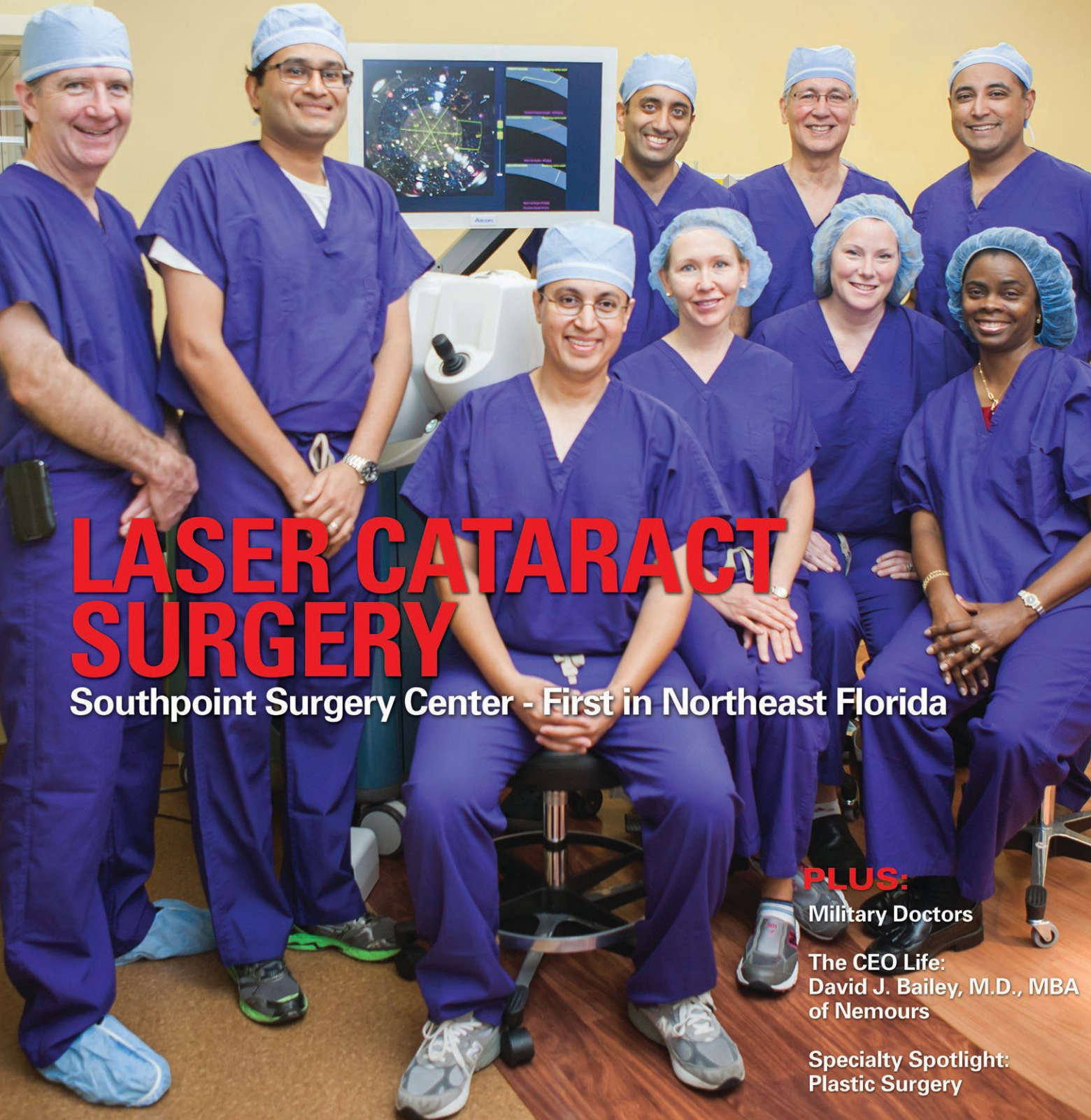


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Florida Doctor is published 12 times per year by Beson4 Media Group. Reprints are available — 13500 Sutton Park Drive South, Suite 105, Jacksonville, FL 32224. Content of the contributing advertisers does not reflect the opinions of the publishers. Advertisers have proofed respective articles, and content is assumed true and correct. Florida Doctor is not responsible for the care given by its advertisers. Florida Doctor is for informational purposes only and is not meant as medical advice. ©2013 Florida Doctor. All rights reserved. The contents of this publication, including articles, may not be reproduced in any form without written permission from the publisher.

Top ten reasons we love nurses.

This month, as Florida Doctor's sister publication, HealthSource magazine, celebrates nurses with HealthSource Hula in the City: A Celebration of Nurses, we invite doctors to share details about the event with their nursing staff. Please spread the word that all nurses are invited July 18 at UNF Student Union West for fun, festivities and fantastic stories honoring over fifty local nurses. Nurses can RSVP by emailing Stacey@beson4.com or calling 904-992-9945. In honor of the celebration, here are top ten reasons why we love nurses!



10. They don't require sleep. They can keep it together even though they may work long, hard hours at odd times.

9. They understand that sometimes the best medicine is a shoulder to cry on or a hand to hold.

8. They don't care who you are, what you're wearing or whether or not you have all of your body parts. They will take care of you and help make you whole.

7. They have lots of patients (and patience). Even when their plate is full, they demonstrate a great bedside manner and seem to inherently know when to be tough and when to go easy on us.

6. They make it all better. Whether my kid's scared to get a shot, my wife is in labor or I've thrown my back out (yet again), they make all of us feel better under any circumstance.

5. They can keep a secret. When it's really me and not my kid who is scared

of needles, they won't tell my hockey buddies.

4. They aren't scared of needles. Okay, I might be the only person who thinks this is amazing.

3. They are cool under pressure. Whether it is a code blue, code red or the dreaded code brown, they handle every harrowing situation with professionalism, dignity and grace.

2. I think we can all agree; we all love anyone in a uniform.

1. They like to party. When the long day (or night) is complete, nurses definitely know how to kick back and have a good time.

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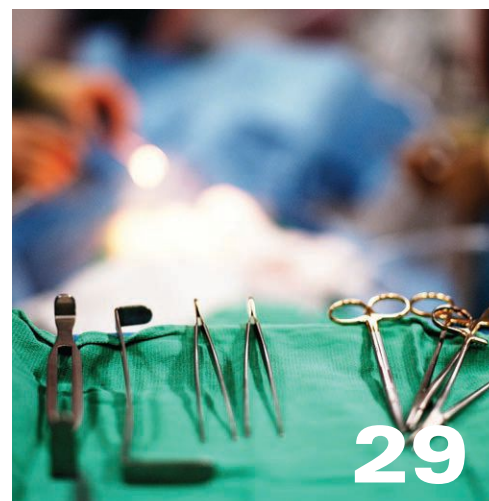
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These doctors now provide laser cataract surgery.

Cover photo by Hayes Photography



Collaborative Cardiovascular Care is The Key to Success at First Coast Cardiovascular Institute

Your cardiovascular health is no longer a one-man show; these days it takes a village of subspecialists to keep your ticker ticking!

It used to be that the general practitioner took care of all our medical needs. That was more than 50 years ago. Since then, the revolution in cardiovascular medicine and technology has made it impossible for one cardiologist to handle all patients' needs. Increasingly, doctors have had to further subspecialize in cardiovascular medicine.

Although cardiology is a relatively narrow field, advancements have swiftly progressed, furthering subspecialties in order for physicians to keep pace with medical innovation. Dr. Ali, Vice President at FCCI, summarizes the secrets for a successful practice in **"the rule of 3 T's": Talent, Tenacity, and Tools**. "We seek doctors with talent and tenacity to fight for the patients, and provide them with the best in cutting edge tools. This has worked extremely well for us and our patients for the past 10 years; It defines who we are."

First Coast Cardiovascular Institute (FCCI) recognized early on the importance of this continuous transition and progress, in fact, the senior partners, Drs. Yazan Khatib, Vaqar Ali, Sumant Lamba and Youssef Al-Saghir, introduced many of those subspecialties to the larger tri-county area, Duval, Clay, St. Johns and Baker counties, even before they were acknowledged as additional subspecialties. "We were the first to introduce high-end endovascular medicine to the area, indeed we dedicated a division for it and I was assigned by the group the task of spearheading it," says Dr. Khatib, the Institute's President. Five years later, vascular medicine and endovascular medicine became recognized as separate branches of medicine, for which a specialty board examination was introduced. "I am proud that our doctors were among the first to credential for that prestigious board certification," says Juzar Lokhandwala, M.D., Director of FCCI Operations in St. Johns County.

