



THE FORUM

July/August 2018 ♦ Volume 17, No. 4 ♦ The Official Magazine of Collier County Medical Society

2017-2018 Annual Reports CCMS, Foundation, & Alliance Annual Reports



In this issue:

CCMS President's Inaugural Address pg. 4; Foundation Scholarship Award pg. 7; CCMS Physician of the Year Acceptance Speech pg. 13; CCMS Circle of Friends Spotlight pg. 14; Disaster Preparedness for Your Medical Practice pg. 16; Member Event Photos pg. 18

CALENDAR OF EVENTS

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

Thursday, July 12, 5:30pm
CCMS After 5 Social
Collier Neurologic Specialists, LLC

Thursday, July 26, 5:30pm
CCMS After 5 Social
Timeless Eatery

Friday, August 3 – Sunday, August 5
FMA Annual Meeting
Loews Sapphire Falls Resort at Universal Orlando

Friday, August 17, 5:30pm
CCMS After 5 Social
Cavo Lounge

Thursday, September 6, 6:00pm
CCMS Fall General Membership Meeting
Vi at Bentley Village

Thursday, September 13, 6:00pm
CCMS Women Physicians Social
Naples Sailing & Yacht Club

Thursday, September 27, 5:30pm
CCMS After 5 Social
Location TBD

Saturday, October 6, 8:00am
Foundation of CCMS
“Docs & Duffers” Golf Tournament
Bonita Bay Club East in Naples

Thursday, October 18, 6:00pm
CCMS After 5 Social
Joint Replacement Institute

Thursday, October 25, 5:30pm
CCMS & GGN 21st GI Symposium
The Club at Pelican Bay

Thursday, November 1, 5:30pm
CCMS After 5 Social
Sleep Disorders Center of SW Florida

Friday, November 9, 6:30pm
CCMS New Members Welcome Reception
Kapnick Center at Naples Botanical Garden

Premier Circle of Friends

**Markham Norton
Mosteller Wright
& Company, P.A.**

Certified Public Accountants / Consultants

Contact:

Karen Mosteller

239-261-5554

markham-norton.com



Physician Wellness Program

Featuring confidential, convenient, cost-free access to professional psychological services for CCMS members.

More Information:
ccmsonline.org/physician-wellness

Confidential
Appointment Line:
239-208-3984

Helping You Take Care of You

CCMS Board of Directors 2018-2019

President

Cesar De Leon, D.O.

Vice President
David Wilkinson, M.D.

Secretary
Alejandro Perez-Trepichio, M.D.

Treasurer
Rebekah Bernard, M.D.

Officer/Director at Large
Rebecca Smith, M.D.

Directors at Large: Gary Swain, M.D.; George Brinnig, M.D.

Ex Officio Directors: Susan Bello & Barbara Rougraff,
CCMS Alliance Co-Presidents

April Donahue, Executive Director, CCMS

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:



Philip Amatulle, M.D.
Radiology Regional Center
700 Goodlette Rd N
Naples, FL 34102
Phone: (239) 430-1400 Fax: (239) 430-1401
Board Certified: Diagnostic Radiology,
Vascular & Interventional Radiology



Marc D. Colton, M.D.
NCH Physician Group
1845 Veterans Park Dr Ste 110
Naples, FL 34109
Phone: (239) 624-1160 Fax: (239) 624-1161
Board Certified: Urology



Stephen E. D'Orazio, M.D.
NCH Heart Institute
399 9th St N Ste 300
Naples, FL 34110
Phone: (239) 624-4299 Fax: (239) 643-8856
Board Certified: Cardiothoracic Surgery



Angela B. Echeverria, M.D.
Naples Vascular Specialists
130 9th St N #120
Naples, FL 34102
Phone: (239) 649-0550 Fax: (239) 649-1785
Board Certified: Vascular Surgery, General
Surgery



Christina A. Kabbash, M.D.
Physicians Regional Medical Group
6101 Pine Ridge Rd Desk 12
Naples, FL 34119
Phone: (239) 348-4042 Fax: (239) 348-4210
Board Certified: Orthopaedic Surgery



Jonas Mansson, M.D.
Physicians Regional Medical Group
6101 Pine Ridge Rd Desk 11
Naples, FL 34119
Phone: (239) 348-4221 Fax: (239) 348-4334
Board Certified: General Surgery



Ismael Martin, D.O.
Millennium Physician Group
400 8th Street N
Naples, FL 34102
Phone: (239) 263-8385 Fax: (239) 263-8592
Board Certified: Internal Medicine



Carla J. Osigian, M.D.
Specialty: Ophthalmology, Pediatric
Ophthalmology
Bascom Palmer Eye Institute
3880 Tamiami Trl N
Naples, FL 34103
Phone: (239) 659-3937 Fax: (239) 659-3921



Mark A. Sibley, M.D.
Fisher Eye & Laser Center
875 105th Ave N
Naples, FL 34108
Phone: (239) 431-7070 Fax: (239) 431-7075
Board Certified: Ophthalmology



Kathryn E. Tapper, M.D.
NCH Physician Group
311 9th Street N #304
Naples, FL 34102
Phone: (239) 624-8160 Fax: (239) 624-8161
Board Certified: Family Medicine



Philip Wong, M.D.
Naples Urology Associates
1132 Goodlette Rd N
Naples, FL 34102
Phone: (239) 434-8565 Fax: (239) 434-8569
Board Certified: Urology



Sherwin Zargaroff, M.D.
NCH Physician Group
1845 Veterans Park Dr Ste 110
Naples, FL 34109
Phone: (239) 624-1160 Fax: (239) 624-1161
Board Certified: Urology

Reinstated:

Steven L. Bello, M.D.
Collier Otolaryngology Head & Neck Surgery
1879 Veterans Park Dr #1201
Naples, FL 34109
Phone: (239) 260-0656 Fax: (239) 592-1835
Board Certified: Otolaryngology

Susan M. Cera, M.D.
Physicians Regional Medical Group
6101 Pine Ridge Rd Desk 22
Naples, FL 34109
Phone: (239) 348-4120 Fax: (239) 348-4149
Board Certified: Colon and Rectal Surgery

Bruno Dipasquale, M.D.
Naples, FL
Board Certified: Anatomic and Clinical Pathology

New Practice:

Russell W. Becker, D.O.
Vascular Center of Naples
5490 Bryson Dr Ste 201
Naples, FL 34109
Phone: (239) 431-5884 Fax: (239) 631-6907
Board Certified: Vascular Surgery

A Message from the New CCMS President

Cesar De Leon, D.O., President, Collier County Medical Society

[Adapted from Dr. De Leon's inaugural speech, May 19th]



President of the FMA Dr. Katopodis, President-elect of the FMA Dr. Corey Howard, Past President to the FOMA Dr. Flesner, Representative Byron Donalds, County Commissioner Andy Solis, my Millennium leaders Kevin Kerns, Geurt Peet, and Jose Perez, dear family, distinguished guests and kind sponsors, thank you for your presence tonight.



