

AUGUST 2017

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 major operations to oral care and from aesthetic services and critical medical weight loss programs, the physicians and care providers in the region excel at keeping the community well.



"SOME PATIENTS COME FOR RELIEF OF BACK PAIN, BUT, IN THE PROCESS OF THEIR HEALING, THEY REPORT THAT THEIR DIGESTION HAS IMPROVED OR THEIR HEARTBURN HAS GONE AWAY."
—LISA MICHEL, D.C.



HERITAGE FAMILY CHIROPRACTIC

WHAT IS YOUR FAVORITE SUCCESS STORY USING NATURAL METHODS?

Every time a patient experiences improved function unrelated to their initial health concern, it's a favored story. Some patients come for back pain relief, but, in the process of their healing, they report that their digestion has improved or their heartburn has gone away. Others tell us that as their neck pain has been relieved they have experienced fewer allergy and sinus issues.

WHAT ARE SOME BENEFITS IN CHOOSING CHIROPRACTIC CARE?

The spine is the protective housing for the spinal cord. Every organ in our body has a nerve attached to it that runs through the spinal cord. Because chiropractic works directly with the spine, chiropractic care can positively impact all systems of the body. As a nerve enters into the spine, it becomes part of the spinal cord. This is the pathway of communication between the body and the brain. This communication can be altered if the vertebrae of the spine are misaligned and pinch the nerve—resulting in pain and/or dysfunction. My job is to find misalignments in the spine and perform a chiropractic adjustment, removing pressure from the pinched nerve. Then the brain and body can resume normal communication, allowing the body to function and heal the way it is designed to do.

IS CHIROPRACTIC CARE SOMETHING YOU THINK IS IMPORTANT IN THIS AREA/LOCATION AND WHY?

Absolutely! People in this area want a natural method of healing. They want to avoid pharmaceuticals and surgery. Sometimes, they have tried everything else but still have pain and unanswered questions. My job is to help release the body's innate ability to heal itself through natural methods. This is what patients want. I partner with them to help and guide them on their ongoing journey of health and healing.

HERITAGE FAMILY CHIROPRACTIC is proud to have Dr. Lisa Michel recognized as a 2017 Medical Pioneer. Lisa Michel, D.C. is a second-generation chiropractor with over a decade of experience as a national board-certified Doctor of Chiropractic with licenses in Florida and Georgia. She is qualified to care for patients through all stages of life, from infancy to the golden years. Services and products include: comprehensive exams, on-site x-rays, chiropractic adjustments and products for at-home treatment. Dr. Michel has been trained in many chiropractic techniques, from traditional manipulation to using gentle instruments. This enables her to customize individualized treatment plans for her patients.

INTERCOASTAL MEDICAL GROUP

THE NEXT GENERATION OF IMAGING TECHNOLOGY—*only the second installation in the U.S. and one of six in the world*—has been installed at Intercoastal Medical Group's Hyde Park Imaging facility in Sarasota. The new GE SIGNA Voyager 1.5T Widebore MRI allows for a new standard of patient comfort in addition to a host of important features. For the first time, this motion-free technology doesn't require patients to hold their breath for certain studies. Another benefit is that the SIGNA Voyager offers vascular imaging that doesn't require the use of needles or contrast dye for patients who cannot tolerate the injection or dye. Computer Assisted Diagnosis (CAD) allows technologists to identify small areas of interest otherwise undetectable by the human eye. Breast imaging, advanced prostate imaging, advanced cardiac and vascular imaging and neurological and orthopedic specialty software are important features of this signature technology. The SIGNA Voyager is the first to include an extra-wide opening and 550-pound capacity table. The larger opening is especially beneficial for patients for whom small or enclosed spaces are limiting or frightening. "We are so pleased to be only the second facility in the United States to offer the newest, high level of imaging technology to our patients. The highly specialized computer-assisted diagnostic abilities can literally be life-saving for many patients.



The additional capabilities for Breast and Prostate MRI and new patient comfort features of this state-of-the-art equipment will mean earlier diagnoses, resulting in better treatment outcomes with much greater comfort during the testing process for patients," notes John Steele, M.D., president of Intercoastal Medical Group.



INTERCOASTAL MEDICAL GROUP is a professional association of more than 85 physicians in more than a dozen specialties, serving Sarasota and Manatee counties with seven locations. Founded in 1993, Intercoastal features a team of board-certified, experienced physicians, all of whom completed their residency training programs in either the United States or Canada. A majority of Intercoastal physicians have completed fellowship training in important specialties and sub-specialties.

941-365-1102

INTERCOASTAL MEDICAL GROUP - IMAGING DEPARTMENT
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THE FACES of EXCELLENCE

AT SARASOTA ORTHOPEDIC ASSOCIATES, we take pride in getting our patients back to life. The body is an intricate system of engineering with 206 bones (most are in your feet and hands), three different muscle groups (containing 640 to 850 muscles), 360 joints, approximately 4,000 tendons and an abundance of nerves and cartilage. No matter how cautious you are, something is bound to go amiss at some point in your life. That is the time when skill, knowledge and expertise are vital to achieve optimal outcomes.