FCCI has added many **board certified subspecialties** to its practice creating an all-encompassing Institute for cardio-

vascular patients. These include: **vascular and endovascular medicine**, repairing vessels from head-to-toe through minimally invasive techniques without surgical wounds; **electrophysiology**, focusing on irregular heart beats, pacemakers and defibrillators; **interventional cardiology**, specializing in halting heart attacks using lifesaving stents; **nuclear cardiology, echocardiography and vascular ultrasound**, making up the basic tools with which doctors test patient's heart and vessels;



sleep medicine, analyzing the relationship between sleep and cardiovascular health; **neurology**, furthering the prevention and treatment of strokes; and **research department**, allowing patients access to tomorrow's treatments today.

"We see the integration of **15 diverse board certifications and accredited services** in one cohesive group as a proud milestone. We are also constantly collaborating with colleagues in other specialties for the betterment of overall healthcare in our beloved First Coast," says Dr. Youssef Al-Saghir Director of Clay county FCCI operations.



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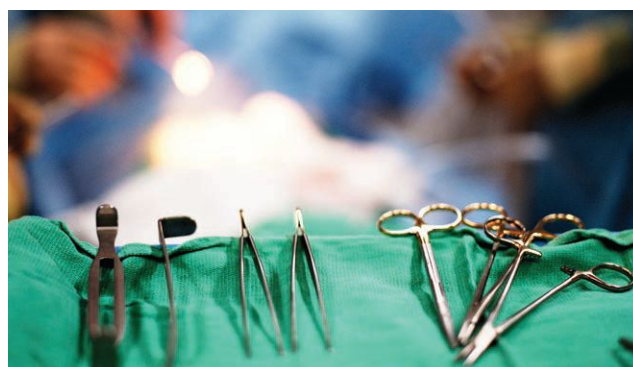
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MILITARY DOCS

For insight into how to balance family, medicine and deployment, visit <http://bit.ly/balanceduringdeployment>.



SPECIALTY SPOTLIGHT: PLASTIC SURGERY

July's spotlight is on plastic surgery. Follow the interviews of three of the First Coast's plastic surgery experts: Ankit Desai, D.O., Michael Fallucco, M.D. and Timothy Fee, M.D.

Visit <http://bit.ly/SSplastics>



LOCAL LEGEND

Dr. Paryani, local oncology legend explains following in his father's footsteps and his plan for the future.

Visit: <http://bit.ly/LLParyani>



UP & COMER

Dr. Christopher Scuderi, military veteran and Medical Director of UF New Berlin Family Medicine Center describes his road to becoming a man of many hats and his career that began in the US Navy.

Visit: <http://bit.ly/UCScuderi>



NEW KID ON THE BLOCK

Dr. Sherman is an orthopedic surgeon at Mayo, Nemours and Wolfson's and an avid Jacksonville Jaguars fan. Follow this link to read more from her interview and why she is so passionate about orthopedics and liver transplant patients.

Visit: <http://bit.ly/newkidcourtney>

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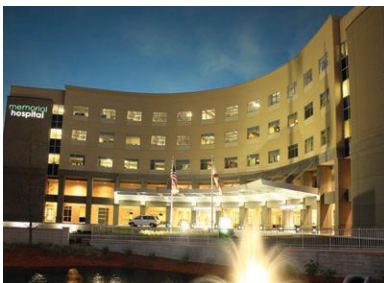
Visit Florida Doctor – North on Facebook to learn more about local medical events in the Northeast Florida community.
<http://www.facebook.com/FLDoctorNorth>

MEMORIAL HOSPITAL AND ORANGE PARK MEDICAL CENTER PART OF A STUDY PUBLISHED IN NEW ENGLAND JOURNAL

HCA announced a comprehensive infection prevention study, conducted exclusively at Memorial, Orange Park Medical Center and 41 other HCA-affiliated hospitals, and has now been published in the New England Journal of Medicine.

The study, known as Randomized Evaluation of Decolonization Versus Universal Clearance to Eliminate (REDUCE) MRSA, was conducted in conjunction with investigators at Harvard and other institutions as well as the Agency for Healthcare Research and Quality (AHRQ) and the Centers for Disease Control and Prevention (CDC). The study found that using antimicrobial soap

and ointment to decolonize all intensive care unit patients reduces bloodstream infections, including MRSA by 44 percent.



Memorial Hospital featured in the New England Journal of Medicine

UF HEALTH – NAME CHANGE

As of May 20, 2013, UF&Shands will now be UF Health. The name UF Health will now serve as the “umbrella” term to embody the strong ties between the health system and the University of Florida. The name change will affect neither UF nor Shands as separate organizations.

“While our overall name is changing, our focus remains the same: to provide high-quality, patient-centered care that leads to outstanding outcomes,” says **David S. Guzick, M.D., Ph.D.**, senior vice president for health affairs and president of UF Health.

Three years ago the “Forward Together” plan was adopted as a shared goal between the UF Health Science Center and Shands. The Jacksonville hospital will now be named UF Health Jacksonville and will maintain a university-centric atmosphere while keeping as a private hospital.

SULZBACHER CENTER OPENS NEW MEDICAL RESPITE FACILITY

A new medical respite facility was unveiled on Tuesday, June 4th at the Sulzbacher Center in Downtown Jacksonville. The new 28 bed facility will act as a follow up to patients discharged from local hospitals but still require home health care. Once patients are discharged from the hospital they are welcomed to the medical respite center for 14 days to make a full recovery and then transition in the Sulzbacher program. The main goal of the respite center is to provide extended medical attention to those who can’t afford to pay the hospital.



Ribbon cutting at the Sulzbacher medical respite facility.

The medical respite building at the Sulzbacher Center will short circuit ER rotation at local hospitals and lower the remittance rate. Many homeless patients have nowhere to be discharged when the hospitals can no longer keep them. Going back onto the street only raises the chances of being readmitted. The Sulzbacher Center and participating companies and individuals, like **Mayor Alvin Brown**, recognized the problem and did something about it.

DR. VERONICA SCOTT-FULTON JOINS WOLFSON CHILDREN’S HOSPITAL AS VICE PRESIDENT OF OPERATIONS AND PATIENT CARE SERVICES

Wolfson Children’s Hospital President **Michael D. Aubin** announced that **Veronica Scott-Fulton, DNP, RN, MHA, MBA-c**, has joined the hospital as vice president of Operations and Patient Care Services, effective June 3.

“Dr Scott-Fulton has a history of building strong teams to achieve outstanding



Dr. Veronica Scott-Fulton

results. She is highly collaborative and focused on patient outcomes and staff development. She has built excellent relationships with physicians and peers in former positions” said Baptist Health’s Chief Nursing Officer **Diane Raines, MSN, RN, NEA-BC.**

ORANGE PARK MEDICAL CENTER RECEIVES TOP SCORE FOR PATIENT SAFETY RATINGS

Orange Park Medical Center received an “A” grade in the patient safety survey released by the independent Leapfrog Group last week, for a second consecutive rating period. An “A” is the highest score attainable and only one other northeast Florida hospital, Mayo Clinic, received the same score. The score includes a list of 26 weighted measures, such as the number of patients who develop severe pressure ulcers, have surgical objects left inside their body cavities or develop postoperative pulmonary emboli. They also take into consideration the frequency with which the hospital employs best practices to prevent pneumonia, infections or other complications.

“Our staff has worked diligently to ensure we are exceeding some of the most stringent safety standards,” said **Thomas Pentz, CEO** of Orange Park Medical Center. “To receive this rating on the heels of earning the top 3-star rating for cardiovascular surgery from the STS and being named a Joint Commission Top Performer just shows how far we’ve come in terms of quality and safety.”

Orange Park Medical Center staff has worked diligently to ensure they are exceeding some of the most stringent safety standards.



BAPTIST CLAY MEDICAL CAMPUS CELEBRATES OPENING WITH SUMMER HEALTH AND SAFETY FAIR

To celebrate the opening of the first phase of the Baptist Clay Medical Campus, Baptist Health held a Summer Health and Safety Fair on May 4th. The free event was open to the public with several family friendly activities and giveaways, snacks and games and a photo with the Wolfson Children’s mascot, Wolfie.