CCMS Past President & FMA President-Elect Dr. Corey Howard, Dr. Cesar De Leon, and FMA President Dr. John Katopodis

Thank you for the confidence you have bestowed on installing me as your 61st CCMS president. It is truly a privilege and an honor to serve you in this capacity.

I thank God for this opportunity and ask him for wisdom and to guide every thought, word and action for the benefit of this society, the benefit of our community, and the benefit of all of you to practice good medicine.

I would not be here without many people that have been behind me for many years.

Thank you to my wife who has been my inspiration, my moral support, my rock and the one who keeps my ego in check! We met at the Wellness Center four years ago, I like to think that she was impressed by the muscles, but she is shy and always denies it. It was the day my life changed for the better. She is truly the most intelligent, beautiful and noble person that I know. She makes me a better person in every way. We married two years ago and I gained two beautiful daughters and one fantastic son.

My sister Elda is here from Georgia. Without her support when we were both young and recently arrived to the U.S. I would probably still be flipping burgers at McDonalds.

Thank you to all those people that have carved the way before me and have been role models of ethics, integrity, and hard work. My friends Drs. Corey Howard, Cathy Kowal, Rafael Haciski, and Richard Pagliara. I do have big shoes to fill, but great examples to follow. Thank you to my two other role models of love of our profession, Dr. Paul Jones and Dr. Frank Astor.

I owe special thanks to our Physician of the Year, Dr. Jim Talano for seeing in me the potential to achieve more when he got me involved as a board member of CCMS many years ago. He also encouraged me to continue my education and obtain a master's degree in healthcare administration. Thanks to him I

spent many sleepless nights studying and writing reports. Thank You Jim!

I cannot finish my thank yous without recognizing the efforts of my deceased mother. The woman who could not complete more than a sixth-grade education in Guatemala, as she had to get a job to help support her family. This same woman made sure that my sister and I never had to drop out of school to get a job. As a single parent and with the salary of a secretary she was able to send us to private Catholic schools. We never thought, nor were asked to stop studying to help support the family, instead she pushed us harder and harder for us to realize our potentials and become all we could be. With that in mind, and having been born in California, I decided after high school to come back to the U.S. and join the Army. Luckily for me they could not accept me as I could not speak English.

This language barrier was challenging at 17 years old, as most of the time I needed the English-Spanish dictionary to study and write papers. I wish I had had Google Translate. It took me a while to understand that English is not a phonetic language until one day that I read the name of a magazine phonetically, this magazine was Focus.

Only God knew that a few years later I would not only be a medical student, but president of my class. I graduated from medical school 20 years ago with the intent of becoming a surgeon, but after two years of residency in Ohio becoming a family practitioner in Florida sounded so much better. I have enjoyed our dear profession very much, despite the ups and down.

We often hear of physician burnout and the loss of joy in practicing medicine. It can be very frustrating dealing with prior authorizations and the bureaucracy of a healthcare delivery system that seems to add more blocks rather than make it easy on us. We must not lose sight on the privilege we

continued on page 5

continued from page 4



Dr. Cesar De Leon and Outgoing CCMS President Dr. Catherine Kowal

have been given and focus on this gift to take care of those in greater need.

Often we experience the loss of the physician autonomy, the loss of respect of our profession, yet over and over patients indicate they want a physician to be the provider of their healthcare and medicine is still at the top of respected professions. The physician remains the fundamental core of the healthcare system and the most integral part of the wellbeing of our patients. What gives us the greatest satisfaction at the end of the day is to provide good care to our patients and see them recover. When we feel burnout by dealing with our EMR, pre-approvals, or mandates, when we have to stop to check E-FORSCE before we prescribe a medication, we need to remember that we helped someone less fortunate today. We should think for a moment of the impact that we have on our patients' lives, how much we become part of their families, how much we matter to them.



New CCMS Board - Dr. Gary Swain, Dr. Alejandro Perez-Trepichio, Dr. Rebecca Smith, Dr. Cesar De Leon, Dr. Rebekah Bernard, Dr. George Brinnig, and Dr. David Wilkinson

You can be sure that every day after we see patients, we become part of the conversation at the dinner table that night. "So Mom, what did Dr. Kelly say today about your muscle weakness," or "So Dear, how did Dr. Trandem say that the pregnancy is going?" Patients hold on to the meaning of our words and most importantly on the feeling of our words. We become impactful on our patients' and families' lives. Often, we come to the realization that we have a powerful impact

in changing the life of our patients, this is humbling and an amazing honor.

Every day we have the potential to be involved in the awesome task of preserving health or in coaching our patients in the process of departing this life with dignity. We do our best to make those decisions on scientific evidence and on the expertise that we have gained from prior patient care. It is what our patients expect, what we would like to be able to do. And it is what we should remember those days when the frustration mounts. Nothing can take the sanctity of the patient-doctor relationship, not the lawyers, not the payers, not the bureaucracy, nothing can.

In this journey we are not alone in improving the health of our patients, we stand shoulder to shoulder in this honorable Medical Society to help each other stay focused on why we chose this great profession, to serve and to reap the rewards of being involved in something much greater than ourselves – the wellbeing of others. The proof of this commitment is that Collier is the healthiest county in Florida; this is thanks to every single provider and leader.

All of us are blessed with a wonderful gift to care for the health of those less fortunate and many of us are equally blessed with the good circumstances in which we find ourselves. My goal this leadership year is to help bring the entire medical community together, not only to help each other ward off burnout and depression, but to help each other open those channels of communication that will allow us to provide the best care possible and keep Collier the healthiest county in Florida. Thank you and thank God for this opportunity to serve.

Thank You to our Presenting Sponsors



Continued from page 3

New Locations:

Joint Replacement Institute *(Effective August 1st)*

3466 Pine Ridge Road
Naples, FL 34109
Phone: (239) 261-2663 Fax: (239) 262-5633

Monica O. Woodward, M.D.

Sleep Disorders Center of SW Florida
1865 Veterans Park Drive, Ste 301
Naples, FL 34109
Phone: (239) 254-1233 Fax: (239) 254-1255

Naples Vascular Specialists **2nd office location in Bonita Springs**

9400 Bonita Beach Rd SE Ste 204
Bonita Springs, FL 34135
Phone: (239) 649-0550

Foundation of CCMS 2017 Annual Report

Rolando Rivera, M.D., Foundation Chair



It is my pleasure to provide the 2017 report from our Medical Society's 501c3 charitable arm, the Foundation of CCMS. It was a year of continued growth for the Foundation, as we raised more awareness of our organization and more funds for scholarships to future medical professionals and donations to local healthcare programs in need.

We awarded a total of \$32,500 in scholarships this past year, including our third annual Dr. William Lascheid Memorial Scholarship for Florida medical students who excel in community service, increasing the award amount to \$12,500. Charlotte Gerrity, a deserving medical student from Naples attending Duke University School of Medicine who exemplified Dr. Lascheid's dedication to service, received the award. We were also pleased to provide four \$5,000 awards in our general healthcare scholarship program, helping two medical students, one physician assistant student, and one student pursuing a doctorate in occupational therapy.

