

JANUARY 2019

MEDICAL PIONEERS :: SRQ MAGAZINE CREATIVE MARKETING SECTION



# MEDICAL PIONEERS

CARING FOR LIFE

The Gulf Coast is home to some of the most impressive medical care and emerging procedures in medicine. From cancer specialists to orthopaedic care and from aesthetic services to dermatology, the physicians and care providers in the region excel at keeping the community well.



"OUR GOAL IS PROVIDE EACH PATIENT WITH THE UTMOST ATTENTION AND TREAT EVERYONE PROFESSIONALLY AND ALL IN CONFIDENTIALITY."

—DR. BRAD ABRAMS

ABRAMS DERMATOLOGY is celebrating its 20 year anniversary. Brad Abrams DO is an A.O.B.D. Board Certified in Dermatology and Dermatologic Surgery. As a fellow of the American Society of Mohs Surgery, Dr. Abrams specializes in treating skin cancer using the Mohs tissue sparing procedure. Over the years, Dr. Abrams has used his broad knowledge and surgical skills to develop his expertise in the latest aesthetic facial contouring and rejuvenation techniques, and recently was one of the only physicians in Florida to be trained by Dr. Yan Trokel on the YLIFT procedure. Together, Brad Abrams, DO, Sheryl Wilson, Advanced Registered Nurse Practitioner, Therese Sotir, Licensed Medical Aesthetician and his specialized staff, have provided great care from skin care routine, aesthetic and cosmetic treatments to MOHS surgery.

# ABRAMS DERMATOLOGY



## WHAT ARE THE BENEFITS OF CHOOSING ABRAMS DERMATOLOGY?

We strive to deliver quality, innovative medical dermatology and cosmetic treatments in our warm and family-like office. We strive to treat each patient with respect and dignity while ensuring exceptional service from caring and specialized staff who have worked with Dr. Abrams for over 17 years!

**WHY IS DERMATOLOGY IMPORTANT IN THIS AREA?** We live in Florida, and as 1 in 5 Americans will get skin cancer [American Academy of Dermatology] dermatology is important; but most importantly, prevention can save lives. We offer many free skin cancer screenings at our office and other venues during the year as one of our many philanthropic efforts.

## WHAT DOES ABRAMS DERMATOLOGY PRIDE THEMSELVES ON MOST?

Our goal is to provide each patient with the utmost attention and treat everyone professionally and in all confidentiality. Our patients are to receive comprehensive consultations and thorough explanations on recommended treatments in our clean, pleasing and comfortable office. Whenever necessary, patients will be provided with education on their skin condition and a specialized skincare at-home program to care for their skin. We strive to provide a superior level of service to develop long and successful relationships with our patients, and be a place of recommendation to family and friends.



# BHANOT FACIAL PLASTIC SURGERY

**WHAT WOULD YOU SAY IS YOUR SIGNATURE PROCEDURE?** Surgeons spend their entire career pursuing a philosophy and perfecting a signature procedure. My career has been in the pursuit of the perfect facelift. Over fifteen years here in Sarasota, my techniques of facial rejuvenation have evolved. I have arrived at what I believe is the pinnacle of facial rejuvenation with no regard to fleeting fads. This journey is borne of deep anatomic study of aging and facial structure, experience of results of procedures and a study of longevity of changes of these various techniques. These results have been distilled into my new philosophy and technique for facial rejuvenation which is a very rare and unique facelift performed by perhaps 1% of all top facial plastic surgeons. This is the deep plane facelift.

Facelifts come in three varieties. The mini-lifts are pulled and stretched and distort the face. The fascia facelifts (SMAS) are better at the neck and jawline but fail in the midface. Some surgeons compensate for this limitation of the procedure with fat injection. When performed to the extreme it unfortunately distort the facial contour, giving the more plumped appearance that is quite common in Hollywood. The deep plane makes no compromises. It addresses the aging process at the source and repositions the fat pad reestablishing the natural volume distribution in the face. Creating a face that appears younger; not just stretched or plumped. "Dramatic change yet subtle results"

**WHEN IT COMES TO LOOKING MORE YOUTHFUL, WHAT DO YOU THINK IS OVERLOOKED BY PATIENTS?** Living in Florida where conditions are harsh for our skin in terms of UV radiation and sun exposure, proper skin care is paramount in achieving a youthful glow. Sunblock is a necessity here, one most often overlooked. Here at BFPS, Dr. Bhanot will address these concerns and recommend customized skin treatments that improve skin health. At BFPS, we offer a full skincare line formulated specially for our practice and offer four different recommended lines tailored to each patient's individual skin needs.