The event provided bike helmet fittings by Safe Kids Northeast Florida, child literacy evaluations by Nemours BrightStart!, ambulance and fire truck tours and free booster seat screening.



Opening-ribbon cutting.jpg- Officials from Baptist Health and Wolfson Children’s Hospital, along with residents who volunteered on the Clay County Advisory Board, cut the ribbon at the community open house for the Baptist/Wolfson Children’s Emergency Center on April 30. The facility opened for business May 1. (Photo credit: Baptist Health/Michael LeGrand)

10TH ANNUAL PONTE VEDRA BEACH CARDIOVASCULAR SYMPOSIUM

The 10th Annual Cardiovascular Symposium was held on April 13th, at Marriott Sawgrass Hotel and Convention Center in Ponte Vedra Beach, Florida. The event was sponsored by the North Florida Cardiovascular Education Foundation.

Symposium topics included: Diabetes and the Heart, Beyond Statins, New Medical and Surgical Co-Operations and Cardiomyopathy.

Attendees at the 10th Annual Cardiovascular Symposium in Ponte Vedra Beach



MAYO CLINIC FINDS EXPERIMENTAL DRUG INHIBITS GROWTH IN ALL STAGES OF COMMON KIDNEY CANCER

Researchers at Mayo Clinic’s campus in Florida have discovered a protein that is overly active in every human sample of kidney cancer they examined. They also found that an experimental drug designed to block the protein’s activity significantly reduced tumor growth in animals when used alone. Combining it with another drug already used to treat the cancer improved the effectiveness of both. The findings, reported in the April 30 online issue of *Clinical Cancer Research*, offer a much-needed potential new direction for the treatment of clear cell renal cell carcinoma, which accounts for almost 85 percent of kidney cancer cases in the United States. More than 57,000 diagnoses of kidney cancer occur yearly in the U.S. with greater than 13,000 deaths.

DAILY’S THE TRADITION RAISES \$350,000 FOR ST. VINCENT’S MOBILE HEALTH OUTREACH MINISTRY

More than \$350,000 was raised to support St. Vincent’s Mobile Health Outreach Ministry at the fifth annual “Daily’s THE TRADITION.” The event was hosted by more than 270 golfers on both THE PLAYERS Stadium and Dye’s Valley courses at TPC Sawgrass on April 8th and 9th, 2013.

St. Vincent’s Mobile Health Outreach Ministry brings physicians and nurses to isolated and underserved areas throughout Northeast Florida. **FD**



Gary Sneed, Lynn Sneed, Doug Baer, Moody Chisholm

Laser Cataract Surgery By LaNeta Crignton

LenSx® advanced laser technology at Southpoint Surgery Center - First in Northeast Florida



Ophthalmologists from Florida Eye Specialists, Chokshi Vision Center, Eagle Eyecare, Nicolitz Eye Consultants and Tillis Eye Care Center all operate at Southpoint Surgery Center in Jacksonville. From left to right: Amit Chokshi, MD; Lenka Champion, MD; Ravi Patel, MD; Akbar Hasan, MD; Kathryn Freidl, MD; Tina Tillis, MD; Rajesh Shetty, MD; David Kostick, MD; and Ernst Nicolitz, MD.

It is hard to picture a safer, more successful procedure than cataract surgery, but advancements in technology are bringing a new level of precision and accuracy to the common procedure.

Recently, Southpoint Surgery Center became home to the area's first LenSx® femtosecond laser, providing patients in Northeast Florida and Southeast Georgia access to the latest, most accurate image-guided laser technology available. The revolutionary new Alcon LenSx® femtosecond laser applies the same laser technology used in LASIK to cataracts, making cataract surgery bladeless and stitch-free.

"This is a high cost laser, but it provides a significant advantage to our patient population," says Southpoint Surgery Center founder, Ernst Nicolitz, MD, an ophthalmologist at Nicolitz Eye Consultants. "It's the most precise instrument we have for cataract surgery."

Understanding Cataracts

Cataracts are a clouding of the normally clear lens of the eye. The condition commonly occurs with age and can lead to blurred vision, difficulty reading and problems with headlight glare during nighttime driving.

In the early stages, vision changes can sometimes be managed with stronger eyeglass prescriptions and better lighting for reading, but surgery is the only true treatment for cataracts.

During cataract surgery the diseased lens is removed and replaced with an intraocular lens implant (IOL). The IOL remains permanently in place to restore vision.

Alcon LenSx Femtosecond Laser

Although some patients assume cataract surgery is already performed with laser, in traditional cataract surgery, surgeons actually use a scalpel to make small incisions in the eye to gain access to the affected lens. High-frequency ultrasound energy is then used to break-up the natural lens for removal. While the risk of complication is very low in non-laser cataract surgeries, the manual technique cannot duplicate the precision and speed of a laser.

The Alcon LenSx® laser is a fully integrated femtosecond laser that uses real-time video imaging to provide 3-D visualization of the eye during each step of the surgery. This allows the surgeon to customize the procedure by precisely programing the exact

depth, width and location of each incision, resulting in a faster surgery and more rapid recovery time. All the key elements of cataract surgery can be performed using femtosecond laser technology.

“The LenSx® femtosecond laser is the only laser to receive FDA approval for all critical steps of cataract surgery,” says Ravi Patel, MD, an ophthalmologist at Eagle Eyecare. He predicts laser cataract surgery will soon become the standard of care.

Advantages of LenSx® Femtosecond Laser Cataract Surgery

“Now that we can do the majority of the cataract procedure with laser, it is even safer for patients,” says ophthalmologist, Amit Chokshi, MD, of Chokshi Vision Center. “The laser is able to perfect several portions of the procedure. It takes a surgery that is already safe and makes it even better.”

Incision size and shape are important factors in determining cataract surgery outcomes. The femtosecond laser uses tiny pulses of infrared light to create a controlled incision exactly fitted to the size of the lens. This permits the surgeon to accurately position the intraocular lens implant resulting in better vision.

The precise incisions are easily repeated each time, and the laser cuts are self-sealing, eliminating the need for sutures. “The incisions made by the laser are more accurate so the risk of infection is reduced,” explains Dr. Patel. “Although infection doesn’t occur often in non-laser cataract surgery, when it does, it can cause damage.”

The laser’s short, low energy pulses can also be used to soften the hard cataracts and divide it into smaller pieces, which are then gently suctioned away.

“With the LenSx® femtosecond laser, there is less trauma to the eye,” says Rajesh Shetty, MD, an ophthalmologist with Florida Eye Specialists. “The incisions are more precise reducing the risk of leaks and infection. It can also be used to reshape the cornea to reduce astigmatism. It is a top of the line laser that really does it all.”

Southpoint Surgical Center

Southpoint Surgery Center is an open access ambulatory surgical facility and one of the busiest in Jacksonville. It is

also a leading edge ophthalmic surgical center bringing together some of the area’s finest ophthalmologists.

The five premier Jacksonville ophthalmology groups who operate at the Center include Florida Eye Specialists, Chokshi Vision Center, Eagle Eyecare, Nicolitz Eye Consultants and Tillis Eye Care Center.

“The whole philosophy is that there is strength in numbers,” says Dr. Chokshi, who estimates 90 percent of surgical cases for all five practices are done at Southpoint. “We still have our individual practices, but we came together to bring this technology to Jacksonville so all of our patients could benefit from it.”

The Alcon LenSx® femtosecond laser at Southpoint Surgery Center was hand-selected by the surgeons, who traveled extensively throughout the U.S. in search of the safest, most advanced laser technology. “LenSx® is a leader in the laser industry with the most numerous clinical installations in the U.S.,” says Dr. Nicolitz.

The Price of Technology

In bringing the LenSx® laser to Jacksonville, Dr. Nicolitz points out, the challenge was to deliver the highest technology available for the lowest possible cost to patients.

Although Medicare and health insurance plans offer reimbursement for standard cataract surgery and lens implants, neither cover the additional cost of laser cataract surgery nor premium intraocular lens implants designed to reduce or eliminate the need for glasses.

To assist patients with the additional out-of-pocket expense of laser cataract surgery, financing options are available.

An Eye to the Future

Laser cataract surgery is expected to be the new standard for cataract treatment in the future. With unmatched precision, accuracy and safety, it offers patients the best opportunity to achieve optimal vision.

Dr. Shetty describes the new laser technology as remarkable, “It is a watershed moment for ophthalmic surgery. It’s very dramatic. It will basically change how we do eye surgery.”