Our 4th Annual Docs & Duffers charity golf tournament was rescheduled to November 2018 due to Hurricane Irma, but despite the change we welcomed nearly 100 golfers. We were fortunate to have 17 sponsors/supporters and approximately 50 prize donors. The event raised nearly \$20,000 in net proceeds, as participants enjoyed a wonderful day of golf, networking, prizes, and raising funds for worthy healthcare needs in our community.

Another highlight of 2017 was the board decision to help support the CCMS Physician Wellness Program. This important initiative to help our members treat and prevent burnout is critical to improving access to quality healthcare in our community.

At the end of last year, we also finalized our new endowment fund, managed by the Community Foundation of Collier County. Our endowment fund is an important asset, working for us to help create long-term sustainability. Now, in addition to unrestricted gifts, we can also accept designated gifts for our endowment, or for scholarships, charitable healthcare program funding, and the CCMS Physician Wellness Program. Supporters can provide their gifts in a variety of ways – financial, property, planned giving, and more.

Total income last year was \$49,268, including donations from members and friends, programs such as the CCMS Women's Health Forum and the golf tournament, and raffles at CCMS member events. Total expenses for 2017 were \$54,530, including programming expenses, our scholarships, donations to healthcare programs, and low operations costs. At the

Our mission: Provide support and leadership to programs that address access to healthcare and promote health education.

end of our fiscal year, the Foundation had a loss of \$-5,262, however, our balance of reserve funds was approximately \$53,000, including our new endowment fund. Learn more at CCMSFoundation.org.

Thank you to all the member physicians and friends of the Foundation who have made contributions over our first five years. Your support is critical to our success, and we look forward to continued growth for the next five years and beyond. Thank you also to the hard-working Foundation Board Members, with a fond farewell to outgoing board member Dr. Richard Pagliara and a welcome to new board member Dr. Rebekah Bernard.

We invite everyone to participate in our upcoming 5th Anniversary Docs & Duffers golf tournament, October 6, 2018 at Bonita Bay Club East in Naples. You are welcome to golf, enter the raffle drawings, be a sponsor, and/or donate prizes. If you cannot attend, contact CCMS for raffle tickets to win a variety of prizes, including our premier raffle with a 75" TV, need not be present to win. Register or learn more at CCMSFoundation.org.

Please contact any one of us for information on the Foundation's activities and mission, or reach out to April at the CCMS office, (239) 435-7727 or april@ccmsonline.org. We also hope you will follow us on Facebook, [fb.com/ccmsfoundation](https://www.facebook.com/ccmsfoundation). On behalf of all of us, thank you again and we look forward to working with you to improve the health of our community.

Thank you to the 2017 Foundation Board Members:

Rolando Rivera, M.D., Chair
 Jeremy Darstek, Treasurer/Secretary
 Peter R. Boyd, M.D.
 Reisha Brown, M.D.
 Mitchell Dannenberg
 April Donahue
 Andrew Hill
 Richard Pagliara, D.O.



*Dr. Rolando Rivera and
 Dr. Richard Pagliara*

Christy Taylor Named 2018 Dr. Lascheid Memorial Scholarship Winner

Foundation of Collier County Medical Society



The board of directors of the Foundation of Collier County Medical Society (CCMS) is pleased to announce that Christy Taylor, MPH, CPH, a Miami resident in the class of 2020 at University of Pittsburgh School of Medicine, is the winner of their 2018 Dr. William Lascheid Memorial Scholarship for Medical Students.

The \$12,500 award recognizes future physicians who are Florida residents and have

demonstrated excellence in community service, in memory of Neighborhood Health Clinic co-founder and CCMS Past President Dr. Lascheid. It is the fourth year the Foundation has provided this scholarship.

“A primary goal of our Foundation is to provide much-needed financial assistance to our community’s future medical professionals, and to recognize students who give back,” said Dr. Rolando Rivera, Foundation Chair. “Christy is a perfect example of Dr. Lascheid’s compassion and dedication to caring for the underserved, and we are honored to award her this scholarship.”

“The Dr. William Lascheid Memorial Scholarship clearly identifies my husband’s mission of providing quality medical care for low-income workers, who are in need,” said Nancy Lascheid, co-founder of the Neighborhood Health Clinic. “Congratulations

to Christy Taylor, this year’s recipient, who illustrated in her application an understanding of need and compassion.”

Christy received her diploma from North Miami Beach Senior High and her Bachelor of Science and master’s in public health at University of Miami. Her community service activities have included volunteering with the Birmingham Free Clinic, Women’s Center Clinic, and Light of Life Rescue Mission Soup Kitchen in Pittsburgh, and with the American Heart Association. Her aspirations include practicing in a teaching hospital that provides care to vulnerable and underserved populations and contributing to diversity and inclusion in medicine.

“There are no words that can adequately describe how moved I am to be selected as the recipient of the Dr. William Lascheid Memorial Scholarship,” said Christy. “This award means so much to me as not only will it allow me to continue to pursue my medical education, it serves as a reminder that there is a whole community investing in my future with the belief that I am making a positive impact in the world. Your kindness motivates me even further to do all that I can to help those in need and give back to the community. Thank you to the Foundation of Collier County Medical Society in supporting me on my journey to become a physician.”

The Foundation’s signature fundraiser, the Docs & Duffers Golf Tournament & Raffle on October 6, 2018, will help raise funds for its scholarship program and local healthcare programs in need. Interested donors can also contribute to the Foundation online. More information is available at ccmsfoundation.org and facebook.com/ccmsfoundation.

GRG

Gerstle, Rosen & Goldenberg, P.A.
Certified Public Accountants
www.grgcpa.com

Since 1985

Medical Practice Accounting

Individual Tax Preparation & Pension Planning

Business Accounting & Tax

Condominium & Non-Profit Audits

Forensic Accounting

info@grgcpa.com contact@grgcpa.com

AVENTURA 305.937.0116	BOCA RATON 561.447.4000	FT. MYERS 239.672.4364	NAPLES 239.262.1773	ORLANDO 407.564.2812
---------------------------------	-----------------------------------	----------------------------------	-------------------------------	--------------------------------

CCMS Alliance Annual Report 2017-2018

Christina Freise, 2017-18 CCMSA President

Another fabulous year on the books for the Collier County Medical Society Alliance (CCMSA)! We kicked off our event year in August at our Family Swim Party at the Kontos' Residence. Our annual Fall Preview followed in October, where members were treated to a delicious lunch at Grey Oaks Country Club while learning about new advances in diagnosis of breast disease by Dr. Elizabeth Arguelles. Our Rotating Dinner hosted by the de Asla family was a beautiful evening, followed by our Sip and Shop Fundraiser at Nordstrom. In February, members and the community at large gathered for our Spring Fashion Show Fundraiser at Talis Park, chaired by Susan Bello. A highly successful event, guests enjoyed fashions by Tickled Pink & Jos. A Bank modeled by members, participated in raffles, and engaged in shopping presented by local vendors. Furthermore, a Walk for Wellness was held at the beach in April, to promote healthy lifestyles. We concluded the event year with our Spring Luncheon at Fleming's, with the installation of our 2018-2019 officers.



