

JANUARY 2018

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.



**"IT MADE MY DAY TO SEE THAT SUCH A SIMPLE ACT ON MY PART BROUGHT SUCH JOY AND HAPPINESS TO SOMEONE'S LIFE."**

—DR. SUMEET BHANOT

Dr. Sumeet Bhanot is a double board certified Facial Plastic Surgeon who has been serving the Sarasota area for 14 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 six 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.

# BHANOT FACIAL PLASTIC SURGERY

## **WHAT ARE SOME BENEFITS OF CHOOSING BFPS?**

The benefits of choosing Bhanot Facial Plastic Surgery is care in a small, intimate setting where personalized attention is paramount. Our practice is one in which staff is always available to answer your questions and concerns. They will know you when you call and will be with you throughout your journey. Our patients are just part of our extended family. I personally perform all procedures and give each patient the benefit of my training, expertise, artistry and experience.

## **WHAT IS THE DEFINITION OF GOOD HEALTH?**

Health is many times only thought to be physical, leaving the mental aspects neglected. It is no wonder our mental state affects our physical well being. I often hear, "When I look in the mirror I see my mother but I don't feel that old in body and spirit." This is one of the most common reasons patients will get facial plastic surgery. In these cases, surgery restores confidence. Feeling good about how we present ourselves to the world improves our outlook thus improving our overall health. Patients often start taking better care of themselves after cosmetic surgery, be it in the realm of weight loss or increasing social interactions and assuming a more active lifestyle as a result of increased self esteem and confidence.

## **WHAT IS YOUR FAVORITE PART OF YOUR DAY?**

My interaction with my patients is what drives me. The diversity of their life stories enrich me; it is very much a reciprocal relationship. I would like to share two recent stories.

A young girl presented for her reveal after a rhinoplasty. Upon unveiling her nose she was visibly shaken and began to cry, creating concern in both myself and her parents. Then she uttered those three little words that brought tears to my eyes – "I love it", it made my day to see that such a simple act on my part brought such joy and happiness to someone's life.

I see a woman who spent her entire life selflessly caring for others, who finally gets the courage to do something meaningful for herself. Her reveal also brought tears of joy. Not only does she look 20 years younger, she feels empowered and liberated from finally doing something for herself. She looks younger, healthier and naturally rejuvenated. To see such responses to the fruits of my labor is priceless!



BHANOT FACIAL PLASTIC SURGERY  
2038 BEE RIDGE RD., SARASOTA

941.966.3223

# CENTER FOR SIGHT

## WHAT MAKES CENTER FOR SIGHT DIFFERENT?

Center For Sight was established over 30 years ago with the commitment 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 honed 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 care for our patients in a more holistic manner, giving them the opportunity to attain the highest quality of life possible.

## HOW DO YOU CREATE AN EXCEPTIONAL PATIENT EXPERIENCE?

From the front desk staff to the doctors to 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.

## WHAT ARE THE NEWEST ADVANCEMENTS IN OPHTHALMOLOGY?

Center For Sight was one of the first practices in the United States to offer our cataract patients the sharpest, clearest vision possible through the use of the new Symphony intraocular lens. The Symphony lens provides our 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.

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).



"NOT ONLY DO WE HAVE A LONG-STANDING HISTORY IN THE COMMUNITY, BUT WE HAVE HONED OUR CRAFT TO BECOME ONE OF THE LEADING EYE CARE PRACTICES IN THE NATION." —DAVID W. SHOEMAKER, M.D.



941.925.2020

CENTER FOR SIGHT  
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CENTER FOR SIGHT





"MY ADVICE TO ANYONE IS: DON'T LIVE WITH PAIN THAT IS AFFECTING YOUR QUALITY OF LIFE." –DR. ALAN VALADIE

# COASTAL ORTHOPEDICS

## WHAT ARE THE ADVANTAGES OF OUTPATIENT JOINT REPLACEMENT VERSUS A HOSPITAL STAY?

Recuperating at home is typically more comfortable for patients than being in a hospital. There is also evidence that it may reduce a patient's chance of infection, compared with a typical 2-3 day hospitalization. In addition, surgery at an outpatient center is generally less costly than surgery at a hospital with an associated inpatient stay.