Many people fear that going to an orthopedic surgeon means imminent surgery, yet nothing could be more distant from fact. Our physicians explore all options

for our patients and in many, many cases, surgery is not inevitable. Often times a recommendation of physical therapy, a simple injection or innovative technology can help get patients back to their normal activities. We provide PRP (platelet rich plasma) therapy, musculoskeletal ultrasound, and RFP (radiofrequency ablation), among countless other technologies available to us. We also offer sports medicine and interventional pain management. When you do require surgery, our SOA physicians are highly trained in joint and spine, many of those being outpatient procedures. Surgery is ultimately a patient decision and we believe collaboration with

our patients provides the best outcome based on individual needs and desires.

Optimum health requires taking care of the one body you have. That means nutrition as well as fitness as part of our routine. Bodies age and it's essential to make healthy diet choices along with a physician-approved fitness program to keep bones and muscles strong. Regular check-ups with a primary care physician will help you stay on track. When you do have an orthopedic challenge, the team at Sarasota Orthopedic Associates is here to get you back on your feet, back to work, back in the game and back to life.

SARASOTA ORTHOPEDIC ASSOCIATES has provided comprehensive orthopedic care for adults and children since 1978. We offer same-day appointments in our three locations at Sarasota, Lakewood Ranch and Venice. SOA accepts most insurances and provides one-stop, on-site services including physical and occupational therapy, aquatic therapy, X-ray, MRI and durable medical equipment. The physicians of SOA treat all aspects of the musculoskeletal system including spine, joints, bones, tendons and muscles. Our commitment is to get our patients back on their feet, back to work, back in the game and back to life.



SARASOTA ORTHOPEDIC ASSOCIATES
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941-951-BONE (2663)