L-R: Angela Abrams, FMAA Past President, Chrissy Winzenried, Barbara Rougraff, Susan Bello, Mimi O'Connell, Karen Swain, Christina Freise, Shelley Monteiro, Tracy Ornstein, and Sheryl Guttman celebrating the installation of the 2018-2019 board

Thanks to the immense support from our medical community, we have yet again surpassed our fundraising goals. Fundraising events grossed over \$28,000 for the Ethyl Trygstad Scholarship Fund, and scholarships were awarded to the following eleven students at seven Collier County High Schools:

- Barron Collier High School: Amanda Ruci, Kaitlyn Yonge, Alyssa Pilavis, and Zachery Casella
- Golden Gate High School: Thais Martinez and Marlen Hernandez
- Gulf Coast High School: Elaine Kim
- Immokalee High School: Jennifer Herrera
- Lely High School: Norma Urrutia
- Palmetto Ridge High School: Nathan Flothe
- St. John Neumann High School: Madeline Grucci

To further our mission to serve the community and provide opportunities for healthcare-based education, our members volunteered at the Teenagers as Parents Program (TAPPO) of Immokalee. Christina Freise and Jackie Balandra spoke regarding speech-language and psychosocial development of infants, and Board members generously delivered gift basket donations to each student and her baby for the holidays. We are eager to continue this community outreach program.



Sheryl Guttman, Vice President, Christina Freise, President, and Guest Host Rachel Pierce of NBC2 News at the CCMSA Fashion Show Scholarship Fundraiser

Moreover, the CCMSA Book Club, chaired by Kim Hochman, continues to thrive and meets on a monthly basis. Without the hard work and endless dedication of the Board of Directors and Committee Members, the past year would not have been possible. Our 2018-2019 Board is looking forward to another fantastic year! If you or your spouse would like to join the CCMSA, please email us at colliercountymssa@gmail.com, or visit our website ccmsalliance.info/membership.

2017-2018 Board Members

Christina Freise
Sheryl Guttman
Barbara Rougraff
Susan Bello
Karen Swain
Shelley Monteiro
Maureen O'Connell

2018-2019 Board Members

Barbara Rougraff
Susan Bello
Shelley Monteiro
Tracy Ornstein
Miriam LeMoine
Chrissy Winzenried
Christina Freise



A great time was had by all at Nordstrom for our Sip & Shop Fundraising event.



Collier County Medical Society 2017-2018 Annual Report

VISION

Helping Physicians Practice High Quality Medicine in Our Community

MISSION

Collier County Medical Society is an organization of physicians dedicated to promoting quality healthcare for all patients and to serving the professional needs of our members

CORE VALUES

Collegiality, Professionalism, Leadership, Advocacy, Education,
Communication, Physician Wellness



2017-2018 Presidential Report

Catherine N. Kowal, M.D.

[Adapted from Dr. Kowal's outgoing president's address, May 19th]



It's now time to end my year as your 60th CCMS president. I would like to thank YOU for letting me represent your Society. I don't think I have embarrassed anyone or the society this year yet, but I have a few more minutes to try! It has been an honor and challenge which I have enjoyed immensely.

First off, I want to thank every Board Member and Committee Chairperson for the great job they did this year. Board meetings were not only productive but fun and at times quite amusing. Next, I cannot say thank you enough for how much April Donahue and Nancy Wood do for the Society and to make my job easy. They are our Rock and I thank you from the bottom of my heart. They also make the Board's job easy. We all appreciate you both.

So, what did WE accomplish this year? And I say WE because it was all of us.

We tried to foster a community of physicians that work and play together, not just individual groups or isolated solo practitioners. We also have tried to help new physicians with our Circle of Friends preferred vendors and our input to help practices evolve.

For the first time we partnered with our neighbor, Lee County Medical Society, to have a social event where we can meet some of our neighboring physicians. Medicine is escalating in Estero/Bonita Springs and we want to be part of that.

Our Physician Wellness Program has intensified, and our efforts have helped some members prevent burnout and have an outlet for personal issues. This program is also evolving with group events such as a "mindfulness" social for the female physicians. We also have given our members the opportunity to relax at socials and started family events such as a group going to the Everblades Hockey game.

But what makes these events successful is you, the Members. Please continue to reach out to your colleagues who are not members and tell them what we have done and what we can do for them if they join. Besides the social and the CME events we have, our other major assistance we give to our members is to advocate in the political agenda. In my year as president we have moved closer to our legislators and to the FMA. Yes, Corey Howard, our member is president-elect of the FMA. We are making sure our voices are heard at the state level. Some things we have been able to change – others not but we keep fighting.

I was a-political for years until I joined the CCMS board. In the first year I learned how our lives as physicians are dictated by others: Politicians, Insurance Companies, and yes, Lawyers! We need to have a voice as one group, fighting to keep us in charge of our patients. Politics play a big roll and MONEY TALKS! So, it is vital that our PAC has funds to dispense to those who have our view about how medicine should be practiced. So please GIVE!

So now as my year comes to an end, I regret to inform you that you won't get rid of me! No, I will stay involved in the Society with the Foundation board, the women's health forum and the women's physician group. I couldn't leave you now!

But you are in good hands with the new board and especially April and Nancy. A big Thank You again.

Thank You to the 2017-2018 Board of Directors:

President: Catherine Kowal, M.D.

Vice President: Cesar De Leon, D.O.

Treasurer: David Wilkinson, M.D.

Secretary: Rebekah Bernard, M.D.

Officer/Director at Large: Alejandro Perez-Trepichio, M.D.

Directors at Large: Rebecca Smith, M.D., Gary Swain, M.D.

Ex-Officio

Christina Freise, CCMS Alliance President

April Donahue, Executive Director



2017-18 CCMS Board (not pictured Dr. Rebekah Bernard)

CCMS Annual Highlights

As a CCMS member, you support our mission to “Serve the needs of our physician members so they can better serve the needs of the community.” With your membership, our society leads the way on issues that affect you and your patients. This past fiscal year’s member benefits and accomplishments include:

- Providing approximately 40 confidential, cost-free psychological counseling sessions for physician members through the new CCMS Physician Wellness program;
- Educating legislators on important healthcare issues, which in turn helps defeat negative bills that would have endangered public safety, and helps pass positive bills such as Direct Primary Care;
- Offering 16 complimentary CME, practice management, and social events to our members for education, networking, and stress-reduction;
- Launching a new, redesigned website with additional resources for our physician members, including the Physician Wellness web page.
- Continuing to assist physicians and patients with CCMS member physician referrals via the popular CCMS member physician directory, our online “find a doctor” search, and phone calls to the CCMS office;
- Representing our members’ interests in organized medicine at the FMA and AMA, including heavy involvement in reference committee leadership at the FMA Annual Meeting, as well as a CCMS member on the FMA board of governors and delegation to the AMA;
- Helping connect members to assistance in the aftermath of Hurricane Irma, and organizing and participating in supply drives for our neighbors in need;
- Presenting the 10th Anniversary Women’s Health Forum, a free public service educating nearly 400 attendees on the latest health trends and medical treatments, highlighting CCMS member speakers;
- Building upon our financial reserves, allowing CCMS to hire student interns that can help provide additional services to our members, while CCMS contributes to the training of our community’s workforce.