Patients interested in learning about the advantages of the LenSx® femtosecond laser for cataracts can contact any of the five ophthalmology groups or Southpoint Surgical Center for more information.



The Alcon LenSx® femtosecond laser at Southpoint Surgery Center was hand-selected by the surgeons because of its ability to safely perfect several portions of the cataract surgery procedure.

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Akbar Hasan, MD
Rajesh Shetty, MD

Eagle Eye Care
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904.355.2121

Ravi Patel, MD

Nicolitz Eye Consultants
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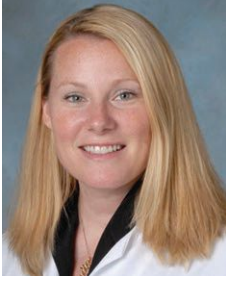
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Amit R. Chokshi, MD



Kathryn Freidl, M.D.



Akbar Hasan, M.D.



Rajesh Shetty, M.D.

ted to providing the safest, most accurate results for their patients. Dr. S. Akbar Hasan was the former head of cataract and refractive surgery at the Mayo Clinic for a decade and was fellowship-trained in cornea and laser refractive surgery at Duke University. Dr. Rajesh Shetty and Dr. Kathryn Freidl are both from the prestigious Wills Eye Hospital in Philadelphia and are fellowship-trained in cataract and glaucoma surgery. Dr. Shetty also served seven years at Mayo Clinic as an Assistant Professor. Florida Eye Specialists are proud to be among the innovators to bring the Alcon LenSx® to the region. The board-certified physicians and staff work together to achieve their goal of Excellence in Eye Care.

Florida Eye Specialists

With over 30 years of combined experience at the Mayo Clinic and over 10,000 cataract surgeries performed in the last two decades, the doctors at Florida Eye Specialists are commit-

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Amit R. Chokshi, M.D.

Chokshi Vision Center

Chokshi Vision Center is the premier center for comprehensive eye care. As a board certified ophthalmologist, Dr. Chokshi specializes in LASIK, custom cataract surgery, dry eyes and corneal diseases and laser vision correction. A graduate of the University of Miami's Miller School of Medicine, Dr. Chokshi completed his residency at Vanderbilt Medical Center and his fellowship at the Laser and Corneal Surgery Associates/New York Eye and Ear Infirmary. Dr. Chokshi served as the director of the University of Florida Laser Eye Center and assistant professor and director of the cornea and external disease division at the UF Department of Ophthalmology. He is the first in Florida to offer the ACE Iris Tracker to correct astigmatism with All-Laser LASIK, now offers Lipiflow and recently became one of the first providers of laser cataract surgery in North Florida.

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Eagle Eyecare is focused on restoring and maintaining vision for patients. Dr Ravi R. Patel, a board-certified ophthalmologist and fellowship-trained cornea and refractive surgeon, specializes in cornea, cataract and comprehensive eye care. Dr. Patel was raised in Jacksonville and graduated from the Bolles School and the University of Florida. His primary goal is to provide high-quality customized care for all patients, and his friendly team operates with a patient-first mentality. He is the first and only practice providing collagen cross linking for corneal disorders. He is also one of the first area providers to perform bladeless laser cataract surgery. He discusses options and weighs a multitude of factors before deciding on a custom approach to address the needs of each patient's vision. Patients will soon be welcomed to his new state-of-the-art clinic in Riverside.

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Nicolitz Eye Consultants (NEC) is a multispecialty ophthalmology group serving Northeast Florida patients since 1978. Its ophthalmic surgeons include Dr. Ernst Nicolitz who has been performing eye surgery for over 35 years, fellowship trained and ASOPRS certified in oculoplastic surgery and considered one of the most respected cataract surgeons in Northeast Florida; Dr. Lenka Champion, a University of Florida, Medical School honors graduate and post-graduate training at Mayo Clinic and UF, has been performing advanced cataract and refractive surgery for ten years and is actively involved in ophthalmology research; and Dr. Amy Kulak who has recently joined NEC surgeons after completing a fellowship program in oculoplastic surgery. NEC has been a leading practice in ophthalmic surgical technologies since the early 1990s and is now proud to be on the forefront of femto-second laser technology as one of the first practices to introduce Alcon LenSx® cataract surgery to the Jacksonville community. **FD**

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Meg Oberman, MD, MPH

SERVING THOSE WHO SERVE

By Susan Burnell

The experiences military doctors gain while deployed far away from home help them relate to active and retired servicemen and women and their families in Jacksonville.

While these physicians don't see themselves as heroes, they are truly role models for the patients they serve.

FORMER NAVY DOCTOR FINDS CAMARADERIE IN JACKSONVILLE COMMUNITY

Margaret (Meg) Perusse Oberman, M.D., MPH, FACP is an internal medicine physician at Naval Hospital Jacksonville. She left the Navy in 2006 and joined the NH Jacksonville team in 2009. Her husband, Commander James Oberman, is an otolaryngologist at the same hospital.

Dr. Oberman earned her M.D. and master's degree in public health at Tufts University School of Medicine in Boston. During her second year of medical school, she was accepted into the Health Professions Scholarship Program (HPSP) and committed to one year of military service for each year she received scholarship money. She chose the Navy.

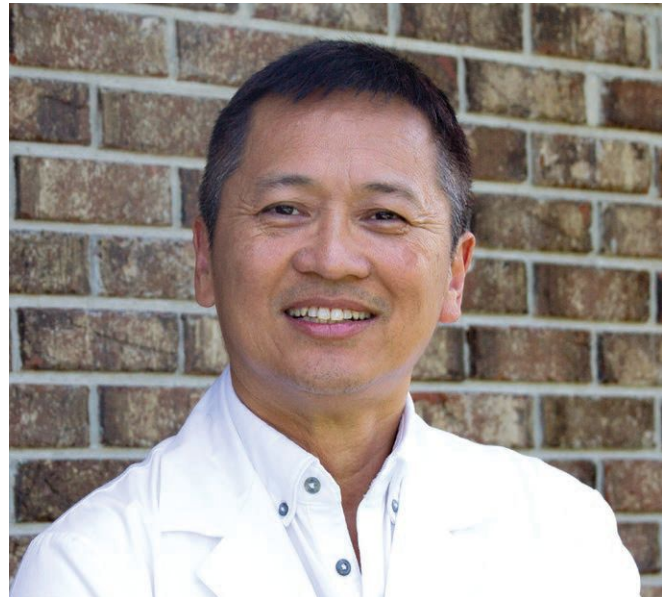
In 1996, Dr. Oberman received her Navy commission. Her first set of orders took her to Naval Medical Center Portsmouth in Virginia. She finished her internal medicine internship and residency there in 1999, and served a one-year stint as chief of residents for internal medicine. Her duty then shifted to a staff role in internal medicine. She and

Cmdr. Oberman met in medical school and married while both were stationed in Portsmouth.

In 2006, Dr. Oberman separated from the Navy, and joined her husband for his transfer to Okinawa, Japan. With three kids by this time, Dr. Oberman was nonetheless determined to keep up her medical skills while also raising her children. She served as an American Red Cross physician volunteer at the Navy Hospital Okinawa, and during her final year in Okinawa served in the deployment health clinic. Her dedication to that role earned her the prestigious President's Volunteer Service Award.

In 2009, she and her family moved to Jacksonville when her husband received orders to the area. But she couldn't stay away from Navy medicine for long. "I wanted to continue to serve those who serve," she says. Her role at NH Jacksonville allows her to do that as a civilian employee. "As a veteran and as a spouse of an active duty member, I can provide better medical care because I have walked in my patients' shoes."

In addition to seeing active duty, retirees and their families, Dr. Oberman is the hospital's diabetes champion. She is also one of NH Jacksonville's facilitators for the Caring Communication Initiative, a project started by the Center for Health



Left: Joseph G. McQuade, Captain, M.D., M.S.; Right: Benjamin Gob, D.O.

and Medical Diplomacy at the University of North Florida and members of the Quality Collaborative of Northeast Florida. "What has really impressed me about Jacksonville is the camaraderie among professionals in the medical community," says Dr. Oberman.

