

M^DConnections

Excellence in Health Care

Winter 2008

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The CFPA is a network of 200+ highly trained physicians dedicated to the medical needs of your family.

Our Mission:

To promote high-quality, innovative and patient-focused healthcare.

Our Pledge:

To provide quality medical care with promptness, concern, and compassion.

From the President

Dear Colleagues:

I am pleased to present you with our newly redesigned CFPA newsletter!



Peter Alvarez, M.D.
President

As you can see, we've remodeled quite a bit these past few months. We are now the largest physician network in Polk County. As of December, 2007, we are well over 200 members strong! With this growth in membership comes added bonuses. As an expanded IPA machine we can move forward quicker on strategic issues, new opportunities, and increased member benefits.

Current CFPA initiatives include expansion beyond Polk County's borders, specifically Highlands, Hardee and Osceola Counties. If you have colleagues in those counties please be sure to inform them about our membership and the benefits associated with the CFPA. Not only do we have group contracts with 17 insurance companies with multiple product lines, we also have single-signature signing authority. This means less administrative burden on your office, thereby increasing your profit margin. Additionally, the CFPA has delegated credentialing, so all those forms are completed by CFPA staff. The benefits are endless. Discounts on products and services you already use, such as collections companies, insurance needs, cell phones, IT-VOIP and answering services. But most importantly, caring, real people you can call **directly** when you have questions about contracts or reimbursement.

So again, I welcome you to the CFPA. I thank you for your continual support, and encourage you to help us grow as we focus on **Excellence in Health Care** for Central Florida's residents!

Best Regards, **Peter Alvarez, M.D.**

What is "Hope?"

Hope Hospice has been serving Florida for more than two decades. However, not everyone in the community knows about accessing end-of-life care and the many other services Hope provides.

Hope Hospice care allows patients and their families to experience the final stage of life together, in the setting most comfortable for them.

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Central Florida Physicians Alliance
Excellence in Health Care

From the Executive Director

Let me take this opportunity to introduce myself to you. I am the new Executive Director of the Alliance, joining in April, 2007. I am very excited about this new opportunity and look forward to personally meeting all of our members.



Susan M. Alach-Earl
Executive Director

It's been a very busy year! The CFPA office relocated just before I joined. As such, we've updated our infrastructure to be HIPAA compliant. In 2007, our office added four additional insurance contracts, and we are currently renegotiating two older contracts. We are also expanding and adding a UR Nurse on staff in early 2008 to work with us on the MD Medicare Choice contract.

As always we are continuing to actively recruit new members, so please remember to refer your friends and colleagues. In 2008, our goal is to reach 250 physicians! As you know, CFPA negotiates on behalf of its members. As such, the CFPA is your organization. We work for you. So if there is anything that we can help you with, please do not hesitate to call.

Best Wishes,
Susan M. Alach-Earl, MPH

News YOU CAN USE!

Dr. Scott Klein is pleased to announce he has opened his new private **Ophthalmology** practice in Winter Haven. Prior to this he was with the Eye Specialists of Mid-Florida for nine years. He is happy to remain in Winter Haven and continue to care for his patients. His office is located at 122 E. Central Avenue, Winter Haven, 33880. Phone: 863-294-2332

Lakeland OB/GYN is expanding the Midwife practice. The group has recently recruited a 7th midwife starting in January 2008, and their 6th Ob/Gyn to start in July. The Lakeland OB/GYN office has also begun performing in-office Essure procedure. Lakeland OB/GYN, P.A. is located at 1733 Lakeland Hills Blvd., Lakeland, 33805. Phone: 863-688-1528.

Dr. Mark Goodwin is pleased to announce the opening of his new **Orthopaedic** office located at 1301 Grasslands Blvd., Lakeland, 33803. Phone: 863-688-8401.

Dr. Youssef Ghaly is pleased to announce the opening of his new office **St. Lukes Regional Health Care**. His office is located at 145 Horizon Court, Lakeland, 33813. Phone: 863-644-9800.

Continued on page 3.



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Behavioral Health Professionals

BHP Is Now Accepting Referrals

BHP is comprised of Central Florida Physicians
Alliance Board Certified
General, Child and Adolescent Psychiatrists

Patients can be seen on Thursday afternoons from 1 to 5 PM

Patient referrals may be made directly by calling the CFPA
office at 863-647-0900

This office is strictly fee-for-service at this time.
Patients will receive a super-bill which they may file with
their insurance company for reimbursement.