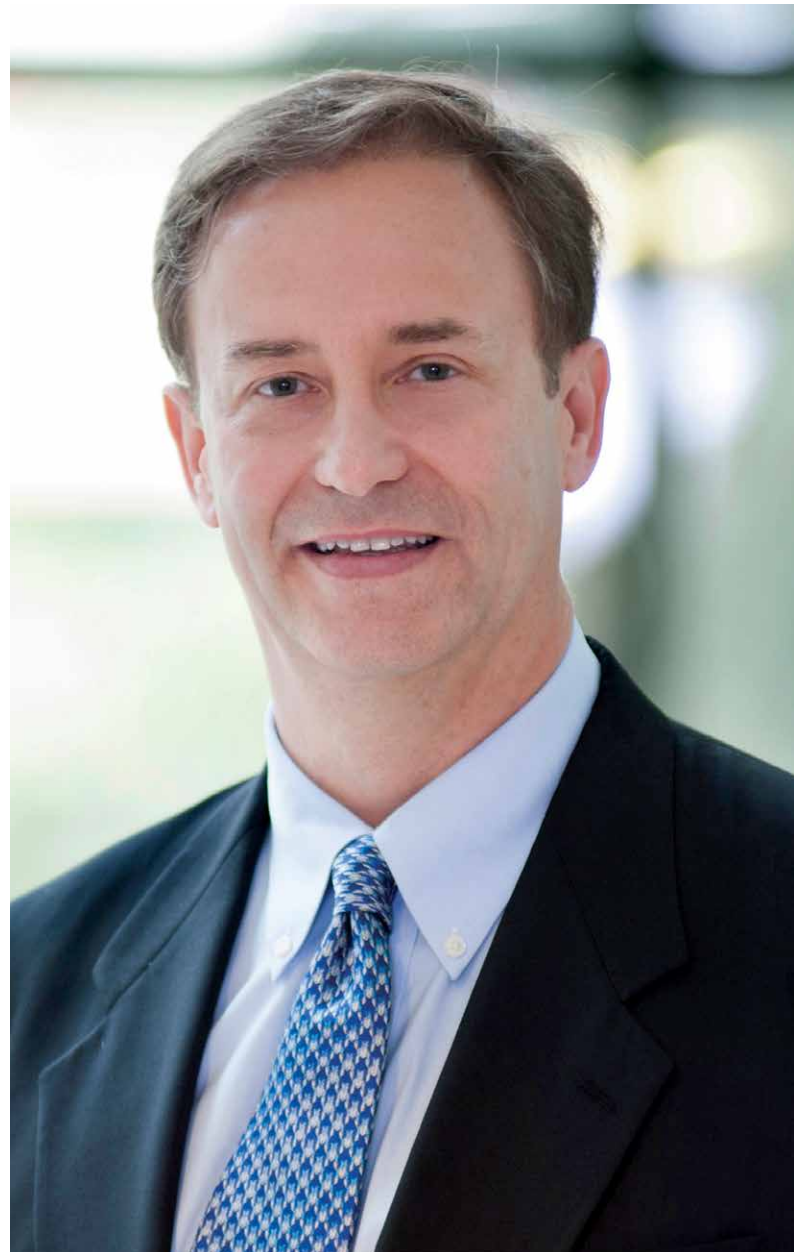
SARASOTA PERSONAL MEDICINE

WHAT ARE YOU MOST EXCITED ABOUT NOW WORKING FOR SARASOTA PERSONAL MEDICINE? Working at Sarasota Personal Medicine provides me the opportunity to provide my patients the highest level of care and service possible. Medicine is a wonderful and challenging profession. Innovation is happening constantly, and working at SPM allows the time to keep up with the rapidly expanding field of medicine.

WHAT IS YOUR FAVORITE SUCCESS STORY? My favorite success story is a patient who was seriously ill and required a three-month hospital stay and, in addition, a one-month rehabilitation stay. My patients often teach me valuable lessons. This patient had a life-threatening illness, which required surgery. Unfortunately he developed many unavoidable subsequent illnesses, which also became life-threatening. During his hospital stay, I was able to care for him almost daily. If I wasn't there Dr. Fineman was. As I got to know him and his wife better, I was able to notice very subtle signs and clues, which helped me care for him during his recovery. The most valuable lesson I learned from him was the power of positive thinking. No matter how bleak his physical condition might have been, each morning when I asked him how he was feeling, he had the same response with a broad smile, "I feel great!" He now is living at home with his wife.

WHAT IS MOST REWARDING TO YOU IN YOUR PROFESSION? The most rewarding aspect of my profession is being able to help people at their greatest time of need. Good health is something we usually take for granted and once we have a health issue it often is quite a shock. At SPM we are able to know our patients very well and this allows us to tailor care to the individual patient.

SARASOTA PERSONAL MEDICINE is a concierge internal medicine practice devoted to giving each patient highly personalized and differentiated quality medical care. By having a personal physician who understands your individual medical needs, you will find comfort and peace of mind that your health is being pro-actively managed and coordinated. Sarasota Personal Medicine is ideal for individuals who prioritize their health, value their time, and want a personal relationship with an experienced and trusted concierge physician and staff.



**"WE OFTEN TAKE GOOD HEALTH FOR GRANTED. CONCIERGE MEDICINE IS AN INVESTMENT IN YOUR HEALTH. PREVENTION AND EARLY DETECTION OF ILLNESS CAN BE LIFESAVING."
- DR. SEAN DOWNING**



WE SPEND EXTRA TIME TO DEVELOP INDIVIDUALIZED TREATMENT AND FINANCE OPTIONS BECAUSE NO SINGLE APPROACH IS RIGHT FOR EVERY FAMILY.
—DR. APOLONIO LIRIO



SRQ DENTISTRY

HOW IS YOUR PRACTICE DIFFERENT FROM OTHERS IN THE AREA? Have you ever been to a party where you don't recognize a single familiar face? It's awkward and uncomfortable! Our focus is on getting to know our patients and building a relationship. At your first visit, I'll come to the waiting room to welcome you. After I show you the office and introduce you to our team, we'll meet in a comfortable room to talk about why you came. This offers you the ability to determine if our team is the best fit for your needs, and we can better understand how to help you and your family.

ONE THING YOU WOULD LIKE OUR READERS TO TAKE WITH THEM AFTER READING THIS ARTICLE? You can trust us. I grew up in Beckley, WV, a small town where you look someone in the eyes when you shake their hand. My job is to give you honest recommendations based on the exam findings in your mouth. We spend extra time to develop individualized treatment and finance options because no single approach is right for every family. Our community depends on our team to be trustworthy and dependable, and we take that responsibility very seriously.

WHAT DOES SRQ DENTISTRY PRIDE THEMSELVES ON MOST? When I was a kid, my dentist sponsored my soccer team. I loved seeing myself in the team pictures on his wall. There were so many pictures of the teams and organizations he sponsored that you couldn't see the color of the wall underneath. Like my childhood dentist, I am proud to give back to our community by participating with organizations such as Operation Christmas Smile and the Sarasota Little League. At our office, I have team pictures of my own hanging on my wall. I look forward to the day I can't tell what color my wall is.

DR. APOLONIO LIRIO AND SRQ DENTISTRY have been serving our community proudly for the past four years. Dr. Lirio received his dental degree from Temple University School of Dentistry in Philadelphia, PA and furthered his training by completing advanced programs at Temple University, Harvard University and University of Florida. He is also on the faculty at the LECOM School of Dental Medicine and the Manatee Technical College Program for Dental Assisting. In addition to providing advanced and affordable dental technologies, his practice helps our community by serving as a host practice in the Project Christmas Smile program and a team sponsor in the Sarasota Little League.