Membership

Total Membership 2017-2018: 597

2017 New & Reinstated Members

Ernest Akins, MD
 Lawrence Albert, MD
 Sadiq Al-Nakeeb, MD
 Richard Bloy, MD
 Kenneth Bookman, MD
 Steven Bossinger, MD
 Christopher Buckley, DO
 Jean Burton, MD
 Shawn Carter, MD
 Susan Cassidy, MD
 Stephen D’Amato, MD
 Sarah deLeon Mansson, DO
 Paul Dernbach, MD
 Robert Eilers Jr, MD
 Jeffrey Eisenstein, MD
 Eugene Finan, MD
 Patrick Flaharty, MD
 Jennifer Foley, MD
 Louis Foley, MD
 Christine Forszpaniak, MD

Rodolfo Freire, MD
 George Gamouras, MD
 Melissa Gibson, MD
 Peter Hinderling, MD
 Ryan Houk, MD
 Aaron Howell, DO
 Josephine Jasper, MD
 Stephen Jones, DO
 Patrick Joyner, MD
 Renu Khode, MD
 Mary-Margaret Kober, MD
 Andrew Kontos, MD
 Anurag Kushawaha, MD
 Spencer Land, MD
 Gerald Levens, MD
 Benjamin Martin, MD
 Daniel Masvidal, MD
 Christopher Mendello, MD
 Ravi Mirpuri, DO
 Dubravka Oravec, MD

Socrates Perez-Rodriguez, MD
 Luga Podesta, MD
 Clinton Potter, MD
 Rajeev Prabakaran, MD
 Chadwick Prodromos, MD
 Brian Pulford, MD
 Chaturani Ranasinghe, MD
 Pierre Rojas, DO
 Richard Saitta, MD
 Leila Sakhai, MD
 Dinesh Sharma, MD
 Katherine Sosa-Anderson, MD
 J. Fred Stoner, MD
 Richard Strathmann, MD
 Katia Taba, MD
 Harold Tsai, MD
 Cristina Tzilinis, MD
 Mark Vacker, MD

CCMS Annual Report (cont.)

Income and Expenses

Income, Fiscal Year ending March 31, 2018

Administrative Income	\$2,500
Dues	\$205,534
Interest	\$1,332
Members events	\$65,052
Publications	\$114,793
Total Income	\$389,211

Expenses, Fiscal Year ending March 31, 2018

Accounting/professional services	\$10,399
Donations/gifts	\$5,121
Member events	\$57,934
Other operating expenses	\$19,754
Phone/computer/website	\$10,013
Publications	\$37,538
Rent/electric	\$15,446
Salary/benefits/taxes	\$188,027
Travel/seminars/meetings	\$16,846
Total Expenses	\$361,078

Net ordinary income **\$28,133**

**unaudited and unreviewed financial statement*

CCMS PAC Report

The CCMS Political Action Committee (PAC) helps fund local and state candidates who are physician and patient friendly. CCMS members and spouses are encouraged to contribute to make an impact on elections in Collier County and Florida.

Your PAC had \$2,350 in contributions for the 2017-18 fiscal year and \$4,000 in expenditures, with an end-of-year bank balance of \$4,969. The PAC board made contributions to the incumbents representing Collier County's districts at the State Legislature: \$1,000 to Senator Kathleen Passidomo; \$500 each to Representatives Bob Rommel and Byron Donalds. The board also gave \$1,000 to incumbent State Senator Dana Young, Chair of the Health Policy Committee, and \$1,000 to the Florida Republican Senatorial Campaign Committee at a fundraiser organized by incoming Senate President Bill Galvano and Senator Passidomo.

We are seeking contributions from CCMS members and spouses for the many contested 2018 elections, which include the Florida gubernatorial primary and general races. The suggested contribution is \$100. Contact CCMS or visit ccmsonline.org/membership to contribute.

Note: to vote in the 2018 Florida Primary Elections (August 28th), you must be registered to vote in that primary's party by July 20th.

If you have questions about voting, the PAC, or its endorsements, contact any of the PAC Board: Dr. Rolando Rivera – Chair/Treasurer, Dr. Mitchell Zeitler, Dr. Julian Javier, Dr. Catherine Kowal, or April Donahue at CCMS. Thank you to all our PAC contributors and future contributors.

Thank You to 2017-2018 Committees

FMA Delegates

Dr. Catherine Kowal, Chair
Dr. Jose Baez
Dr. Rebekah Bernard
Dr. Cesar De Leon
Dr. Fritz Lemoine
Dr. Alejandro Perez-Trepichio
Dr. Rebecca Smith
Dr. Gary Swain
Dr. George Brinnig (alternate delegate)
Dr. Corey Howard (FMA Speaker and AMA Delegate)

Grievances

Dr. Richard Pagliara, Chair
Dr. Alan Galbut
Dr. Wendy Humphrey
Dr. Shawn Khan
Dr. David Wilkinson

Health Insurance Co-Op

Dr. Pavan Anand
Julie Guerra
Joan Koop
Dr. Eric Hochman
Dr. James Lim
Dr. Raymond Phillips
Jim Talano

Legislative

Dr. Mitchell Zeitler, Chair
Dr. Shawn Khan
Dr. Fritz Lemoine
Dr. Alejandro Perez-Trepicho
Dr. James Talano
Dr. Kathleen Wilson

Membership

Dr. Jose Baez, Chair
Dr. Caroline Cederquist
Dr. Rafael Haciski
Dr. Paul Jones

Membership (continued)

Dr. Stephen Schwartz
Dr. James Talano
Dr. Jorge Valle

Nominating

Dr. Richard Pagliara, Chair
Dr. Caroline Cederquist
Dr. Cesar De Leon
Dr. Rafael Haciski
Dr. David Wilkinson

Physician Wellness

Dr. Rebekah Bernard
Dr. Amy Chappell
Dr. Jeffrey Fabacher
Dr. Corey Howard
Dr. Paul Jones
Dr. Catherine Kowal

Programs Committee

Dr. Rebecca Smith - Chair
Dr. Rebekah Bernard
Dr. Gary Swain
Dr. Marilyn Varcoe
Dr. Mitchell Zeitler

Social Media /

Online Communications

Dr. Rebekah Bernard – Chair
Dr. Rafael Haciski
Dr. Cristina Scivolino-Day

Women's Health Forum

Dr. Catherine Kowal, Chair
Dr. Lisa Aenlle-Matusz
Dr. Caroline Cederquist
Dr. Rafael Haciski
Dr. Rebecca Smith
Dr. Margaret Taha
Dr. Marilyn Varcoe

To join a committee, email april@ccmsonline.org



Collier County Medical Society
1148 Goodlette Road North, Naples, FL 34102
(239) 435-7727 • fax: (239) 435-7790
info@ccmsonline.org • www.ccmsonline.org

2018 CCMS Physician of the Year Address

James V. Talano, M.D., CCMS Physician of the Year

[Adapted from Dr. Talano's acceptance speech, May 19th]



Dr. Paul Jones, Dr. James Talano, and Dr. Sajjan Rao

I am humbled and honored in being selected to receive the CCMS Physician of the Year Award. My efforts with the Medical Society have been focused on better enabling our physician members to practice high quality medicine, unencumbered by organizational, institutional, or government influence.

