

# Free HIV testing available Tuesday in Palm Beach County, Treasure Coast

BY: [Scott Sutton](#)

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PALM BEACH  
*Society*

JANUARY 26 -  
FEBRUARY 1, 2018



COVER PHOTO: CAPEHART

FoundCare, Inc.

*À Votre Santé*

*FoundCare's French-Caribbean Themed Soirée Toasts "To Your Health!"*

**SUNDAY, MARCH 11, 2018 | CLUB COLETTE, PALM BEACH**

BACK ROW: Dr. Rik Pavlescak and Peter Cruise; MIDDLE ROW: Eric Diaz, Dr. Oneka Merritt and Yolette Bonnet;  
FRONT ROW: Ken and Bernette Draskin and Donna and Dr. David Dodson





Honorary Chairpersons Dr. David and Donna Dodson with Chairpersons Barnette and Ken Druskin



FoundCare CEO Yvette Bonnet, COO Dr. Rik Pavlescak and CMO Dr. Oneka Marriott

## À Votre Santé

FOUNDCARE'S FRENCH-CARIBBEAN THEMED SOIRÉE TOASTS "TO YOUR HEALTH!"

**F**oundCare, Inc. is hosting its annual benefit, *À Votre Santé* (To Your Health), at Club Colette in Palm Beach on Sunday, March 11, at 6pm. This French-Caribbean-themed cocktail reception will invite guests to toast to their health while enjoying music, hors d'oeuvres and a silent auction to support FoundCare.

Longtime FoundCare supporters **Barnette and Ken Druskin** are the Chairs of this year's event and **Dr. David and Donna Dodson** are the Honorary Chairs. Committee members include **Yvette Bonnet, Peter Cruise, Eric Diaz, Dr. David and Donna Dodson, Ken and Barnette Druskin and Dr. Rik Pavlescak**.

"My wife and I believe health and dental care are vitally important to all, regardless of income," said Mr. Druskin. "This event highlights the need for these services in our community and FoundCare's commitment to provide services for all. We feel our mission is fulfilled when we walk into FoundCare's health center and see the large number of patients receiving care, and we're gratified to see this event growing."

"This year we have chosen to honor **Susan and James Collins and Cheryl Gowdy** at *À Votre Santé*," said Yvette Bonnet, CEO of FoundCare. "Mr. Collins has been a member of our Board of Directors for more than 10 years, and we would not be as successful as we are without his input. In addition, he and his wife have always been steadfast supporters

of the organization, for which we are grateful. Ms. Gowdy is known for her philanthropy and dedication to the community, and together with the late Alfred Fiandaca, she forged an important place in *À Votre Santé* event history. We are honored that these exceptional individuals have chosen to share their intellect, talent and generosity with FoundCare, and we are pleased to be able to give back to them in some small way through this recognition."

In 2017, FoundCare served approximately 16,300 patients for an estimated 53,250 visits. Of those reporting their incomes, 89 percent of patients were at or below 200 percent of the federal poverty level. Two-thirds of patients were either covered by Medicaid or had no insurance at all. FoundCare serves every patient who comes through the doors, regardless of their ability to pay. Uninsured patients are charged based on a sliding fee scale that uses household size and income to determine the amount owed.

"FoundCare is a nonprofit Federally Qualified Health Center, providing quality healthcare to the Palm Beach community," continued Ms. Bonnet. "We offer a one-stop shop that provides pediatric and adult primary care, chronic disease management, behavioral health services, dentistry, laboratory services and X-rays."

Sponsors include **Call 4 Health, CBIZ, CIBC/Atlantic Trust, FAU Public Ethics Academy, Friends of FoundCare, Mr. and Mrs. Marc Goldberg, International Society**

**of Palm Beach, Jewish Communal Fund, Mr. and Mrs. Charles Lubitz, MI-Lake Medical Center, MDVIP, Mr. and Mrs. Harvey Poppel, Louis and Enid Rogow, St. John Boutique, Sullivan Benefits and Mr. and Mrs. Bruce Toll.**

Guests are encouraged to dress in tropical resort wear. **Les Nuages** (The Clouds), a four-piece group that features *Palm Beach Post* columnist **Frank Cerabino** on the accordion, will serenade the crowd with French love songs and gypsy jazz. The quartet combines the exotic songs of the jazz era's female vocalists with the energy, beat and sound of gypsy jazz manouche, traditionally played with guitars and other strings.