Dr. Oberman gets some extra camaraderie and exercise every time she joins her local teammates on her dragon boat team, the Jax Fire Dragons, who practice along the Intracoastal Waterway. "The club was started about a year ago. It's a 20-person boat, and many of the women on the team are breast cancer survivors. It's a privilege to paddle next to them," she says. In addition to dragon boat racing, Dr. Oberman runs half-marathons and coaches her daughter's soccer team. "These activities are important to my own mental and physical health," she says. "When you are a parent and a doctor, you need to stay healthy. It is important for me to be a positive role model to both my family and my patients."

DIRECTOR OF PUBLIC HEALTH CHAMPIONS HEALTHY BEHAVIOR

Joseph G. McQuade, Captain, M.D., M.S., is Naval Hospital Jacksonville's first Director of Public Health. At the hospital's six facilities, he has successfully brought together a diverse group of professionals to prevent disease and promote health.

Dr. McQuade completed his Family Medicine residency at the Naval Hospital

Jacksonville in 1998. He returned in 2004 as the associate program director and acting residency director and has served as Director of Public Health since December 2008. He has been deployed to Naples, Italy; Fallujah, Iraq and Guantanamo Bay, Cuba during his career. Along the way, he developed an appreciation for the healing power of fresh food and a passion for helping patients prevent disease and manage chronic conditions.

"One of the reasons I chose family medicine was my dad's battle with heart disease at an early age," says Dr. McQuade. "I realized how much good I could do for patients by encouraging them to exercise and manage their cholesterol. There are a lot of things family doctors can do, and it's such an unbelievable honor to serve veterans."

Dr. McQuade says one of his most rewarding deployments was serving as the senior triage officer in Fallujah, Iraq. "While there, I utilized my skills as a family physician as casualties came through. I was able to use all my talents, not just limb-saving, like you might expect. One of the first casualties was a five-day-old baby, which I was able to stabilize and arrange to be transported by Medivac. There were surgical cases to be stabilized, and one out of every 20 soldiers I treated had dermatological problems, usually related to wearing dirty uniforms in that dusty climate. I helped people with

headaches, strokes and diabetes. I helped many Iraqi civilians bridge their diabetes medicines, and it made me realize these were people stepping out of their lives just like we were."

Next to that job, Dr. McQuade says that being the director of public health is the best job in the world. At Naval Hospital Jacksonville he has set up immunization clinics, and leads command-wide programs for tobacco cessation programs and healthier hospitals. "We're looking at ways to make hospital staff healthier, by offering better food choices; farmers' markets, bike paths and recreation sites on bases; and post-exercise shower facilities," he explains.

Food is medicine in any culture, says Dr. McQuade. His experiences in Italy led him to become an ardent organic gardener. "My neighbors grew grapes and other crops. I remember ordering dessert at a restaurant, and I'd see the waiter hop a wall, pick fruit off a tree and hand it to me."

Dr. McQuade, who lives about four and a half miles from work, models the kind of physical fitness he recommends to his patients. Not only does he walk or ride his bike to work, he has figured out a way to paddle his kayak to the base, then run from the marina to the hospital. "Exercise keeps you young, and keeps your mind set on health," he says. "And when patients see that you exercise, they respond."

TAKING CARE OF PILOTS

“Being able to work in an environment where every day brings a different scenario helps to continuously challenge me and keep me on my toes,” says Benjamin Goh, D.O. In his roles as State Surgeon for the Florida Army National Guard and FAA aviation medical examiner, he helps others soar safely.

“I originally intended to be a pharmacist, but I decided that practicing medicine and interacting more extensively with patients would allow me to contribute more directly to my community,” says Dr. Goh, board certified in family and geriatric medicine. “Medicine and the healthcare field have always been something that I’ve shown great interest in, and it’s very fulfilling to be able to lend my experiences and knowledge to help those around me.”

Dr. Goh joined the Army Reserve in 1984 while in medical school at Oklahoma State University. After training in Oklahoma City, he moved to Florida in 1989 and joined Family Medical Centers, a group practice specializing in primary care. His main office is in Middleburg.

Part of Dr. Goh’s job is conducting exams for pilots to obtain their medical certification to fly. “That’s one part of my job I especially enjoy,” he says. “I really like helping to take care of my own pilots.”

“I am blessed to have the opportunity to practice medicine in two different settings: civilian and military,” says Dr. Goh. “Sometimes it is very challenging to make the transition in your mindset overnight.” One of the most rewarding experiences he has had while deployed was practicing “backpack medicine” in Iraq, he says. “We’d go out on assignment outside of the compound to a local village wearing our uniforms. We had limited medical supplies—only carrying what fit into our backpacks. Access to medical care was very limited, and the smiles on the faces of the children after we had helped them made our effort worthwhile.”

When Dr. Goh has free time, he is either working on his golf game at the NAS JAX course, or taking time off to visit his grandsons in New York. **FD**

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the CEO life

By Vanessa E. Wells

Welcome to Florida Doctor's CEO Q&A series, where we introduce you to a different CEO at a local hospital or medical facility each month. We'll be asking them questions about their work, their mission ... and of course a little bit about their personal lives, as well.

This month we sit down with David J. Bailey, M.D., MBA, the CEO of Nemours® A Children's Health System. Nemours' home office is in Jacksonville and serves children and families at three Nemours Children's Clinic locations in North Florida, with a new clinic opening this September in Fleming Island. In an effort to get to know Dr. Bailey just a little bit better, we decided to sit down with him and ask questions.

Here's what he had to say.

David J. Bailey, M.D., MBA, CEO of Nemours® A Children's Health System

Will you tell us a little bit about LEAN and how it has helped Nemours as an organization?

As the healthcare industry undergoes tremendous change, there continues to be an increasing demand for better outcomes delivered at a lower cost. As a healthcare system, how do you accomplish this? For Nemours, the answer is LEAN. At the core of LEAN, you improve the system by eliminating everything that doesn't add value for the patients or their families. LEAN also inverts the pyramid of workflow so the people doing the work figure out the best way to improve the process. My job as CEO is to support them by removing obstacles, providing resources and facilitating the process in any way I can.

One example of how LEAN is working for us involves our materials and supply system. We have two freestanding children's hospitals, one in Orlando and one in Wilmington, DE and supplies account for about \$65 to 70 million each year. By employing our LEAN process, we expect to save \$5 to 10 million a year in supplies alone.

It is one of those journeys that you never complete. Toyota, who invented LEAN, has been at this for more than 50 years and they would say that they are still at the learning stage. We have a long journey ahead and we are really looking forward to it.

Will you briefly discuss your mission and Nemours' standards of behavior?

One of my main jobs at Nemours is to ensure that what we do is wholly consistent with our mission and our values. Our standards of behavior (listed in the sidebar) are the ways we put those values into play every day. Once we made our standards of behavior explicit, it was more than just a poster on the wall. It has been incorporated into our performance management system so that how well we do with these behaviors affects our evaluations and our pay.

But more importantly, when I talk with new employees who have gone through orientation, I ask them, "What stands out about Nemours?" The large majority of people say the standards of behavior are really a key piece of what makes Nemours different. They build on one another – one through ten. Number ten is Teach, Coach and Mentor. You really can't do that unless you're in the moment. It's a cascade of ever increasing behaviors and they really enable a very satisfying work life.

Will you discuss your work on the policy/advocacy side of things?

Nemours established an office in Washington, D.C. and our child advocacy efforts are aimed at improving the lives



NEMOURS STANDARDS OF BEHAVIOR

A Commitment to
Continuous Improvement

- Be in the Moment
- Be Authentic and Humanistic
- Volunteer Discretionary Effort Constantly
- Model High Performance – Desired Behaviors that Drive Desired Results
- Respect and Leverage Separate Realities
- Be Curious vs. Judgmental
- Look in the Mirror First – Be Accountable
- Have Courageous Conversations
- Provide Timely, Clear and Specific Performance Expectations & Feedback
- Teach, Coach and Mentor – Spend at Least Half of Your Time Developing Others



Dr. Bailey stands outside Nemours home office; the building is etched with a quote by Nemours founder Alfred I. duPont.



of children, even those that Nemours may never touch. As far as policy and advocacy work through our office in D.C.; it really is about child health policy. We've taken our expertise in healthy eating, physical activity, early child care and quality of care and have become a trusted resource to those in the legislative and executive branches to serve as a champion for the health of children.

Nemours hosts the website for the First Lady's "Let's Move" agenda. We were very influential in coming up with "Let's Move for Childcare" and we host that website. We have a great partnership with the CDC that helps us do that.

