparing for the upcoming Physicians' Talent Show next Fall 2023. The rehearsal was a huge

success. Physicians and friends present included: Dr. Wiesen, Dr. Erik Hiester, Dr. Freddie Negron, Dr. Lillian Negron, Dr. Jennifer Jameson, Dr. Kae Ferber, Dr. Rhena Ruiz-Novero, Dr. Tami Kuhlman, Dr. Richard Linden DDS, Dr. Rubin Contreras, Dr. Andrea Hayes, Maida Sperandio RN, and Dr. Rebecca Smith. See the "Collier County Physicians Have Talent" Facebook group at <https://bit.ly/3TJoFIE> for photos and videos.

The Show was an annual local event initially started by a group of physicians at NCH, then became a well-organized fundraiser by Gregg and Sarah Billings RN in 2004. Gregg (professional musician & owner of Steinway Piano) and Sarah contributed their musical talents and fundraising abilities from 2004-2014 to produce the show. When they retired and left Naples, the show ceased. Those who remember the talent show will agree it generated a lot of camaraderie among physicians, enthusiasm and support from the community, and funding for local charities including the Neighborhood Health Clinic.

Since 2014, the practice of medicine has become even more stressful for physicians. As an attempt to reach all physicians in our community, the CCMS board of directors decided to explore additional options for promoting physician wellness. The idea of reviving the physicians' talent show was generated and thus, with additional grassroots support, the board endorsed a local show for 2023. This will be a fundraiser with proceeds benefiting the Neighborhood Health Clinic, Physicians Led Access Network (PLAN) of Collier County, and the Foundation of CCMS, which supports the CCMS physicians wellness program and scholarships for future medical professionals.

In past years, acts at the show included magic, dancing, solo and group musicians, storytelling, and the "Throat Culture" band. We encourage all physicians who have unique talents outside the practice of medicine to consider participating.

Our next rehearsal is planned for December 8th at Dr. Wiesen's Band Room, 4406 Exchange Ave from 6pm-8pm. Please text Dr. Hiester, 607-222-2953 for more info, as well as with music suggestions and to obtain the list of music for the rehearsal. If you would like to be involved in the fundraiser, please text Dr. Hiester with musical, singing, acting, acrobatics, juggling, magic, etc. talents and Dr. Smith, 267-760-4531 or Dr. Nena Korunda, 239-213-8035 with dancing, fundraising, and event planning talents.

Avoiding Pitfalls in Your Next Office Lease Negotiation

Jared Vandersluis, CARR



Whether you've been looking for a while, or the recent natural disasters have created a situation where you are searching for office space for your practice, it is important to consider the potential pitfalls in the negotiation and how you can avoid them.

Over 80% of healthcare practices lease their office space. The location and impression their office makes

on patients is a huge determining factor in patient referrals and return visits, especially in a competitive market. Additionally, the cost of rent is typically a practice's second-highest expense after payroll. For these reasons, it is imperative that practices achieve the best possible terms during new lease and renewal negotiations in order to maximize profitability.

There are three common pitfalls many practices fall into when negotiating on their office space.

Lack of market knowledge

To achieve the best possible terms, you must be familiar with all options that exist in your area. This market knowledge includes available vacancies, recently completed transactions, and future spaces that may be coming available soon. This is critical information that a local commercial real estate professional can provide to you at no charge. It would be extremely difficult for a healthcare provider, an attorney, or an out-of-town "lease negotiator" to know this information as it is not public record, and many available spaces are not listed on online databases. Knowing about other properties that may be more appealing or offer better value will help you find the best space and ensure you are not over-paying.

Unawareness of less-common business points in a lease

Most healthcare professionals are familiar with the rental rate, length of term, and build out allowance provided by the landlord. Beyond these, there are many other important concessions available such as free or reduced rent periods, the right to transfer the lease to another practice owner in the future, options to renew the lease after the original term expires, death and disability termination options, exclusive uses and more. There are also landlord-friendly clauses such as relocation provisions, unusual expense pass-throughs, and electrical or mechanical requirements designed for general, non-healthcare users that can impair a practice's ability to operate.

Failing to create a strong posture

The key to an effective negotiation posture is making the landlord understand that you have multiple options on the table and are willing to pursue those options. One of the first questions a landlord will ask its broker is whether the tenant has professional representation. If the answer is no, they will ask if the tenant appears to know the market and is educated on the business points they are seeking. In a renewal situation, they will ask if the tenant is seriously willing to leave. If the landlord and its broker sense any weakness in the posture created by the tenant, they will not offer terms that are truly competitive to the tenant. Many landlords also see it as a weakness if a consultant or out-of-state attorney is handling the negotiation for the tenant because there is no local market knowledge. The same is true when tenants attempt to represent themselves. It is also crucial to the posture to begin the negotiations at the proper time—ideally one year before the current lease expires. If there is insufficient time to plan and build-out a space, then the landlord will know the tenant's options are limited, weakening the posture.

Strong posture causes the negotiation to be more favorable than merely bartering with a landlord. Leveraging a local real estate professional's expertise and then dictating favorable terms to a landlord yields consistently more favorable terms to a tenant than simply asking for a price, and then asking for a lower price, etc. Strong posture is not about bluffing or threatening. Having multiple legitimate options and a credible willingness to choose the other property creates an environment where landlords compete to attract or retain quality tenants, and ensures they get competitive terms. Expert representation by a real estate professional is available at no cost to tenants, because their services are paid for by the landlord or seller as part of the listing agreement with the landlord's broker.