BHP is located at
4951 Southfork Drive
Lakeland, Florida
1 block west of Florida Avenue off Pipkin Road

(863) 577-2625 Phone • (863) 647-0966 Fax
4951 Southfork Drive Lakeland, FL 33813

Dr. Pedro Ruiz recently hosted an Open House at his new office **Adult Primary Care**, and to welcome two new physicians joining his staff, Drs Dario Cardona and Jose Acuna. Adult Primary Care is located at 4740 Exploration Ave., Lakeland, 33813. Phone: 863-666-9020.

Karr Foot Kare, PA, has recently added **Dr. David W. Gergen** as a new podiatrist with their group. Karr Foot Kare is located at 5421 South Florida Ave., Lakeland 33813. Phone: 863-646-5960.

Dr. Ponnayolu Reddy has expanded and has opened **Specialty Orthopedic Associates, PL**. Dr. Reddy has three locations, Lakeland, Lake Wales and Winter Haven. Phone: 863-676-9523.

Clark & Daughtrey Medical Group is pleased to welcome **Dr. Eduardo Moreno, Urologist**, to the medical group. His arrival starts C & D's new urology program located at the Southgate campus on South Florida Avenue in Lakeland. Phone: 863-284-5997. Also in May 2007, C & D celebrated the opening of its \$11 million, 45,000-square-foot medical office building also located on South Florida Avenue. This building houses a full-service Radiology Department with a 64-slice CT, MRI, and PET/CT. C & D also welcomes **Dr. Maria Orozco** on staff, C & D's 50th medical provider.

Dr. Perwaiz Rahim has expanded **The Central Florida Sleep Diagnosis and Treatment Centers**. There are three locations, Plant City, Winter Haven, and Lakeland. Phone: 863-534-3707.

The **CFPA** recently sponsored a hole at the **Mission Possible Golf Tournament**. This annual charity golf tournament held at Lake Ashton Golf and Country Club provides funding to provide housing and food for men dealing with addiction and life management difficulties. For more information on Mission Possible contact Mike Blasing at 863-521-8622.

The CFPA is proud to introduce our new members for 2007!

- Vincent Carifi, MD
Breast Surgery
- Taha Dias, MD
Internal Medicine
- Thane Htun, MD
Pulmonary
- Mohammad Ibrahim, MD
Hospitalist
- Oji Joseph, MD
Cardiology
- Srinath Kosanam, MD
Internal Medicine
- Youssef Ghaly, MD
Family Practice
- Magdalena Misiurek, MD
Internal Medicine
- James Booker, IV, MD
Gynecology
- Monte Sichelman, MD
Ophthalmology
- Juan Bravo, MD
Wound Care Management
- Reginald Allen, MD
Urology

- Anthony Rotelli, MD
Urology
- Alexei Moraczewski, MD
Ophthalmology
- Marvin Odoro, MD
Podiatry
- Reed Shankwiler, MD
Radiology
- Kyaw Latt, MD
Internal Medicine
- Roy Braunstein, MD
Ophthalmology
- Edgar Martorell, MD
Rheumatology
- Vera Saprounova, MD
Internal Medicine
- Jean Desgranges, MD
Internal Medicine
- Steven Granger, MD
OB/GYN
- Alexander Mbakwem, MD
Internal Medicine
- Dario Cardona, MD
Internal Medicine

- Maria Orozco, MD
Family Practice
- Diana Mimms, MD
Child / Adult Psychiatry
- Tanveer Chaudhry, MD
Psychiatry
- Maulik Trivedi, MD
Child / Adult Psychiatry
- Michael Gallina, MD
Podiatry
- Steve Blicblum, MD
Pain Management

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CFPA
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Obstructive Sleep Apnea Syndrome (OSAS)

More than 100 million Americans of all ages regularly fail to get a good night's sleep. This number is more than one-third of the U.S. population. At least 84 disorders of sleeping and waking lead to a lowered quality of life and reduced personal health. Some sleep disorders can be life-threatening.

Loud snoring can be a sign of something seriously wrong with patient breathing during one-third of their life. Organ systems can be stressed every day during sleep.

An estimated 10% to 30% of adults snore. For 5%, extremely loud nightly snoring is the first indication of a potentially life-threatening disorder: obstructive sleep apnea syndrome (OSAS).