Our efforts with advocacy are not aimed at what will make Nemours financially stronger. We take the approach that we can advocate knowledge to those people who set policy for millions of children; not only at the state level but at the federal level. It's been very successful so far. I'm proud of the fact that Nemours is now viewed as a trusted resource regarding children's health.

Will you share with us some hobbies and pastimes you enjoy?

I have so many interests but right now one of my favorite things to do is spend time with my granddaughter, Olivia. She's almost three-years-old and experiencing the world through her eyes is such a tremendous joy. Second to Olivia is my four-year-old English Springer Spaniel, Seeley, who loves Olivia nearly as much as I do. I am also an enthusiastic photographer, an avid music lover and a bit of a computer geek.

What's your favorite thing about the First Coast?

What's not to like? It's all about family and community. Jacksonville is the biggest small town. From culture to climate, the First Coast offers an incredible quality of life. Living here, you really get to experience it all and I think that's one of our best kept secrets.

What's your favorite restaurant?

Ruth's Chris (in Jacksonville) and Peg Leg Pete's (in Pensacola). **FD**



Dr. Bailey is a music aficionado.
Visit here to listen to Dr. Bailey's playlist.
<http://bit.ly/WhatTheDoctorPrescribes>

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The mission of Coastal Spine and Pain Center is to provide each individual patient with the most comprehensive approach to pain management available and to restore quality of life.

Clearly an important component of this mission is expertise in the management of patients with medication addiction.

Those patients can count on John Hunt, M.D., triple board certified in anesthesiology, pain management and addiction medicine, and his physician's assistant, Loubens Jean-Louis. The treatment methods and modalities offered, such as reduction of patient dependency on medications like narcotics and tranquilizers, suboxone treatment, acupuncture, and other alternative methods, are aimed at restoring and preserving the patients' daily activities without the use of addictive substances.

"We have a team approach," says Jean-Louis. "We build a relationship with our patients and develop treatment plans to get them to their best quality of life."

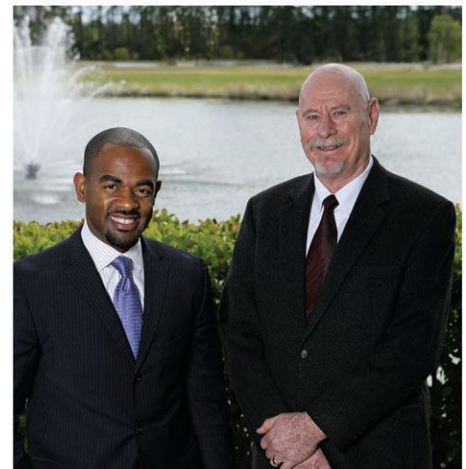
Addiction results from a genetic vulnerability that affects 15 to 20 percent of the population. "It is only unmasked when a person is exposed to the drug that produces the addiction," says Dr. Hunt. "A biochemical change occurs in the subconscious part of the brain that tells addicted persons to use the medications," he continues. "It is a very powerful, unconscious response that compels them to continue to use and often causes them to lie and cheat in order to continue the medication.

"Addiction consists of four characteristics: loss of control, craving the substance, compulsive use and continued use despite the harm that is being done by their use," says Dr. Hunt. "When treating patients for

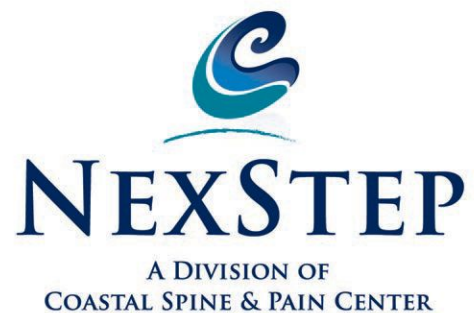
pain management, we look for these characteristics to differentiate between an addiction and a side effect. If a patient stops acting like an addict when you treat their pain or manage the side effects, then the characteristic is a side effect. If they are addicted, they will continue to show the characteristics of an addict."

Together, Dr. Hunt and Jean-Louis develop a way to gently point out an addiction. "Timing is everything. If a patient doesn't think that there is a problem, you can't help. Some have such a high grade denial that we can't help them at that time but must wait until the individual is willing to make a change," explains Dr. Hunt. "Most people are willing to go along with our suggestions and have very good outcomes," he says.

Dr. Hunt and Jean-Louis also treat many pain patients who come in with concerns about their medication use, but turn out not to be addicted. They, as all of their patients, receive treatment plans that minimize side effects while optimizing pain relief. A small percentage of patients that have both pain and addiction diagnoses require an approach that treats both the pain problems and the addiction without destabilizing either condition. Together, Dr. Hunt and Jean-Louis provide the expertise that results in the correct diagnosis and, for all types of patients, provides individually tailored treatment plans and patient education that consistently manages their pain, restores function, and increases their quality of life.



Loubens Jean-Louis, PA-C, and John Hunt, M.D.



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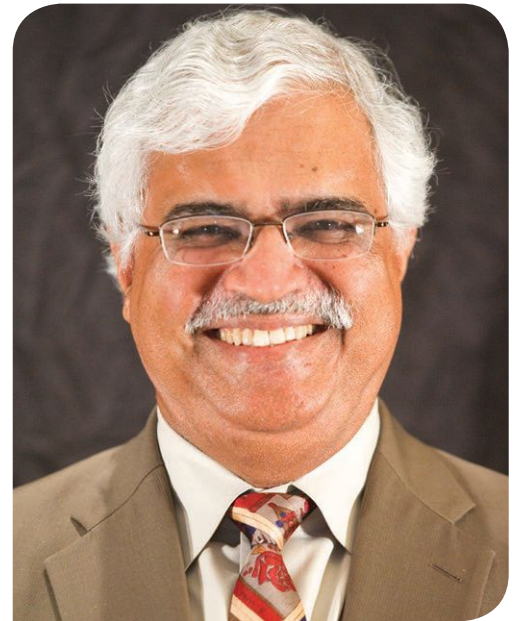
By Cheryl Lock

A Profile of Shyam Paryani, M.D.

Welcome to Florida Doctor's Local Legend series, where we'll introduce you to a different doctor at a local hospital each month. These doctors are pillars in their communities, raising the bar when it comes to patient care and innovative medicine. We'll be asking them questions about their work, their background ... and of course a little bit about their personal lives, as well.

The Paryani name carries a lot of weight around Jacksonville. After following in the steps of his dad, Dr. B.T. Paryani, Shyam Paryani, M.D., Director, Florida Radiation Oncology Group (FROG), has gone on to create his own reputation within the community, working hard to bring about the best in oncology care to the people he cares so deeply about, while still finding enough down time to partake in his favorite hobby—racing. In an effort to get to know Dr. Paryani just a little bit better, we decided to ask him some questions.

Here's what he had to say.



Can you tell us a little about where you were born and where you grew up?

I was born in Bhavnagar, India, and lived in Bombay until I was 11. That's when I came to Jacksonville with my family where my father, Dr. B.T. Paryani, founded FROG in 1957, along with Dr. Walter Scott.

What is your medical education background?

Medical Degree, University of Florida; Internship, University of Texas and MD Anderson Hospital; Residency, Radiation Oncology, Stanford University; Master's in Radiation Physics, Masters in Health Administration, University of Florida; Assistant Professorship, Mayo Clinic; Adjunct Professor, University of North Florida

What is your family life like?

I am married to Dr. Sharon Paryani, who is a member of the faculty at Nemours Children's Clinic in Pediatric Infectious Diseases. We met in medical school at UF and have been married for 34 years. We also have three adult children. Lisa is a fitness and yoga instructor, Jason is a computer science graduate working at a startup in California and Greg just graduated from UVA

with a degree in finance.

What do you love most about what you do?

The doctors and staff who I work with are all so caring about our mission. I wake up every morning and am eager to go to work.

Fill in the blank: I am most passionate about ...

Fast cars and racing them.

Do you own any fast cars of your own, then?

I have always loved cars, and have had many through the years. I have a Ferrari F430 right now

that I have raced at the Daytona Speedway and the Gainesville Raceway.

What do you think you are most known for in the community?

As a pioneer in radiation oncology in transforming and growing the oldest radiation oncology practice into the largest and premier group in the Southeast, while still maintaining the same principles of the two founders, Dr. Walter Scott and Dr. B.T. Paryani.

We also spoke with John W. Wells, Jr., M.D., a colleague of Dr. Paryani's, for his thoughts on this local legend.