FoundCare provides comprehensive, culturally competent, quality primary health services to medically underserved communities. The organization's goal of reducing serious health consequences for Palm Beach County residents who have no other choice is critical and necessary. The availability of these services also helps to reduce the number of non-emergency hospital visits for these individuals.

Tickets to *À Votre Santé* are \$275 each. To purchase a ticket or inquire about sponsorship, contact **PJ Layng** at 561.472.9160, ext. 220. For more information about FoundCare visit [www.foundcare.org](http://www.foundcare.org) or call 561.HEALTHY (432.5849).

PHOTOS: CAPEHART

ADVERTISER CONTENT

# Notables COVER STORY

## FOUNDCARE, INC.

### FoundCare guests invited to toast À Votre Santé (To Your Health)



Honoree W. Trent Steele and FoundCare CEO Yolette Bonnet CAPEHART PHOTOGRAPHY



FoundCare board and staff members are busy preparing for the 2017 À Votre Santé event CAPEHART PHOTOGRAPHY

**Event:** À Votre Santé (*To Your Health*)  
**When:** Feb. 9, 5:30 p.m.  
**Where:** Club Colette, Palm Beach

**What:** Taken from the traditional French toast '*To Your Health*,' À Votre Santé is a cocktail reception to benefit FoundCare, Inc., a Federally Qualified Health Center that provides care to every patient who walks through the doors, regardless of insurance status or ability to pay.

"FoundCare serves more than 10,000 patients annually, providing more than 30,000 individual visits, and so much of that credit is due to our honorees," said Yolette Bonnet, CEO of FoundCare. "Lyn and Dan Lerner were early supporters. They saw the need to help patients in our community with nowhere else to turn. They supported us financially, and Dan sat on our board for many years. The Quantum Foundation board was visionary. They worked as a partner with us and truly understood that if you don't have your health, you have nothing. Trent Steele was a trailblazer. He is one of those people who sees someone hurting and wants to help. He dedicated his



Honorees Lyn and Dan Lerner CAPEHART PHOTOGRAPHY

legal talents and time to our cause with passion and compassion. We wouldn't be serving the community today without the help of these honorees, support from great chairs and the committee for this event, along with countless others."

**Highlights:** Guests will toast to their health alongside live music, hors d'oeuvres and a silent auction, including a Palm Beach retreat at a luxury hotel and a très magnifique French dinner for eight in your home prepared by a private chef.

**Who:** Chairs: Donna and Dr. David Dodson; Honorees: Lyn and Dan Lerner, Quantum Foundation, W. Trent Steele; Committee Members: Susan and Jim Collins, Eric Diaz, and Barnette and Ken Druskin

**Sponsors:** Beth and Marc Goldberg, Hermé de Wyman Miro of the International Society of Palm Beach, Call 4 Health, Donna and Dr. David Dodson, Florida Crystals, Mittleman Eye and Sullivan Employee Benefits

**Proceeds:** FoundCare, Inc., provides quality healthcare to the Palm Beach Community. To help further the mission of fulfilling unmet healthcare and social service needs of individuals and families, the organization offers pediatrics, adult medicine, chronic disease management, behavioral health services, dentistry, laboratory testing and X-rays, and an on-site pharmacy, all in one location. FoundCare serves every patient who

comes through the doors, regardless of their ability to pay. The event helps to fund the organization's vital services.

**Tickets:** \$225

**Info:** To purchase a ticket or inquire about sponsorship, contact PJ Layng at (561) 632-8122. For more information about FoundCare, Inc., visit foundcare.org or call 561-HEALTHY (561-432-5849).



Quantum Foundation President Eric Kelly with Board Members Ethel Isaacs Williams and William Meyer TRACEY BENSON PHOTOGRAPHY



Susan and Jim Collins  
2018 Honorees



FOUNDCARE INC.'S À VOTRE SANTÉ is...