I came to Southwest Florida after having a wonderful career as a professional academic. I was an associate professor at Loyola University School of Medicine, Associate

Chief of Cardiology and Knight Professor of Medicine at Northwestern University Medical School, and Chairman of Division of Cardiology and Lassen Professor at the Tulane University Medical School.

As an academic we were protected from external and internal impediments, restrictions, and limitations to practicing good medicine. When I arrived in Naples, I realized that this was not the modus operandi of institutional medicine. My displeasure with the method in which professionals were treated led me to seek out an organization that supported physicians and spoke out for their professional well-being. CCMS was and is that organization.

Through our Medical Society we have made great strides in assisting and supporting physicians through education, well-being seminars, physician burnout efforts, financial and legal guidance, and social interactions. My efforts with CCMS have been focused on better enabling our physician members to practice high quality medicine, unencumbered by organizational, institutional, or government pressures.

The Seven Lessons I have learned of being a good physician over my years of practice are:

1. Be Respectful and Compassionate of your patient.
2. Let patients talk, and Listen, Listen, Listen.
3. Be comprehensive in evaluating patients and use clinical evidence as a tool, not a determinant of practice. And for God's sake, do not forget to lay a stethoscope on their chest!
4. Be honest but direct with your patient. Tell them as it is but tell them carefully and softly.
5. Explain the patient's findings, diagnosis, and treatment to them in simple terms.
6. Always go to science and embrace the power of information and communication technologies.
7. Provide a clear direction and pathway for your patients in treating them and promoting their health, and **above all be a proactive advocate for your patients.**

Dr. Larry Casalino of Weill Cornell Medical College, Chief of the Division of Health Policy and Economics in the Department of Healthcare Policy and Research, stated in the article "What Does It Mean to Be a Good Physician Today?" from NEJM Catalyst, "I think the core characteristics of what it means to be a good physician will never change, and that means taking responsibility for your patient, really feeling that you are responsible for what happens to your patient, and not pointing fingers at someone else if something goes wrong. I think it's important to develop and to maintain the necessary skills, so you need to be technically good as a physician and stay that way. And it's critical, I think, to listen to people, and to be empathetic, and to really care about them."

I enjoy my work as a practicing physician taking care of patients.

I enjoy being a teacher of medical students, residents, nurses, and other health professionals.

I enjoy helping physicians recognize and develop their leadership talents.

I enjoy being a leader in our medical community and helping influence other physicians in the practice of good medicine.

I just enjoy being a physician!

As Physicians, not just providers of care, we must continue to work together as a respected voice to best serve the healthcare needs of our community. CCMS is that voice. We as physicians must speak out and join the debate that is changing and influencing our practice of medicine. We must get into the game and pitch! Standing on the sidelines is not an option anymore; we cannot allow governmental, institutional, and regulatory bodies to make decisions on the evolution of medicine without our strong and educated input.

Finally, we as doctors have to lead a balanced life and care for ourselves and our families as well as for others. In sum, we want doctors to be happy and healthy, caring and competent, and good travel companions for our families through the journey we call life.

Unfortunately, we do not have a magic lamp, and there is no genie. We must use our own skills and endeavors to make the good doctors we want and need. **It is an awesome responsibility.**

I want to close with a quote from William Osler, Physician in Chief Medicine at John Hopkins School of Medicine, "The practice of medicine is an art, not a trade; a calling, not a business; a calling in which your heart will be exercised equally with your head. Often the best part of your work will have nothing to do with potions and powders, but with the exercise of an influence of the strong upon the weak, of the righteous upon the wicked, of the wise upon the foolish."

I thank the CCMS for this prestigious and outstanding award. I thank you as members in supporting your Society.

Circle of Friends – A Program of Preferred Vendors

CCMS Circle of Friends program is open to businesses that can offer our members benefits and discounts. We encourage you to speak with these businesses that have been selected by CCMS for their outstanding services and products.



Premier Circle of Friends:
Markham Norton Mosteller Wright & Company

Certified Public Accountants / Consultants

Contact: Karen Mosteller, CPA, CHBC
Business Type: Certified Public Accountants & Business Consultants
239-261-5554 / Fax: 239-433-2824
KMosteller@markham-norton.com / markham-norton.com
Markham Norton Mosteller Wright & Company specializes in tax, accounting and business consulting services for Physicians and Health Care providers. Serving Southwest Florida since 1979, our experienced team can improve your profits and sharpen your competitive edge with a variety of services related to practice operations, strategic planning, human resources, tax planning and accounting services. CCMS members receive a complimentary assessment and 10% off 1st personal tax return.



BankUnited
Contact: Lisa Portnoy

Business Type: Banking
Phone: 239-233-3747 / Fax: 239-596-9175
lportnoy@bankunited.com / bankunited.com
BankUnited has more than \$35 billion in assets and more than 100 branch locations and focuses on the financial needs of growing companies and their executives, consumers, and commercial and middle-market businesses in Florida and New York. The bank offers a broad range of online services, treasury management tools for businesses, and traditional depository and lending products. CCMS members receive preferred rates on lending/borrowing and deposit accounts.



Biowaste Medical
Contact: Lorena Nunez
Business Type: Biomedical/Pharmaceutical Waste Disposal
Phone: 239-595-0442 / Fax: 239-249-9212

info@biowastemedical.com / biowastemedical.com
Biowaste Medical is a leading provider of biomedical and pharmaceutical waste collection and disposal services in the state of Florida. They are headquartered in Naples and have been in business for the past 4 years. Biowaste Medical services a range of medical facilities, including, but not limited to: hospitals, doctor and dentist offices, laboratories, and clinics. All CCMS members will receive a 20% discount from their current vendor's bill plus 3 free months.



Capital Preservation Services
Contact: John Plocharczyk
Business Type: Tax Planning

Phone: 239-592-0067
John@cpsllcms.com / cpsllcms.com
Capital Preservation Services provides high-earning, self-employed medical professionals with an income tax plan that is strategically aligned with the tax code, which places you in a position to be efficiently structured to legally reduce your tax liability. All eligible CCMS Members will receive a 10% discount on their consulting fees.



First Citizens Bank
Contact: Pam Blackwell

Business Type: Banking
239- 659-2827 / Fax: 239-262-0907
pamela.blackwell@firstcitizens.com / firstcitizens.com
First Citizens Bank is dedicated to building long-lasting relationships with individuals, small-to-mid-sized businesses, and professionals. Our associates have developed a strong expertise in meeting the financial needs of the medical community. Please contact us to learn more about our great rates, our customized approach to client service, and our comprehensive array of financial products. We would love to earn your business!