Warning signs of OSAS:

- Loud snoring. The snoring may be so loud that it rivals a jackhammer and can be heard rooms away.
- A pattern of snoring interrupted by pauses, then gasps, reveals the sleeper's breathing stops and restarts.
- Falling asleep at inappropriate times, such as at work, at the movies, or while driving.
- Trouble concentrating, forgetfulness, irritability, depression, or loss of interest in sex. Men may complain of impotence and women may have menstrual irregularities.
- Headaches or nausea upon awakening.
- Frequent nighttime urination or even bedwetting.

Alcohol, sleeping pills, and tranquilizers taken at bedtime also reduce muscle tone and can make the throat more likely to collapse. Some people with OSAS may actually have more disturbed sleep when they take a sleeping pill.

OSAS most often strikes overweight men. A different throat structure or levels of hormones may protect women. In later years, the gap between the sexes narrows, although it never disappears completely.

Some consequences of untreated OSAS:

- Hypertension (high blood pressure)
- Myocardial infarction (heart attack)
- Stroke
- Depression

Treatment of OSAS usually reverses these symptoms, and may help or prevent consequences such as high blood pressure. In many cases, the benefits of treatment are felt quickly after treatment begins.

General treatment measures:

- Normalize weight.
- Avoid alcohol within four hours of bedtime.
- Avoid sleeping pills.
- Take all drugs with care. Medications prescribed for headaches, anxiety, and other common problems can affect sleep and breathing.
- Sleep lying on your side or stomach.
- Medications to relieve congestion of the nose may be helpful in reducing snoring and the likelihood of OSAS episodes.

3003 South Florida Avenue • Suite 203 • Lakeland • Florida • 33803 • 863-688-2700 • 863-688-8240 Fax

“A Central Florida Physicians Alliance Lab”

What is "Hope?" Continued from page 1.

Hope Hospice treats the person, instead of the disease; focuses on the family in addition to the individual; and emphasizes the quality of life, instead of its duration. The Hope Care Team includes physicians, nurses, pharmacists, social workers, personal care specialists, specially trained volunteers, chaplains, homemakers, and bereavement counselors as needed to care for the individual needs of each person and family. The Team also includes an array of professional therapists, providing special forms of care that is not available from all hospices. Those services include massage therapy, music therapy, art therapy, aromatherapy and pet therapy.

Who is eligible for Hope Hospice care?

A person is eligible for Hope Hospice care after being certified by a physician as having a life-limiting illness. Although many patients have conditions related to cancer, many have other diagnoses including heart and lung disease, stroke, AIDS, and neurological disorders such as Alzheimer's disease and Lou Gehrig's disease.

Who Pays for Hope Hospice Care?

Hope is a not-for-profit health care agency serving people of all ages. Services are covered by Medicare, Medicaid and many insurances. Hope provides services regardless of a patient's ability to pay. We rely on grants and community support to fund services for patients with little or no insurance.

What other services are available?

Hope goes beyond the traditional boundaries of hospice care. Pathways of Hope Center offers grief and loss counseling. Rainbow Trails Bereavement Camp for children helps youngsters to cope with the loss of a loved one.

Hope Hospice is a not-for-profit, 501 (c)(3) status community-based health care agency, providing a variety of services to all people with complex needs related to transitions, loss and end of life. Hope Hospice serves Hardee, Highlands and Polk counties. For more information: www.hopehospice.org; (863) 688-4715 or (866) 867-3008.

Shopping for a new Medicare health plan?

Are these items on your list?

- ✓ Low monthly plan premium
- ✓ Medicare Part D prescription drug coverage included
- ✓ RightSourcesm mail-order pharmacy
 - Save even more on prescriptions
- ✓ Preventive services such as immunization, mammography and prostate screening exams
- ✓ SilverSneakers[®] Fitness or SilverSneakers[®] Steps Program - may include fitness center membership
- ✓ Smoking cessation program
- ✓ Routine dental and vision
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Hope Hospice in Polk County

When someone you love is facing a life limiting illness you want the best care and support available.

Hope Hospice is here for you. By providing exceptional care and services, we support the patient, caregiver and family. Care is provided in the home, nursing home or assisted living facility.

We're here to help when it matters the most.



Lakeland Office
1525 Lakeland Hills Blvd.
Lakeland, FL 33805
(863) 688-4715
(800) 835-1673
www.hopehospice.org


Hope Hospice
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