"For more than 30 years I have had the privilege of practicing with Shyam. Throughout that time, his medical acumen, innate leadership capabilities and thoughtful personality have benefited thousands of patients and healthcare professionals and organizations alike."

— John W. Wells, Jr., M.D.



FLORIDA DOCTOR'S

By Cheryl Lock

UP & COMER

A Profile of Christopher Scuderi, D.O.

Welcome to Florida Doctor's Up & Comer Q&A series, where we introduce you to a promising new local doctor each month that is making a name for him or herself as a mover and shaker in the community. We'll be asking them questions about their work, their mission ... and of course a little bit about their personal lives, as well.

Christopher Scuderi, D.O., Medical Director of UF New Berlin Family Medicine Center, Assistant Professor of Community Health and Family Medicine, UF College of Medicine, is many things. (As his titles would suggest). For Dr. Scuderi, it's about more than just the medicine, though.

He's a husband and a father. He's a fitness buff, has served in the military and has quite the green thumb. In fact, this community has only just begun to see what Dr. Scuderi is really capable of extra. In order to get to know the doctor a little bit better, we decided to ask him some questions.

Here's what he had to say for himself.



What is your medical education background?

I graduated from Lake Erie College of Osteopathic Medicine in Erie, PA, and did an internship at the Naval Medical Center in Portsmouth Virginia and my residency at St. Vincent's Family Medicine Residency in Jacksonville. I served as a General Medical Officer with the Navy for four years in Virginia and Mayport, Florida for four years in between my internship and residency.

What is your family like?

My wife, Gaelyn, is a radiologist who specializes in women's imaging with UF Health. We have two children, a two-year-old and a four-year-old.

What do you love about what you do?

Three things come to mind right away.

1. The chance to improve the health of the North Jacksonville community where our office is located. We have amazing patients, and they have been great to partner with on embracing health in all of its facets.
2. We have third and fourth year medical students rotate through our clinic on a regular basis, and I really enjoy giving them a positive experience on their

family medicine rotation. As we face an estimated shortage of 45,000 primary care physicians in the next seven years, we as primary care physicians need to demonstrate that our field is a great calling to the next generation of physicians.

3. Working at UF Health offers me the chance to work with a larger team who is always looking to advance medical care. I appreciate being around innovative minds who are leading medicine here in

the southeast. I think the coordinated care is a great benefit to our patients.

We also asked Dr. Scuderi's colleague, Nipa R. Shah, M.D., Chair and Associate Professor, Department of Community Health and Family Medicine at the University of Florida, about why she thinks Dr. Scuderi is such a stellar up and comer in the community.



"Dr. Scuderi has built the University of Florida New Berlin Family Medicine Center from the ground up. He strongly believes in his community's well-being, and participates in many events that impact the health of his patients. In addition, he is committed to advancing medical knowledge by participating in research, as well as making innovative changes in his clinic to follow the 'Patient Centered Medical Home' concept."

— Nipa R. Shah, M.D.



FLORIDA DOCTOR'S

NEW KID ON THE BLOCK

By Cheryl Lock

A Profile of Courtney E. Sherman, M.D.

Welcome to Florida Doctor's New Kid on the Block series, where we introduce you to a doctor new to the medical field each month. We'll be asking them questions about their work, their background ... and of course a little bit about their personal lives, as well.

With a husband, two kids and a burgeoning career as an orthopedic surgeon at Mayo Clinic Jacksonville and Nemours/Wofson's Jacksonville, you might think Courtney E. Sherman, M.D., has little time for anything else.

While it's true that Dr. Sherman's time is limited, she makes the most of what she has, giving back to her community, spending time with her family at the beach or heading to a Jacksonville Jaguars game, if she can.

In order to get to know the doctor a little bit better, we decided to ask her some questions. Here's what she had to say.



Where is your hometown?

Cleveland, Ohio. I'm a big Ohio State fan!

What is something about the medical field you didn't expect?

How much it changes on a daily basis, and that no one physician or person can ever know everything about medicine, or even one specialty. Teamwork is very important in medicine.

What is your family like?

I am married to my husband of 10 years, Justin, and I have two children—Samantha is five and Nathan is one.

What do you love about what you do?

I get to take care of our brave patients during trying times in their lives, and help improve their quality of life with joint replacement surgeries and tumor operations.

What is a meaningful patient experience you've recently had?

We were able to treat a patient who had chronic pain for over 12 years due to a failed knee surgery,

and get him walking and close to pain free. The patient asked, "Can I do something I don't normally do?" and gave me a hug. Those are the moments that we work towards.

What are you most passionate about?

I am most passionate about taking care of patients with orthopedic tumors of their arms, legs and pelvis, with the goal of curing the tumor, saving their lives and improving their function as much as possible. Also, my father had a liver transplant while I was in medical training, and I am an avid supporter of organ and tissue donation.

How are you giving back to the community?

I donate to my daughter's local school, to the liver foundation and am involved in educational programs for local patients regarding bone health and hip and knee pain.

Mary I. O'Connor, M.D., chair of orthopedic surgery at Mayo Clinic has this to say about Dr. Sherman.



"It's her dedication to her field that first piqued our interest. Dr. Sherman is a highly skilled and very caring surgeon. She is a great partner, and we are thrilled that she has joined our practice."

— Mary I. O'Connor, M.D.



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PLASTIC SURGERY

By LaNeta Crighton

Local surgeons discuss the field of plastic surgery



Plastic surgery is a dynamic field of medicine with a diverse array of subspecialties. Here some of Northeast Florida's most dedicated plastic surgeons discuss a little about their careers and their lives outside of work.



ANKIT DESAI, M.D.

Cosmetic and reconstructive surgeon at Desai Center of Plastic & Reconstructive Surgery

Hometown:

Jacksonville. My dad is an ER physician at Baptist and I worked there as a patient transporter during high school.

Medical Education & Training:

Undergraduate, Johns Hopkins University, Baltimore, Md.; Medical School, University of Florida; Residency, Saint Louis University; Cosmetic surgery fellowship and clinical instructor, University of Alabama – Birmingham

Family:

Wife, Mittal, an attorney and currently stay-at-home mom; Daughter, one-year-old, Karina

ANKIT DESAI, M.D.

Cosmetic and reconstructive surgeon at Desai Center of Plastic & Reconstructive Surgery

[continued]

Why I Love Being a Plastic Surgeon:

I've heard only 15 – 20 percent of the population love their job. I'm one of them. It's never boring because every patient is unique. We operate head-to-toe on young and old. We really cover the entire gamut of surgery. It's a little known fact, when surgeons have a problem, such as a complex wound - they call a plastic surgeon.

Off the Clock, I Enjoy:

I love golf, but number one is spending time with my baby girl. She's just a joy!

In 2013, I'm Excited About:

How much more there is to come in this field - regenerative medicine – using fat to enhance outcomes for the face and breast – implant technology. We're one of only 10 sites participating in a clinical trial allowing women to use a remote control device at home to gradually expand breast skin, creating space for an implant. From a personal standpoint, I'm looking forward to growing our family.

People Might Be Surprised to Learn:

I used to play the drums and enjoy multiple genres of music.

Community Giveback:

We do a lot of pro bono work. I'm also on the board of directors, and am president-elect, of the North Florida affiliate of Susan G. Komen. In addition, we're working with a new organization, ADTOC (A Different Type of Courage), a young survivor's group organized by one of our patients.



MICHAEL FALLUCCO, M.D.

Plastic & Reconstructive Surgeon

Hometown:

Saint Louis, Missouri

Medical Education & Training:

Vanderbilt University School of Medicine, Nashville, Tenn.; Completed a highly competitive combined General Surgery and Plastic Surgery Residency at St. Louis University; Additional year of training in peripheral nerve surgery at Neuropax Clinic-St. Louis

Family:

My wife and I have two children. Our son is three and we have a one-year-old daughter.

Why I'm a Plastic Surgeon:

The diversity is what drew me to this field. Every day, we're doing a variety of cases. It's a great field where you can see immediate results for some patients. I really enjoy working with cancer patients, and the majority of my work is in breast reconstruction. We perform DIEP (deep inferior epigastric perforator), an advanced autologous breast reconstruction technique that uses tissue from the belly to reconstruct the breast. Since it doesn't involve the core muscles, recovery is faster, and there is a lot less pain. DIEP is only done in high volume centers and a number of patients come to see us specifically for this procedure. We do well over 100 a year.