Leading Edge Benefit Advisors
Contact: Kerri Sisson
Business Type: Employee Benefits

239-433-4471 / Fax: 239-433-1565
kerri.sisson@le-advisors.com / lebenefitadvisors.com
Leading Edge Benefit Advisors has served the Naples area for more than 33 years, providing employee benefit and compensation solutions to local businesses. Through their partnership with CCMS, Leading Edge can offer an industry specific, multiple employer welfare arrangement ("MEWA"), allowing CCMS member private practices the benefit of large group medical insurance with Florida Blue for themselves, their staff, and families. Also available for member practices is an ancillary services store with complimentary Employee Assistance Program.



Medline Industries, Inc.
Contact: Joshua Clark
Business Type: Healthcare Supplies
800-633-5463 / Fax: 866-331-3150

jclark@medline.com / medline.com
Medline is the largest privately held manufacturer and distributor of healthcare supplies in the United States, providing more than 350,000 products that serve the entire continuum of care. Medline is a manufacturer direct source of medical equipment & supplies, education (CEUs) and product & sales support. CCMS members receive a minimum of 10% savings in aggregate and standard freight waived for 1 year.



Meridian Financial Group

Contact: Dan Shannon
Business Type: Business Consulting
239-690-9820 / Fax: 239-690-9821

dan@mfgflorida.com / mfgflorida.com

We are a boutique financial services firm specializing in working with physicians in the areas of asset protection planning, wealth management and wealth transfer. Through our team of experienced advisors, and our strategic alliances with professionals from other industries, we can deliver customized solutions for our clients. Meridian Financial Group is excited to partner with M Financial in offering innovative financial solutions to the ultra-affluent and corporate markets.



Mutual of Omaha Bank

Mutual of Omaha Bank

Contact: Melissa Davidson
Business Type: Banking
239-687-5239 / Fax: 239-687-5250

melissa.davidson@mutualofomahabank.com /
mutualofomahabank.com

Mutual of Omaha Bank is a full service financial institution that offers a variety of products and services. We are a relationship bank that focuses on building lasting relationships to meet our clients' needs and provide exceptional customer service. CCMS members receive discounts on merchant services, mutual benefit employee free checking, fast app business line of credit, and home equity.



Porter Wright

Contact: Joshua Bialek
Business Type: Law Firm

239-593-2962 / Fax: 239-593-2990

jbialek@porterwright.com / porterwright.com

Porter Wright works with health care businesses and providers to solve complex legal problems, stay in compliance with regulatory obligations, and take advantage of growth opportunities. From labor and employment law to business law to litigation, our attorneys help health care clients achieve their goals. We are proud to have been members of the Preferred vendors program since 2001.



Slepcevich Financial Group, LLC

Contact: William Slepcevich
Business Type: Professionals Wealth Management
239-435-9433 / Fax: 239-435-0104
Bill@sfgnaples.com / sfgnaples.com

SFG LLC is showing our clients how they can retire comfortably on at least 50% less in assets than they originally thought. We do that by using strategies the tax codes allows us to utilize that have been in the code since 1913 that the majority of the population knows little to nothing about. Complimentary first year retirement analysis, insurance audit, or business audit.



The Doctors Company

Contact: Shelly Hakes
Business Type: Medical Malpractice Liability Insurance
800-741-3742, ext 3294 / Fax: 888-723-7177
shakes@thedoctors.com / thedoctors.com

The Doctors Company is fiercely committed to defending, protecting, and rewarding the practice of good medicine. With 75,000 members, we are the nation's largest physician-owned medical malpractice insurer. Visit www.thedoctors.com. CCMS members receive a 5% discount on liability premium.



WBN Marketing LLC

Contact: Nella DeCesare
Business Type: Marketing & Web Design

239-919-0933 / Fax: 239-244-8344

nella@wbn-marketing.com / wbn-marketing.com

Naples-based, WBN Marketing is a full-service marketing company and leading area provider of website development/search engine marketing. WBN offers expert marketing and branding knowledge for several local core industries, including the medical industry. CCMS members receive 10-20% discount depending on services provided.

Additional vendor discounts for CCMS members

(see ccmsonline.org/preferred-vendors)

- ❖ Greater Naples Chamber of Commerce
- ❖ HIPAA Secure Now!
- ❖ Legal Shield / ID Shield
- ❖ Lutgert Insurance / Comp Options
- ❖ Naples Network Services
- ❖ Testimonial Tree
- ❖ The Print Shop



For information on becoming a Circle of Friends vendor, download our information packet at ccmsonline.org/preferred-vendors or call CCMS at 239-435-7727.

Disaster Preparedness for Your Medical Practice

Julie Brightwell, JD, RN, Director, Healthcare System Patient Safety, Department of Patient Safety and Risk Management, The Doctors Company



situation?

Recent fires, hurricanes, and floods nationwide have highlighted the importance of planning for disasters. Wildfires in California forced several physicians to quickly relocate their practices—some permanently—and to move scheduled procedures to different facilities. Hurricane and flood damage in Texas and Florida left practices without power for days or even weeks. Is your practice prepared for this type of

A disaster can overwhelm a medical practice, with damage that can include shattered windows, flood debris, power outages, disrupted telephone systems, computer and system outages, unsafe drinking water, destroyed medical records, medication exposure to temperature and humidity extremes, contaminated instruments, and building structure failure.

Disaster preparedness requires a continuous cycle of planning, organizing, training, equipping, rehearsing, and evaluating. Physicians are critical participants in disaster preparedness, ensuring that patient care and critical services are not interrupted—especially for at-risk individuals who may have special medical needs.

Plan Ahead Now

Before the next disaster strikes, make sure your practice has a plan in place. A checklist, ordered by priority and customized to specific types of disasters, can provide the framework for a comprehensive plan. The checklist should include these elements:

- A full-circle call tree that outlines who contacts whom.
- Instructions for setting up instant messaging technology that enables staff to communicate without a wireless network or cellular data connection.
- Instructions for securing records of patients undergoing diagnostic testing and a list of outstanding diagnostic studies.
- Guidelines for maintaining Health Insurance Portability and Accountability Act (HIPAA) compliance. Although the HIPAA Privacy Rule is not suspended during a natural disaster or other emergency, the Secretary of Health and Human Services may waive certain provisions of the Privacy Rule.
- A Certificate of Insurance for your medical malpractice coverage, or instructions for contacting your agent or insurer directly to obtain proof of coverage. This document will be necessary if you are forced to temporarily relocate your practice or procedures.
- Verification that home health agencies caring for your patients have plans in place to provide adequate services in a disaster.

- Steps to follow upon returning from evacuation.

When Disaster Strikes

Planning today makes accomplishing the following tasks more feasible during a disaster:

Communication

- Contact staff immediately to determine realistic return-to-work time frames.
- Notify external vendors and business associates of your practice interruption and targeted resumption of operation.
- Implement staff briefings at the beginning and end of each day.
- Create temporary phone, fax, and answering services.
- Establish patient telephone triage.
- Implement temporary controls to ensure HIPAA compliance.