If you had an office location that was damaged during the recent storm, it is important to carefully review the lease to determine if the liability lies with you the tenant (and/or your insurance company), or with the landlord. Every lease is different, and the importance of the clauses and legal language in the lease is clearly evident when a property is damaged. It may be helpful to seek the counsel of a real estate attorney in the review process if there are differing opinions on how to move forward with the property.

Whether opening up a new office or relocating to a different space, these keys and more are vital to understanding how to maximize your profitability through real estate and limit your liabilities and exposure in the lease.

CARR is the nation's leading provider of commercial real estate services for healthcare tenants and buyers. Visit CARR.US to learn more and find an expert agent representing healthcare practices in your area.

Community Corner – Healthcare Network

Meet Jamie Ulmer, Chief Executive Officer



in Fort Bragg, NC.

Jamie Ulmer joined Healthcare Network in July, having served as CEO for Heart of Florida, a Federally Qualified Health Center (FQHC) in Marion County, FL. He brings a wealth of healthcare leadership experience to the role, including more than 24 years of military service where he began his medical career. In 2013, Ulmer honorably retired from active duty as Executive/Operations Officer

in recent years with crises including the worldwide pandemic and Hurricane Ian which required swift action, extreme coordination, and creative thinking.

What makes the Community Health Center world interesting to you?

I often hear politicians talk about providing Medicare for all and expanding Medicare to provide comprehensive benefits to every person in the U.S. But Medicare is not built on prevention, which is a big part of the Health Center model. Providing healthcare for all is what Health Centers do. Health Centers are for people who may not have the means to pay for insurance. We provide services for all, no matter their financial situation, and we also provide a voice for the disenfranchised. The care and facilities of our Health Centers really cannot be distinguished from larger corporate health centers, and we have all the certifications and accreditations. We already provide healthcare for all including those with insurance. I believe the Community Health Center model is a tremendous system that could provide healthcare to all Americans.

How have you improved health services for at-risk communities in Collier County since you arrived?

When I arrived, there were discussions about opening a pediatric Convenient Care practice in our Nichols Community Health Center. However, as I mentioned, I believe in swift action, so we reassessed the timeline and opened the practice in less than 60 days. We currently see 40 patients a day through this practice and provide our community increased access to quality and affordable care. Before, if a patient went to a local urgent care, the visit could cost \$250 to \$300. Now, through our Convenient Care practice, patients pay significantly less. Additionally, if they have Medicaid, they do not pay anything, while some other urgent care centers do not accept Medicaid.

Another program I am pleased we were able to recently start here is Medical Assisted Treatment (MAT) for substance abuse disorders. MAT is the use of medication in combination with counseling to provide whole patient care to the treatment of substance disorders. Healthcare Network leads the state in behavioral health counseling and by offering MAT we can now help those struggling with addiction while improving public health.

How would you like to see Healthcare Network's vision and roadmap take shape in the next five years?

Our plan is to provide more hubs like the Nichols Community Health Center and Marion E. Fetter Center in Immokalee throughout the county, where patients can come to one place for all their health needs, including pediatric, family, and senior primary care; dental; pharmacy; and behavioral health. It does not meet the needs of our patients to have one service per office, particularly because transportation is an issue for many. We serve almost 50% of Collier County's children; and over one-third of soon-to-be moms are our patients. With the amount of growth in the area, we need to be available to more people in more areas, particularly where healthcare services and access are limited like Ave Maria and Everglades City.

Since 1977, Healthcare Network has been making healthcare accessible to all. Primary care services include family care, obstetrics and gynecology, pediatrics, senior care, and pharmacy as well as dental care and integrated behavioral health for adults and children. Additionally, the organization's community health workers bring health and social services directly to underserved families in the community.

What attracted you to this position?

There are many great things that attracted me to Healthcare Network – the progressive board of directors, the positive company culture, and the uniquely altruistic community of Collier County to name a few – but one of the key elements that led me here was the opportunity to impact services and access by closing gaps in care to benefit the entire community. During the height of the pandemic, I saw several stories about the disproportionate number of COVID-19 cases in the Immokalee community among migrant farmworkers. I was immensely impressed to see how Healthcare Network, in collaboration with numerous organizations including Partners in Health and Coalition of Immokalee Workers, worked to reduce barriers to care for this population. I came here because I was deeply interested in furthering this work and reducing health inequities.

What have you done in your career that prepared you for this opportunity?

I have had a host of experiences throughout my 30+ year medical career, but the ones that prepared me the most for this role include my service in the military and my work in public and community health. Collectively, these positions prepared me with the training, skills, and experiences needed to be successful in the demanding but rewarding world of health center leadership.

Often, the healthcare industry attracts perfectionists; however, in the military you learn swift action is valued. I am not saying we should have sub standards, but perfection is unrealistic and aiming for it slows things down. Our patients cannot wait! I would rather see us execute a program quickly at 90% than delay critical care or a service as we work to attain perfection. For me, that is a failed mission. This has been especially helpful



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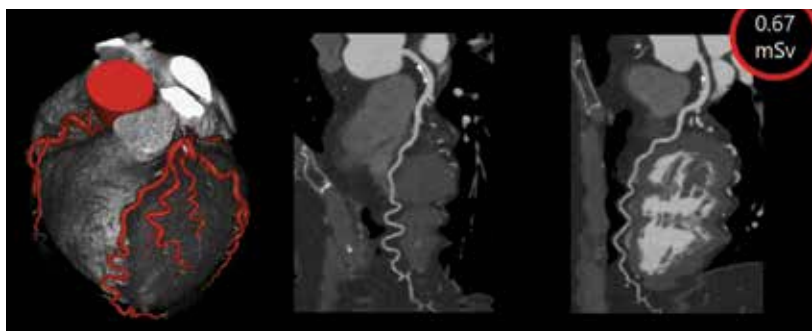
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