## WHO SHOULD CONSIDER OUTPATIENT JOINT REPLACEMENT?

The best candidates are often people ages 45-64 who are otherwise healthy. Most private insurance will cover this type of procedure. We look at a variety of factors when recommending inpatient or outpatient surgery, such as a patient's overall health and physical condition, whether they have a family member who can help them at home, etc. I need to emphasize that prior to recommending surgery we first look at several non-surgical options, including strengthening exercises, physical therapy, medication, etc., to see if surgery can be avoided.

## HOW DOES YOUR PRACTICE DIFFER FROM OTHERS IN YOUR AREA?

As one of the larger practices on Florida's West Coast with 18 orthopedic surgeons and pain management physicians, it allows us to have specialists in many areas, such as hands, shoulders, and the spine. My specialty is primarily knee and hip joint repair or replacement. Other members of our team who perform outpatient hip and knee replacement are Drs. David Cashen, Daniel Lamar, and Arthur Valadie. My advice to anyone is: Don't live with pain that is affecting your quality of life. Realize that there are solutions out there, and search out people who are taking a progressive approach.

DR. ALAN VALADIE has heard it over and over again: Patients who have had a hip or knee replaced wished they had done it sooner. Valadie, an orthopedist with Coastal Orthopedics & Sports Medicine, has helped pioneer a new approach to joint replacement in Florida that's gaining in popularity. He recommends outpatient knee or hip replacement for certain patients who can return home the same day and receive outpatient physical therapy while convalescing at home. Coastal Orthopedics has built a reputation of innovation and trust serving residents in the Bradenton/Sarasota area for more than 40 years. Its 18 orthopedic surgeons and pain management physicians specialize in joint replacement, sports medicine, pain management and rehabilitation. Patients can experience restoration of function both surgically and non-surgically through physician-guided strengthening, physical therapy, medications, injections and stretching. Bradenton-based Coastal Orthopedics serves Florida's West Coast through three offices and two outpatient surgery centers, and maintains affiliations with Blake Medical Center, Manatee Memorial Hospital and Lakewood Ranch Medical Center.

# FLORIDA RESEARCH INSTITUTE

## WHAT IS MOST REWARDING TO YOU IN YOUR PROFESSION?

The ability to help those in need. Healthcare is a unique field that offers one the opportunity to help the sick. Research, as done at Florida Research Institute, offers a great option for patients to receive advanced health care. Patients at FRI enter into trials for therapies not yet approved by the FDA.

## HOW IS YOUR PRACTICE DIFFERENT FROM OTHERS IN THE AREA?

The present medical practice is devoted to clinical research with a small number of patients managed with rare liver diseases. The research practice at FRI offers numerous therapies not yet approved by the FDA, but safe and beneficial to patients suffering from numerous GI and liver diseases. FRI has quickly become one of the leading private practice research centers in the United States. The benefits of research are multifactorial and include close patient supervision and therapies within the trial under the guidance of the FDA. The medical staff at FRI offer a safe clinical setting with continuous monitoring and supervision. Presently, the only therapies available for fatty liver are offered at research centers. FRI has more than 15 clinical trials available for helping manage fatty liver and chronic GI diseases.

## WHAT DOES FLORIDA RESEARCH INSTITUTE PRIDE THEMSELVES ON MOST?

FRI is the leader in Gastroenterology and Hepatology research on the west coast of Florida. Although a private practice research center, Dr. Neff and Tracy Balentine, RN, MS, CCRC the Chief Research Officer, have nearly 50 years combined of research experience. Tracy guides the research team that includes several accredited coordinators giving the program an advanced health care setting with strict attention to detail. As a result, patients receive state of the art health care and do not have to travel to Gainesville, Jacksonville or Miami. Tomorrow's medicines are available today at FRI for a variety of health related issues. Dr. Neff and his team eagerly await your visit to the Florida Research Institute.