**"AT BHANOT FACIAL PLASTIC SURGERY, WE DISREGARD THE QUICK EASY PROCEDURES FOR COMPREHENSIVE PROCEDURES THAT TRULY CREATE A NATURAL, RESTED, REJUVENATED LOOK THAT IS SEAMLESS." –DR. SUMEET BHANOT**

DR. SUMEET BHANOT is a double board certified Facial Plastic Surgeon who has been serving the Sarasota area for 15 years. Following a decade at Yale University completing his medical and surgical training in Head and Neck Surgery, he further honed his skills with a fellowship in Facial Plastic and Reconstructive Surgery. Dr. Bhanot, with a reputation for being the top in his field, has been named Top Doc by area physicians for 7 consecutive years and running. He has a passion for and excels in surgery of the aging face (facelift, necklift, eyelid lift, browlift), cosmetic and functional rhinoplasty, and facial reconstructive surgery. Dr. Bhanot also performs the full gamut of noninvasive procedures (fillers, Botox, lasers, peels, etc.). He resides in Sarasota with his wife Kelly and their three children.

**941-966-3223**

BHANOT FACIAL PLASTIC SURGERY  
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# CENTER FOR SIGHT



**WHAT MAKES CENTER FOR SIGHT DIFFERENT?** Center For Sight was established over 30 years ago and I continue to be singularly passionate about delivering unsurpassed surgical results and achieving the goal of “bringing clear vision to life.” Not only do we have a long-standing history in the community, but we have perfected our craft to become one of the leading eye care practices in the nation. Over the years, Center For Sight has expanded to include additional areas of expertise, including cosmetic facial surgery, dermatology, hearing and skin care. These services allow us to wholly care for our patients, giving them the opportunity to attain the highest quality of life possible.

**WHAT ARE THE NEWEST ADVANCEMENTS IN OPHTHALMOLOGY?**

Center For Sight was one of the first practices in Florida to offer our cataract patients the sharpest, clearest vision possible through the use of the new Symphony intraocular lens. The Symphony lens provides cataract patients with clear vision at all distances, without glasses. Although today's intraocular lenses offer superb visual outcomes, the Symphony is the only lens available that is proven to extend the depth of focus at all distances, while minimizing visual side effects associated with cataract surgery, such as glare and halos. 99% of our patients who have had the Symphony would both choose it again and recommend it to their friends and family; a remarkable accomplishment for a medical device.

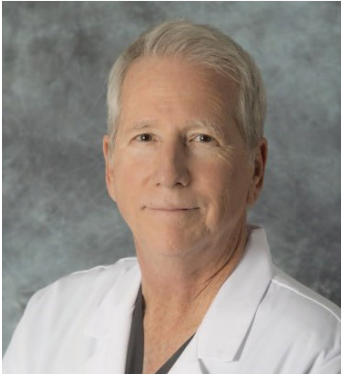
**HOW DO YOU CREATE AN EXCEPTIONAL PATIENT EXPERIENCE?**

From the front desk staff to the doctors in the surgery center, the entire Center For Sight team operates with the same philosophy: We consider it an honor to be entrusted with our patients' care. Living our mission daily is paramount to our success, as that attitude is the key to creating an outstanding patient experience.



HAVING PERFORMED OVER 100,000 CATARACT SURGERIES, Dr. Shoemaker is recognized as one of the most experienced cataract surgeons in the nation. In 1986, Dr. Shoemaker founded Center For Sight, which has grown to become one of the nation's leading multi-disciplinary physician groups, providing patients worldwide with care in ophthalmology, optometry, dermatology and cosmetic facial surgery. Under the clinical direction of David W. Shoemaker, M.D., William J. Lahners, M.D., F.A.C.S., and Joshua W. Kim, M.D., Center For Sight has eight offices serving Manatee, Sarasota and Charlotte counties. For more information, visit [CenterForSight.net](http://CenterForSight.net).





# GULF COAST SOUTH AREA HEALTH EDUCATION CENTER

## THE LUNG INSTITUTE AT MANATEE MEMORIAL HOSPITAL AND TOBACCO FREE FLORIDA AHEC CESSATION PROGRAM

are working collaboratively to save lives. Manatee Memorial Hospital's Lung Institute offers a screening program for patients at high risk for developing lung cancer. The Lung Institute has a dedicated Thoracic Surgeon, Dr. John Brock, who offers minimally invasive surgeries to treat and cure patients with lung cancer at an early stage. In addition, the Institute has a dedicated multidisciplinary team of physicians and a nurse navigator who work together to determine the best course of action for people who are diagnosed with lung cancer. Nurse Navigator, Kelsie Corry, RN, BSN, collaborates with GSAHEC's Tobacco Treatment Specialist/Therapist, Robyn LaPorta, MA, TTS, who provides monthly, in-person, group cessation services at Manatee Memorial Hospital to help patients develop a quit plan and receive FREE nicotine replacement therapy. Lung cancer is by far the leading cause of cancer death among both men and women; about 1 out of 4 cancer deaths are from lung cancer. Each year, more people die of lung cancer than of colon, breast, and prostate cancers combined, according to the American Cancer Society (2016).

