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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! Dr. 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 with Sheryl Wilson, Advanced Registered Nurse Practitioner, Catherine Deans, Licensed Medical Aesthetician, and their specialized staff, they 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 MAKES BHANOT FACIAL PLASTIC SURGERY DIFFERENT FROM OTHERS IN THE AREA? BFPS strives to provide a unique boutique tailored personal experience. Our approach to facial rejuvenation is discerning; we don't believe in stretched, pulled and plumped, nor do we condone quick fixes that just don't work. Our rejuvenation approach and philosophy is to provide honest and well thought out solutions to address the root of the problem. At BFPS we disregard the quick easy procedures for comprehensive procedures that truly create a natural, rested, rejuvenated look that is seamless. We are the home of the deep plane facelift. Our patients look younger yet their friends and family are at a loss in deciphering what exact measures they took to look so good.

HOW DO YOU CREATE AN EXCEPTIONAL PATIENT EXPERIENCE?

The best way to create an exceptional experience is to give patients what they want. Inquiries to our office are greeted by our exceptionally warm, courteous and knowledgeable staff who will answer all questions and provide concierge level service. Dr. Bhanot will personally perform the entire in office consultation for up to an hour to educate patients on the anatomy, physiology, recommended procedures and options. Together, Dr. Bhanot and the patient will formulate a plan for surgery. The surgery is performed in a nationally accredited surgery center with a board certified anesthesiologist. Surgery is followed by close follow-up with 3-4 appointments within the first 2 weeks alone. Our patients can rest assured that everyone in our office will know them and their concerns; they will remain valued members of our family for decades to come.

WHAT ARE THE BENEFITS IN CHOOSING BHANOT FACIAL PLASTIC SURGERY? The benefits of choosing Bhanot Facial Plastic Surgery are the extraordinary experience of one on one personalized attention as well as placing your care in the hands of a Yale educated and trained double board certified surgeon whom has earned the designation of being a Castle Connolly Top Doctor for seven consecutive years and running. Dr. Bhanot's extensive experience in head and neck surgery has honed his skills and understanding in dealing with the complex anatomy of the head and neck; this has translated into successful procedures and an unparalleled understanding of the complexities involved in addressing the aging face. Dr. Bhanot is a perfectionist; he will not be



satisfied until he feels he has done his absolute best for his patients. Service is personalized to the degree that BFPS does not employ physician extenders; absolutely all procedures including injectable fillers and Botox are performed by Dr. Bhanot himself. His warm bedside manner combined with exceptional medical knowledge and surgical skill has earned him many referrals from area physicians as well as past patients over the fifteen years he has been practicing in the Sarasota area. At BFPS the satisfaction of our patients is paramount.

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.

"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

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BHANOT FACIAL PLASTIC SURGERY
2038 BEE RIDGE ROAD, SARASOTA



FLORIDA CANCER SPECIALISTS & RESEARCH INSTITUTE



WHAT CAN PATIENTS EXPECT WHEN THEY CHOOSE FLORIDA CANCER SPECIALISTS? Florida Cancer Specialists brings state-of-the-art cancer care to nearly 100 locations across Florida, meaning patients can receive care near their homes, surrounded by family and friends. Treatments for cancers and blood disorders vary greatly, and many factors will be considered for a patient's personalized cancer treatment. This includes the type of cancer, its stage and location, the patient's general health, age and medical history. After reviewing each of a patient's options, their doctor will work with them to set a course together. We want to help patients continue their normal life and schedule while receiving the best possible care.

WHAT SETS FLORIDA CANCER SPECIALISTS APART FROM OTHERS IN THE AREA? We provide our patients access to the highest quality care and clinical trials, including at our Drug Development Unit in Sarasota, which is dedicated exclusively to Phase I clinical trials, and the most advanced technology. With our locations across the state, patients don't have to travel to another city for treatment. Because of our size and our proximity to patients, we're often able to get patients in front of a doctor and begin their treatment quickly. Additionally, Florida Cancer Specialists founded The Florida Cancer Specialists Foundation, which helps relieve some financial stress so patients undergoing cancer treatment can focus on their recovery rather than worrying about paying bills for essential living expenses.

WHAT IS MOST REWARDING TO YOU IN YOUR PROFESSION? Working in oncology means that we are helping people in one of the darkest and most challenging times of their lives. Offering world-class cancer care close to a patient's home means giving them a comfort they cannot get at a far-away academic cancer center. From the front desk staff, to the nurses and our oncologists, every member of our team makes a connection with our patients. It is incredibly rewarding to give people hope in a time when they are worried there is none. Helping people in this difficult time in their lives is a powerful reward.

FOUNDED IN 1984, FLORIDA CANCER SPECIALISTS & RESEARCH INSTITUTE is the largest independent medical oncology/hematology practice in the United States. With more than 220 physicians, 180 nurse practitioners and physician assistants and nearly 100 locations in our network, including 3 in Sarasota County and 2 in Manatee County, we are committed to providing world-class cancer care in community-based settings close to home. Recognized by the American Society of Clinical Oncology with a national Clinical Trials Participation Award, we offers patients access to more clinical trials than any private oncology practice in Florida.





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 Ballentine, RN, MS, 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.

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.

"FRI HAS QUICKLY BECOME ONE OF THE LEADING PRIVATE PRACTICE RESEARCH CENTERS IN THE UNITED STATES."

—DR. GUY W. NEFF, MD, MBA



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.



SUGAR ORTHOPAEDICS
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