"FRI HAS QUICKLY BECOME ONE OF THE LEADING PRIVATE PRACTICE RESEARCH CENTERS IN THE UNITED STATES." —DR. GUY W. NEFF, MD, MBA

FLORIDA RESEARCH INSTITUTE collaborates with pharmaceutical companies, biotechnology facilities and scientists to bring new treatment opportunities to the Florida West Coast community through clinical research trials. Dr. Neff is the Director of Research for FRI, which is affiliated with Florida Digestive Health Specialists. Dr. Neff has over 20 years of faculty experience at several universities and has served as the primary investigator for numerous clinical trials. Dr. Neff's research interests include Fatty Liver Disease, NASH, PBC, PSC, anti-fibrosis, Ulcerative Colitis, Crohn's Disease, and Diabetes. He also has completed clinical trials on sarcopenia, portal hypertension, medical economics, fulminant hepatic failure treated with an extracorporeal liver assist device, and liver transplantation in patients with hepatitis C virus recurrence.

941.727.7772

FLORIDA RESEARCH INSTITUTE  
10920 TECHNOLOGY TERRACE, BRADENTON // [FLORIDARESEARCHINSTITUTE.COM](http://FLORIDARESEARCHINSTITUTE.COM)





"MOST PEOPLE DO NOT REALIZE THAT TOBACCO USE IS A TRUE ADDICTION, AND WE ARE SO PLEASED THAT THE GSAHEC TEAM HAS MASTERS LEVEL COUNSELORS THAT PROVIDE A HIGHER LEVEL OF TREATMENT." – PJ BROOKS, FIRST STEP'S VICE PRESIDENT OF OUTPATIENT SERVICES

# TOBACCO FREE FLORIDA'S AHEC CESSATION PROGRAM

**GSAHEC TOBACCO CESSATION PROGRAM AND FIRST STEP OF SARASOTA, INC.** are collaborating to save lives by helping addiction recovery patients become tobacco-free. Last January, First Step supported an initiative to transition their special services center and addictions receiving facility to tobacco-free environments by ending tobacco use on their grounds while incorporating tobacco cessation in treatment. "Behavioral health treatment centers are an ideal environment to identify and treat tobacco use. Individuals with mental and/or substance use disorders account for 40% of all cigarettes smoked in the U.S. Evidence shows that addressing tobacco in recovery settings can lead to healthier outcomes" says Tobacco Treatment Specialist/Therapist Robyn LaPorta. First Step's Vice President of Clinical Practices Nancy Page adds "this collaboration team brings together resources in an effort to fight one of the most preventable leading cause of death in the U.S." "Most people do not realize that tobacco use is a true addiction, and we are so pleased that the GSAHEC team has Masters level counselors that provide a higher level of treatment" notes First Step's Vice President of Outpatient Services, PJ Brooks. All services with the GSAHEC Tobacco Cessation program are free including nicotine replacement therapy and counseling as well access to all services with the Tobacco Free Florida program. First Step is working collaboratively with GSAHEC to help their clients have access to all these services. For more information about the tobacco cessation call: GSAHEC at 941-361-6602. For Information regarding First Step of Sarasota, Inc. for substance abuse and addiction services: (941) 366-5333.



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941.361.6602



# 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.



"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.



941.927.2161

HERITAGE FAMILY CHIROPRACTIC  
3900 CLARK RD., SUITE K1, SARASOTA // [HERITAGEFAMILYCHIRO.COM](http://HERITAGEFAMILYCHIRO.COM)