## WHO IS AT RISK FOR DEVELOPING LUNG CANCER AND WHAT IS A LUNG CANCER SCREENING?

Smokers are at high risk for developing lung cancer. Lung cancer is detected using a screening test called a low-dose CT scan (LDCT). The LDCT is a lung screening procedure that has the potential to detect lung cancer at earlier stages.

## WHAT ARE THE BENEFITS OF A LUNG CANCER SCREENING?

Lung cancer has a better chance of being treated successfully if it is discovered early, before it causes symptoms. You will only benefit fully if you continue with annual screening until age 77 or until you have quit smoking for 15 years. If you are a current smoker, the best action you can take to reduce your risk of lung cancer is to stop smoking.

ALL SERVICES WITH THE GSAHEC Tobacco Cessation program are free, including nicotine replacement therapy and counseling, as well as access to all services with the Tobacco Free Florida program. Manatee Memorial Hospital's Lung Institute is working collaboratively with GSAHEC to help their patients have access to these services. For more information about tobacco cessation call GSAHEC at (941) 361-6602. For information regarding the Lung Institute of Manatee Memorial Hospital call (941) 745-6930. Physicians are on the medical staff of Manatee Memorial Hospital, but, with limited exceptions, are independent practitioners who are not employees or agents of Manatee Memorial Hospital. The hospital shall not be liable for actions or treatments provided by physicians. For language assistance, disability accommodations and the non-discrimination notice, visit Manatee Memorial Hospital website. **Above clockwise: Manatee Memorial Hospital's Board Certified Cardio Thoracic Surgeon, Dr. John Brock, MD; Tobacco Free Florida's AHEC Treatment Specialist/Therapist Robyn LaPorta, MA TTS; and, Manatee Memorial's Lung Institute Nurse Navigator Kelsie Corry, RN, BSN.**

## WHO IS ELIGIBLE FOR LUNG CANCER SCREENING?

55-77 years olds with 30-pack year history of smoking (# packs per day X # years smoking) Either who currently smoke or have quit within the past 15 years WITH No symptoms of lung cancer (cough, shortness of breath and chest pain)

# SUGAR ORTHOPAEDICS

## **WHAT SERVICES DO DR. SUGAR AND SUGAR ORTHOPAEDICS MOST PRIDE THEMSELVES ON?**

Sugar Orthopaedics takes a great deal of pride in providing a very personalized form of medical care. When you come to our office you are not just a number, you are looked upon and treated as a family member and close friend. From the front desk, to the clinical staff, as well as Dr. Sugar you will be treated with a great deal of compassion and dignity. We like to think that coming to our office is less like going to the doctor and more like visiting family.

## **WHO DOES STEM CELL THERAPY BENEFIT AND WHO SHOULD CONSIDER IT?**

At Sugar Orthopaedics we are extremely excited to be a part of this new wave in orthopedic care. Stem Cell Therapy can benefit almost anyone and can help a multitude of orthopedic ailments. Of course there are limitations, but anyone who has a musculoskeletal condition that is not responding to traditional care or is faced with a major operation as their only other alternative, should give consideration to stem cell therapy. The healing powers within one's own body are truly remarkable; it gives us tremendous satisfaction to see our patients have their pain relieved and return to a level of activity they thought was no longer possible.

## **WHAT'S ON THE HORIZON FOR DR. SUGAR AND SUGAR ORTHOPAEDICS?**

The field of regenerative medicine is rapidly changing and evolving. We look forward to continuing to stay ahead of the curve and offering our patients the latest and greatest in medical treatments. We are not content to rest on our laurels, and are continuously looking for ways to improve the care we provide to our patients.

"THE FIELD OF REGENERATIVE MEDICINE IS RAPIDLY CHANGING AND EVOLVING. WE LOOK FORWARD TO CONTINUING TO STAY AHEAD OF THE CURVE AND OFFERING OUR PATIENTS THE LATEST AND GREATEST IN MEDICAL TREATMENTS."

—DAVID A. SUGAR, MD

DR. DAVID SUGAR has been in practice in Sarasota since 1997. After having been in a very large "Super Group" for 12 years he came to the realization that he wanted a much more relaxed and comfortable environment in which to provide his patients with the best orthopaedic care possible. He, his wife Stephanie, and their three boys are heavily invested in life here in Sarasota. He is involved in a multitude of activities in the community as well as traveling to Haiti on a regular basis to provide medical care for those less fortunate than ourselves.



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