

**2027-2028**

# *The Physician Directory*

Collier County Medical Society's annual *Physician Directory* is a public service product to help Collier County residents and visitors make informed decisions when choosing a quality physician or healthcare provider. The Directory is the most comprehensive annual listing of physicians practicing medicine in Collier County.

We print over 7,000 copies of the *Physician Directory* each fall, and all physician members and their office managers each receive a complimentary copy (and extras upon request for their patients). The public can also obtain a FREE copy at area medical facilities including hospitals and clinics, libraries, and other outlets, or by contacting the Medical Society directly.

The *Physician Directory* is a great resource for physicians and healthcare industry professionals as it lists the contact information and specialties for colleagues with whom they can consult and refer patients. Our members anticipate the new directory each year because it has become such an asset in their daily operations.

### Product Details:

The Physician Directory is a full-color glossy booklet conveniently sized at 5.5" x 8.5", with a sturdy spiral spine that allows it to stay open easily. Colored tab separators help users maneuver through the booklet's sections. Physician members are listed both alphabetically and by specialty. The alphabetical section includes a color photograph of the physician next to his/her entry, as well as the physician's practice name, office address, phone & fax number, specialty, and website.

PHYSICIANS - A-H

**HSL Samuel, L.M.D.**  
Herbal Medicine  
Florida Gulf Coast Herbs & Therms  
2100 Venetian Way Ste 100  
Naples, FL 34102  
334-2221 Fax 334-2380  
**Board Certified:** Oculomassage

**Heston, M.D., M.S.**  
Internal Medicine  
1284 Independence Dr Ste 300  
Naples, FL 34102  
941-4488 Fax 935-2495  
**Board Certified:** Internal Medicine

**Hinkel, Linda R, M.D.**  
Family Medicine  
Midpoint Family Health  
2055 Independence Way Ste 201  
Naples, FL 34102  
239-5033 Fax 239-4945  
**Board Certified:** Family Medicine  
See ad on pg. 103-B

**Hirschman, Eric, L.M.D.**  
Herbal Medicine  
Gulfshore Chiropractic Medicine  
1350 Tamiami Trail Ste 100  
Naples, FL 34102  
334-1100 Fax 333-4838  
**Board Certified:** Herbal Medicine, Reflexology

**Hoffman, Gary, L.M.D.**  
Acupuncture  
Anthony's Acupuncture Center  
1175 Converse Pkwy Ste 200  
Naples, FL 34102  
941-5926 Fax 941-594-2054

**Horner, Karl, M.D., M.S.**  
Anesthesiology  
Neurologic Anesthesia  
Naples, FL  
**Board Certified:** Anesthesiology

• Denton Gynecologic Practice

**Hsueh, Ryan, P., M.D.**  
Internal Medicine  
Naples Westchore Partners, PC  
2100 Venetian Way Ste 100  
Naples, FL 34102  
239-0881 Fax 239-2500  
**Board Certified:** Internal Medicine; Gastrointestinal Diseases  
See ad on page 61

**Howard, Corey, L.M.D.**  
Internal Medicine  
1041 Gulfshore Blvd Ste 100  
Naples, FL 34102  
941-2283 Fax 933-2147  
**Board Certified:** Internal Medicine

**Huang, Didi, M.D.**  
Family Medicine  
Naples Family Practice  
2105 Pine Ridge Dr Ste 100  
Naples, FL 34102  
239-5277 Fax 239-0883  
**Board Certified:** Family Medicine; Pediatric; Chiropractic

**Hunsley, Craig, L.M.D.**  
Internal Medicine  
Naples Medical Systems  
2300 Independence Rd #246  
Naples, FL 34102  
334-2911 Fax 330-2815  
**Board Certified:** Internal Medicine

**Huttery, H. F. Desmond, M.D.**  
Neuroscience and Spine Associates  
2350 Venetian Way Ste 200  
Naples, FL 34102  
239-2544 Fax 941-7473  
**Board Certified:** Psychiatry; Neurology; Pain Medicine

## Hospice Is a Choice. So Are Your Readmissions.

Hospice care is never an emergency, but it's possible that hospice-eligible patients are relying on your ED for care that VITAS® Healthcare can provide at home.