Rita Altman, P.A. MPAS  
and Heather Flanagan, ARNP

**"YOU DESERVE THE BEST TREATMENT AND OUTCOME.  
WE ARE THERE TO TAKE CARE OF YOU FOR A LIFETIME."**

— RITA ALTMAN, P.A. MPAS

# RITA MEDICAL ELITE

## WHY CHOOSE RITA MEDICAL ELITE TO GET YOUR INJECTABLES AND LASER TREATMENTS?

With the industry growing and more options becoming available that provide aesthetic services, turnover and quality are a concern. We get calls and clients coming in on a weekly basis wanting to "be fixed" after experiencing dissatisfaction due to treatment elsewhere. People end up spending more in the long run. You deserve the best treatment and outcomes. Rita Medical Elite's experienced practitioners will tend to your needs with professionalism, dependability and a personal touch. We are there for you not as a "one-and-done" option. Instead, we will take care of you for a lifetime. We will also demonstrate tips and methods of care that will help you maintain your skin while providing you with an extended treatment plan. We offer all of the **Tox<sup>SM</sup>** (Dysport, Botox, Xeomin) and the wide range of fillers (Juvederm+, Restylane Silk, Lyft, Defyne, Refyne and Radiesse+). We treat your areas of concern and suggest which product is best for you. We have the #1 rated Laser worldwide that is computer generated with 42 different treatment protocols. We are able to offer extensive treatments to include **4D laser face lifting, Tight Sculpting (melt fat & tighten skin), hair removal, scar revision, acne treatment, veins and capillaries, nail fungus, vaginal rejuvenation and coming soon: diminished snoring and erectile dysfunction.** We invite you to come visit us and hope you become part of our "family" in the near future!

RITA MEDICAL ELITE is a unique medical practice that focuses **100%** of their time on Aesthetic Procedures and has a well-established practice in Sarasota. The medical practitioners pride themselves not only on their technical expertise & skills, but also having compassion and understanding of the aging process. They spend whatever time is needed to explain how the process and products work and to discuss the options available to you as a valued client. Achieving your goals and maintaining a youthful, **NATURAL** appearance is the ultimate goal. We want to make sure that you're satisfied while treating you like a part of the family.



RITA MEDICAL ELITE  
2161 SIESTA DRIVE, SARASOTA // [RITAMEDICALELITE.COM](http://RITAMEDICALELITE.COM)

941.951.2161





Steven W. Fineman, M.D.  
Sean G. Downing, M.D.

**"WE ARE A PATIENT CENTERED PRACTICE SO EVERYTHING WE DO IS DEDICATED TO MAKING OUR PATIENT EXPERIENCE EXCEPTIONAL." –STEVEN W. FINEMAN, M.D.**

# SARASOTA PERSONAL MEDICINE

**HOW IS YOUR PRACTICE DIFFERENT FROM OTHERS IN THE AREA?** We are a patient centered practice so everything we do is dedicated to making our patient experience exceptional. We are committed to ensuring that our patients have optimal health, the highest level of comprehensive and coordinated care.

**WHAT IS MOST REWARDING TO YOU IN YOUR PROFESSION?** The most rewarding aspect of our 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 comes as a shock. At SPM we are able to know our patients very well, so each individual benefits from highly personalized care and we can work together to be proactive with their health.

**WHAT ARE THE BENEFITS IN CHOOSING SPM?** Availability, Accessibility and Advocacy. Our patients experience a closer relationship with their physician, have access to their physician when they need it and

have a strong medical advocate. We limit the number of patients in our practice to facilitate more time with each patient. This additional time helps foster mutual trust, a better understanding of our patients needs and pro-active personalized management. One of the greatest benefits of joining SPM is the peace of mind that we will advocate for their health.

**ONE THING YOU WOULD LIKE OUR READERS TO TAKE WITH THEM AFTER READING THIS ARTICLE?** Advances in medicine make it a very exciting time to be a physician, but in many ways this means medicine has become more difficult for patients to navigate. We are committed to being here for our patients, guiding them through the maze of modern medicine. We feel strongly that patients should have the best of both worlds; expertise in medicine paired with exceptional bedside care. Concierge medicine is an investment in your health and your physician should be thought of as an integral member of your trusted team.

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.

941.954.9990

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1250 S TAMIAMI TRAIL #202 // [SARASOTAPERSONALMEDICINE.COM](http://SARASOTAPERSONALMEDICINE.COM)