I also offer surgical treatment of migraines. It's very gratifying to see patients get off of medications and back to their life and their family.

Biggest Misconception about Plastic Surgery:

I think when people think about plastic surgery, they immediately gravitate to aesthetics, but so much of what we do is about helping other surgeons with difficult surgeries and reconstruction.

Off the Clock:

My number one hobby is my family. I absolutely love spending time with my wife and kids. We enjoy the beach and outdoor activities and we also love to travel.



TIMOTHY FEE, M.D.

Plastic and Reconstructive Surgeon at Coastal Cosmetic Center

Hometown:

Fort Pierce, Florida

Family:

Wife, Seran; Daughter, Alyssa, five; Son, Peyton, nine

Medical Education & Training:

Medical School, University of Miami; Full General Surgery Residency, Jackson Memorial Hospital; Plastic Surgery

Plastic surgery takes a lot of imagination and is a creative process, but unlike painting or other art forms, there are rules.

— Timothy Fee, M.D.

Fellowship, UF Health in Gainesville.

Why I Became a Plastic Surgeon:

I knew I didn't want to sit at a desk all day. I like to work with my hands and plastic surgery allows me to do that. I found out I could help people while doing something I liked.

Best Part of the Job:

It's actually fun. Most of my patients are relatively healthy individuals who are dealing with an injury that slows them down. Others require reconstruction, just want to look better or restore their body shape. I see patients from all over the country and often their family members too. Plastic surgery takes a lot of imagination and is a creative process, but unlike painting or other art forms, there are rules.

Off the Clock:

My family and I enjoy boating, beaches and sun. My son plays tennis, and my daughter enjoys dance. My wife is very involved in fitness and I like to golf, hunt, fish and travel.

On the Horizon:

Expansion is in our future. We're moving one of our offices to a larger space, and we're working to add a third partner. In the field of plastic surgery, there's a lot of new technology being developed such as new silicone gel implants that have fewer complications. Our ability to provide plastic surgery with reduced levels of anesthesia is also improving. We can now do a full face lift under local anesthesia and achieve great results.

In the future, I believe we may see a return to some of the more trusted methods of plastic surgery. I have patients coming in who have been disappointed in the results of newer therapies like Mesotherapy, Lipodissolve and Ulthera. Even though they sound less invasive, the truth is, they overpromise and under deliver. **FD**

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- Sacroiliac Pain
- Shingles Pain
- Shoulder Pain
- Cancer-related pain
- Bursitis

A DAY IN THE LIFE

By Bryan Campbell, Executive Vice President, Duval County Medical Society

I read the news today oh, boy
Four thousand holes in Blackburn, Lancashire
And though the holes were rather small
They had to count them all
Now they know how many holes it takes to fill the
Albert Hall

— *The Beatles*

To someone who is not a physician but who works with physicians every day, it's easy for me to romanticize the profession. From lifesaving surgeries to life-altering diagnoses; from seemingly miraculous recoveries to devastating losses, I am in awe of the work that each of you does every day.

I, on the other hand, am in a position that very few people romanticize. I have yet to hear of one child exclaim "I want to be a Medical Society Executive" when I grow up. On the surface, the job may seem not dissimilar to that bureaucrat in The Beatles song, A Day in the Life, who actually had to count the number of potholes in the roads in Blackburn, Lancashire. I need to stay on top of membership data, manage a staff, watch the budget, plan member events and promote our mission to "Help physicians care for the health of our community."

With that having been said, this is an amazing job with the ability to work with incredible physicians who truly want to have an impact on the community. Here's a peek into one 24-hour period last month which truly exemplifies that impact.

4:00 p.m., Tuesday

I learn that Governor Rick Scott is going to be in Jacksonville on Wednesday morning to sign a landmark medical liability legislation that Duval County Medical Society members and the FMA have been advocating for nearly two years. As a show of support for the medical community, several DCMS members and myself were invited to stand with Gov. Scott as he signed the bill.

9:00 a.m., Wednesday

After meeting Gov. Scott at The Drummond Press, I stood with DCMS Past-President and FMA President-elect, Alan Harmon, MD; DCMS Past President Jack Kilkenny, MD; and DCMS Immediate Past President Ashley Booth-Norse, MD at the signing of SB 1792. The bill requires expert witnesses used in medical malpractice cases be in the specialty as the physician defendant in the case. The legislation also allows subsequent doctors who may be deposed to retain an attorney. This is a huge win for medicine and all physicians practicing medicine in Florida.

"In the past, Florida's hostile medical liability climate made it tough to attract new doctors and keep the good ones that we have," said Dr. Harmon. "These reforms are long overdue. By signing SB 1792 into law, the Governor has helped the FMA achieve our goal of making it easier for physicians to focus on giving Floridians the best possible medical care."

12:30 p.m., Wednesday

One of my roles in the community is as an Executive Committee member of the Jacksonville Mayor's Council on Fitness and Wellbeing. On this day, the committee met to discuss an upcoming project designed not only to be the gold-standard awards program for healthy community programs, but also to help make Jacksonville a Let's Move city, in line with the National Let's Move initiative. This is a tremendously exciting program, and I'm excited for all of you to learn more about it in the coming months.



Noon-3:30 p.m., Wednesday (Yeah, I had to arrive late for this one)

Winnie Holland, the new Director of the Clay County Health Department convened Clay County community leaders and health professionals to look at the latest County Health Assessment report. This is a great way to take a look at trends in public health, as well as determining areas of concentration for community health improvement projects. I am a part of the discussion because I also serve as the Executive Vice President for the Clay County Medical Society (Nassau, St. Johns and Putnam Counties, as well). I am excited about the work that this group is doing and the impact it will have on public health in the entire region.

So, that wraps up my 24 hours. Definitely still not as exciting as open heart surgery or watching the face of a child who can hear for the first time, but I'd like to think that I, along with the entire DCMS staff, are fighting to make those moments possible for you. **FD**



If you are a member of DCMS and have a concern, question or comment, I want you to reach out to me directly. Please feel free to contact me via email at bcampbell@dcmsonline.org, or via telephone at **904-353-7536**.

If you are not a member of the DCMS, it's never been easier to join. Just head over to www.dcmsonline.org/join.php to sign up online.

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Meet the TEAM

Compiled by Virginia J. Pillsbury

There are dozens of occupations in the healthcare field. Each month we highlight a different one. This month we check in with Prudence Williams.



Prudence Williams

JOB TITLE: Program Director for Exchange Club Family Center (ECFC); I also provide direct services as one of six Parent Aid Program Facilitators for the Family Center.

YEARS IN POSITION: I have been with ECFC since 2009.

BACKGROUND & EXPERIENCE: I graduated from Florida State University with a BS in Criminology and a MSW. I am a Licensed Clinical Social Worker (LCSW). I've worked in the following areas: Public Assistance, Probation and Parole Services, Adoption and Foster Care, Public Housing and Section 8, Medical Social Work, Independent Support Coordination and Parent Education.

DESCRIBE YOUR POSITION: As a Program Director for ECFC, I oversee the Parent Aide Program and Supervise the Parent Aides. ECFC receives referrals for in-home parenting services from local child welfare agencies to prevent child abuse. Classes are provided once a week for one hour to at-risk families having children 12 years and under. The classes are offered to residents in Duval County at no cost for six to eight months and up to one year in some cases.

WHY DO YOU LOVE YOUR JOB: I enjoy meeting families on their turf; watching parents/families change their belief system about parenting and observing them practice what they've learned; attempting to get a word in near the completion of the program with a parent who started out quiet; watching families increased engagement in family activities and communication; experiencing the excitement with a parent as they learn how to come up for air and take care of themselves; and what I love most is embracing the reality/faith of unlimited possibilities for each family while together developing a personalized plan that helps them create a more positive and healthy home environment. I am grateful to be a change agent!

SOMETHING PEOPLE MIGHT NOT KNOW ABOUT YOUR JOB: From a social work perspective I believe that people are not aware that social work is a profession that requires skills and specific learning objectives. In fact, not everyone who provides social services can officially bear the name of professional social worker. About ECFC, some may be unaware that it's free, parents can self-refer, and the Parent Aid Program eliminates transportation issues because classes are done in the home.

MOST INTERESTING PART OF THE JOB: Everyone (facilitators and parents/families) brings something to the learning environment (the home) and everyone walks away with new skills when the course is complete. **FD**

▶ Do you know an interesting healthcare position that should be featured? If so, email editor@beson4.com.

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