

# *Meet your Physician*



From prescribing medications we need to live to providing a hand to hold when things get tough, our physicians often become like a member of the family. Here, you'll meet area practitioners who are leaders in their field, taking extensive steps to make sure you look and feel your best.

# LERNERCOHEN HEALTHCARE



## HEALTH AT YOUR FINGERTIPS

Welcome to the new world of concierge medicine, where doctors take a comprehensive approach to your care and craft a personalized program to keep you healthy. At LernerCohen Healthcare, Dr. Brad Lerner, Dr. Louis Cohen and Dr. James Cocco are available to their patients 24/7, with same-day appointments more the norm than the exception. Appointments are never rushed, giving patients all the time they need to address their concerns and get all of their questions answered by their physician. “Concierge medical practices are much smaller,” says Dr. Cocco, who had previously spent twelve years in a large primary care group in Sarasota. “My practice at LernerCohen Healthcare is approximately one-tenth the size of my previous traditional primary care practice. I can spend as much time as I need with my patients, and they never feel rushed.” LernerCohen Healthcare also breaks the mold of traditional practices by offering in-house access to a Registered Dietitian, Physical Therapists and an on-site lab. Here in Sarasota, people are striving to stay active and vibrant regardless of their age. “It’s great to have the time to discuss how to improve my patient’s lifestyles so that they can avoid illness, rather than only seeing them when they’re sick,” says Dr. Cocco, adding that “when dealing with complex chronic medical problems such as diabetes and heart disease it is important to remember that physical activity and nutrition are just as important as the medicines we use to control these diseases.” Dr. Cocco also prides himself in being able to take care of his patients should they require hospitalization. “Throughout my career, I have always enjoyed the unique challenges of inpatient medicine, and a concierge-style practice allows me to remain in control of my patients’ care whether in the outpatient setting or in the hospital,” he says. Drs. Lerner, Cohen and Cocco also make themselves available to their patients for house calls when needed, visiting them in their home, nursing home, emergency room, or rehabilitation facility as they recover from surgery or hospitalization. As people continue to search for the perfect balance of quality healthcare and access to their doctor, a relationship with a concierge physician might be just what the doctor ordered.

When it comes to your healthcare, you should have only the best, most attentive experience possible. At LernerCohen Healthcare, we believe the best path to a healthier future starts with a personal approach to patient care. With each visit, you have the full attention of your private doctor, who knows you personally and is committed to delivering benefit-oriented care and advice. From house call visits (when appropriate) by your primary doctor to assistance with specialists and our on-staff Registered Dietitian for customized meal planning, you will always receive the level of service you expect and deserve for a healthy life.

## NALLURI PLASTIC SURGERY



### TRANSFORMATIVE CARE

“I do a lot of things differently,” says plastic surgeon Dr. Raja Nalluri. “I don’t take shortcuts.” Dr. Nalluri’s patients get unequivocal attention, whether it comes in the form of using one vial of Botox solution per individual or only one surgery scheduled per day. Dr. Nalluri’s practice is built on the foundation of his own hands doing the work, from each meticulous stitch to all laser and injection procedures. As such, his specialty is repairing surgeries where the level of attention did not meet his own, taking on secondary work to give the patient the desired results after having surgery elsewhere. With 15 years of experience in the field, Dr. Nalluri is certified by the American Board of Plastic Surgery and has been recognized as a top plastic surgeon by US News & World Report, Castle Connolly, Cosmopolitan magazine, America’s Top Doctors and the International Association of Plastic Surgeons. A Clinical Assistant Professor for the Florida State University School of Medicine, Dr. Nalluri has expertise in the latest technology in the field, from thread-based techniques, to laser procedures and fat aspiration and injection. “Thread-based techniques work well for someone who doesn’t want a full on face lift,” says Dr. Nalluri. “We do the procedure in-office; it takes about 40 minutes, doesn’t require anesthesia and lasts for 12 to 18 months.” In the hands of Dr. Nalluri, you’ll receive the highest quality care with an unparalleled individual attention.

Dr. Raja Nalluri developed his plastic surgery practice from the ground up, enabling him to embody the highest standards of modern plastic surgery. Patient safety and effective results are the cornerstones of his practice. Dr. Nalluri’s credentials reflect a lifetime of dedication to medicine. He trained rigorously under some of the nation’s top plastic surgeons at Case Western Reserve University. Medical licensure, board certification by the American Board of Plastic Surgery, membership in the county medical society and staff privileges at the top local hospitals and several ambulatory surgery centers have followed. Striving for safe and effective results, Dr. Nalluri advises prospective patients to seek a surgeon who is certified by the American Board of Plastic Surgery. “The overwhelming concern in cosmetic surgery is the practice by physicians who are not plastic surgeons. When things go well, patients do not ask questions. Complications in cosmetic surgery, however, do occur and often can be anticipated or prevented.”