Hospice care at VITAS can improve quality of life for seriously ill patients while positively impacting your quality ratings.

- Personalized care plans that manage symptoms and address pain
- 24-hour access to VITAS staff for caregivers and referring physicians
- All four levels of hospice care keep patients at home and reduce:
  - ED and hospital readmissions
  - in-hospital morbidity and mortality
  - Critical care and ED utilization
  - 911 calls and hospital length of stay

### Refer to VITAS today.

Call 800.937.VITAS  
Visit [VITAS.com](http://VITAS.com) Download  
our app for ease, seamless,  
care transitions.

Like your ED, VITAS is available 24/7.

**VITAS**  
Healthcare

VITAS.com  
© 2014

Physician Directory

11

## 2027-28 Physician Directory Advertising Information & Schedule

Ad Reservation/Payment Deadline: **May 14, 2027**

Ad Submission Deadline: **May 24, 2027**

### Physician Directory Advertisement Sizes & Rates:

Select the size and rate you want on the chart below. Sizes are displayed width x height. ***Please note that covers and tabs are limited and may no longer be available as previous advertisers in these spaces have first right of refusal. Please call or email us to verify.***

|                                                                                                               |                    |         |                                    |                   |         |
|---------------------------------------------------------------------------------------------------------------|--------------------|---------|------------------------------------|-------------------|---------|
| <input type="checkbox"/> Premier (limit 1) Logo/name on cover, premier ad space, and 1-page directory article |                    |         |                                    |                   | \$5,000 |
| <input type="checkbox"/> Back Cover                                                                           | 6" w x 8.5" h*     | \$1,925 | <input type="checkbox"/> Tab       | 4.875" w x 7.5" h | \$1,400 |
| <input type="checkbox"/> Inside Front                                                                         | 4.875" w x 7.5" h* | \$1,725 | <input type="checkbox"/> Full Page | 4.5" w x 7.5" h   | \$850   |
| <input type="checkbox"/> Inside Back                                                                          | 4.875" w x 7.5" h* | \$1,725 | <input type="checkbox"/> Half Page | 4.5" w x 3.5" h   | \$425   |

\*add .125" to all sides of cover ads for optional full bleed

### Acceptable File Formats:

Supply finished art only in high-resolution PDF, JPG, or EPS files saved at 300 dpi in CMYK color with all fonts embedded. Documents must be created 100% to size. E-mail your ads to [info@ccmsonline.org](mailto:info@ccmsonline.org). Need assistance designing, updating, or converting your ad? Contact CCMS for designer referrals (additional fees would apply).

Company \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

If you advertised last year, please indicate: ☐ I will email a new ad ☐ Please reuse last year's ad

Total Payment \$ \_\_\_\_\_ ☐ Check Enclosed ☐ Please Invoice\* ☐ Visa ☐ MasterCard ☐ AMEX

**\*Payment must be made within 30 days of ad reservation and no later than June 13th**

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Fax completed form to (239) 435-7790; mail to 88 12th St N Unit 200, Naples FL 34102;  
or email [info@ccmsonline.org](mailto:info@ccmsonline.org).\*\* You can also pay at [ccmsonline.org/payments](http://ccmsonline.org/payments).

\*\*Note: please do not email unencrypted credit card information.



COLLIER COUNTY MEDICAL SOCIETY 88  
12TH ST N, UNIT 200, NAPLES, FL 34102  
PHONE (239) 435-7727 FAX (239) 435-7790  
[INFO@CCMSONLINE.ORG](mailto:INFO@CCMSONLINE.ORG)  
[CCMSONLINE.ORG](http://CCMSONLINE.ORG)