Computers and systems

- Contact computer service vendors to ensure integrity and recovery.
- Verify insurance coverage for repair or replacement costs and losses.
- Evaluate applicable warranties and consider an information technology restoration service contract.
- Inventory and document hardware and software.
- Document the type and extent of both lost electronic and paper data.
- Ensure data back-up and periodically test compliance.
- Reestablish filing systems and internal programs.

Medical records

- Determine the extent of damage to, or loss of, patient records and filing systems.
- Attempt to restore all damaged charts and document inventory findings.
- Notify the state medical board for specific guidance pertaining to lost or damaged records.
- Document all efforts to restore and protect existing records.
- Reconstruct lost charts at the next patient encounter.
- Contact your insurance carrier for restorative services and/or claim procedures.
- Reestablish a filing system and temporary storage if necessary.
- Obtain legal guidance for patient notification during recovery efforts.
- Contemporaneously date and initial all late entries and duplicate information in context of recovery efforts.

In addition, create an inventory of all equipment and medications that may have been exposed to water or extremes in temperature. Repair, replace, or discard damaged items appropriately.

Once your plan is in place, regularly reevaluate its steps and update all contact information. Practice and rehearse the plan's protocols. An effective disaster preparedness plan will help keep your practice focused on delivering care during an emergency.

ATTRACT MORE PATIENTS. DRIVE REVENUE. EMPOWER LIVES.



In our local market, healthcare organizations expect powerful patient growth, stronger community engagement and higher inbound referrals. What ties them together? WBN Marketing's Healthcare Digital Services. Get a competitive edge that will allow you to attract new patients, gather analytical insights, and expand market share.

- ✓ Website Development
- ✓ Search Engine Marketing/Social Media
- ✓ Online Payment Solutions
- ✓ Branding/Strategic Planning

Today's Rapidly Evolving Healthcare Ecosystem

- 52% of mobile users turn to their smartphone to look up health information.
- 77% of users looking for health information online begin with a search engine, such as Google.
- 26% of consumers seeking health information online read about or watch a video of someone experiencing a health or medical issue.
- 47% of patients are open to going out-of-network for a provider if the provider has better reviews than in-network providers.

Source: getreferralm.com

Your complimentary evaluation is just a phone call away.



239.592.0060 | wbn-marketing.com
info@wbn-marketing.com
6214 Trail Blvd. | Naples, FL 34108

Markham Norton Mosteller Wright & Company, P.A.
Certified Public Accountants / Consultants

DOES YOUR PRACTICE **STAND OUT** FROM THE CROWD?



A successful practice takes commitment, hard work, and making sure you surround yourself with people who share your passion for success!

**WE ARE THOSE PEOPLE!
WE ARE YOUR TRUSTED ADVISOR**

Fort Myers | Naples | 239.261.5554
www.markham-norton.com



PHYSICIANS

WILL BE **IMPACTED**
BY THE NEW **TAX CODE**

WHAT HAVE YOU DONE TO PREPARE?



If you are making more than \$400,000
WE MAY BE ABLE TO LEGALLY REDUCE
YOUR EFFECTIVE TAX RATE

BELOW 20%

CAPITAL PRESERVATION SERVICES

NO RISK ASSESSMENT OF YOUR TAX SITUATION

3901 Radio Road Suite 102, Naples, Florida 34104 • nap@cpb.com • 239-263-1296

CCMS Women Physicians Wellness Social
 CCMS After 5 Socials
 CCMS Annual Meeting



Dr. Debra Shepard, Dr. Cyndi Yag-Howard, and Dr. Wendy Humphrey



Dr. Maria Pachori, Dr. Laurie Troup, and Dr. Tami Kuhlman



Tina Braungardt, Dr. Janet Polito, and Dr. Kathryn Tapper



Dr. Edward Danehy, Dr. Daniel Masvidal, Dr. Deborah Houk, and Dr. Ryan Houk



Dr. Richard Beatty, Dr. Christina Kabbash, and David Rusate



Dr. Jennifer Foley and Dr. Louis Foley



Dr. Jon Berlie, Dr. James Talano, Dr. Marilyn Varcoe, and Dr. Rafael Haciski



Dr. Shawn Carter, Dr. Jeffrey Eisenstein, and Dr. Theresa Vensel



Dr. Sajan Rao, Dr. Shona Velamakanni, Jacqueline Balandra, and Dr. Arturo Balandra



Dr. Maria Del Rio-Giles, Dr. Caroline Cederquist, and Dr. Nena Korunda



Dr. Shuneui Chun and Dr. Debra Bailey



Marian Phillips and Dr. Raymond Phillips

The Foundation of Collier County Medical Society presents

Docs & Duffers 2018

5th Anniversary Charity Golf Tournament/Raffle benefiting scholarships for future medical professionals and funding for local healthcare programs in need

Saturday, October 6, 8am-2:30pm

(non-golfers purchasing raffle tickets need not be present to win)

Bonita Bay Club Naples

3700 Wildwood Blvd, Naples, FL 34120

This event is open to the public!

Register at ccmsfoundation.org

or call (239) 435-7727 or email info@ccmsonline.org

Sponsors

from \$550 - \$4000

Golfers

\$175/person, \$650/foursome

Raffle Tix

\$50/Premier, \$25/Standard

Highlights

8:00am: Registration & Refreshments

8:45am: Shotgun Start, Scramble Format

1:15pm: Luncheon & Awards

Goodie Bags, Hosted Beverages, Hole Contests, and more!

Ace Sponsor:



NAPLES HEART RHYTHM SPECIALISTS, P.A.
PROVIDING CONSULTATIVE CARDIAC ELECTROPHYSIOLOGY



Catherine Kowal, M.D. PA The Lascheid Family Presstige Printing

THE FORUM

Cesar De Leon, D.O., Editor
Rebekah Bernard, M.D., Associate Editor
1148 Goodlette Road North
Naples, Florida 34102
Ph. 239-435-7727
Fax 239-435-7790
E-mail info@ccmsonline.org
www.ccmsonline.org

PRSRT STD
US POSTAGE
PAID
FT MYERS FL
PERMIT 569



Need more info on Florida's
new opioid law?

Visit ccmsonline.org/resources

Now Serving North Naples At Our New Location!

 **Radiology Regional Center**
radiologyregional.com

Located at 1875 Veterans Park Drive
(Between I75 & US41)

**Our new 10,000 square foot
multi-modality facility includes:**

- › New state-of-the-art Skyra 3T MRI
- › 64 Slice CT
- › 3D Mammography
- › Ultrasound and X-ray
- › Biopsies performed on-site



On-site Specialty Trained Radiologists



Dr. Danehy



Dr. Pagliara



Dr. Stanfill



Dr. Taha



Dr. Groat



Dr. Theobald



Dr. Vensel



Dr. Vensel



Dr. Hamilton