Worth **Going**

#### WHAT IS À VOTRE SANTÉ?

**Yolette Bonnet, FoundCare, Inc., CEO**

Taken from the traditional French toast "To your health," *À Votre Santé* is our annual cocktail reception to benefit FoundCare, Inc. by raising funds and awareness for our mission. A Federally Qualified Health Center, FoundCare provides quality healthcare to those in our local community who are lost in the healthcare system and most in need.

Scheduled for Sunday, March 11th at 6pm at Club Colette, this year's benefit will take the form of a French-Caribbean-themed reception – giving guests the opportunity to toast their health and enjoy live music, hors d'oeuvres and a silent auction, all while supporting FoundCare. This year's event honors longtime FoundCare supporters and advocates, Susan and Jim Collins and Cheryl Gowdy, who holds an important place in FoundCare history. Barnette and Ken Druskin are the Chairs and Donna and Dr. David Dodson are the Honorary Chairs. Guests are encouraged to dress in tropical resort attire.

#### HOW DOES FOUNDCARE SERVE PALM BEACH COUNTY RESIDENTS?

**Yolette Bonnet**

To meet our mission of fulfilling unmet healthcare and social service needs of individuals and families, we offer pediatric and adult primary care, chronic disease management, behavioral health services, dentistry, laboratory work and X-rays, through four locations in Palm Beach County. Of the more than 16,000 patients we served last year who reported their incomes, 89 percent had incomes at or below 200 percent of the federal poverty level. Two-thirds of patients were either covered by Medicaid or had no insurance at all. FoundCare serves every patient who comes through our doors. Uninsured patients are charged using a sliding fee scale that is based on household size and income. Events like *À Votre Santé* give us a platform to raise funds to assist more patients and continue to educate the community about the important work we do.

#### WHY ARE YOU HONORING SUSAN AND JIM COLLINS AND CHERYL GOWDY?

**Yolette Bonnet**

In 2017, FoundCare served approximately 16,300 patients for an estimated 53,250 visits, and so much of that incredible reach is thanks to our honorees. Mr. Collins has been a member of the Board of Directors for more than 10 years, and he and his wife have been steadfast supporters of the organization even longer. Ms. Gowdy is known for her philanthropy and dedication to the community. She has been involved in FoundCare and this event for the better part of a decade – co-chairing it in our early years. We wouldn't be serving the community today without the help of these honorees and countless others.

#### WHAT DOES IT MEAN TO BE AN HONOREE AT THIS YEAR'S EVENT?

**Cheryl Gowdy**

I am both surprised and touched to be an honoree for this year's event. I have always wanted to make a difference in

the world, and FoundCare is making a huge difference in our community daily. There's nothing more important than our health, and FoundCare is reaching those in our community most in need. Dr. and Mrs. Dodson have been friends of mine for many years, and I heard about FoundCare through them. I fell in love with the organization after taking a tour of its impressive and full-service facilities. My goal is to bring attention to the causes to which I commit, and I try to make people see the magic at FoundCare.

#### WHAT DOES FOUNDCARE'S WORK MEAN TO YOU?

**Jim Collins**

FoundCare means so much to Susan and me because it provides healthcare for people who could not otherwise afford it. It is important to care for the most vulnerable in Palm Beach County, and FoundCare does just that. They're a fantastic resource for children to make sure they get medical and dental attention early on to prevent problems down the road. I had a close friend who was involved in FoundCare years ago, and as soon as I learned about their mission, I knew I had to be a part of their fine work. The organization has grown so much over the years to include more services, and I'm so pleased by what's been happening.

#### HOW CAN I SUPPORT FOUNDCARE'S MISSION?

**Yolette Bonnet**

Help us spread the word that we are a one-stop shop for anyone seeking quality healthcare. Known for providing comprehensive, culturally competent, quality primary health services to medically underserved communities, FoundCare is dedicated to reducing serious health consequences through primary medical and

preventive screenings. Our services help to reduce the number of non-emergency hospital visits for Palm Beach County residents who have no health insurance. Join us for *À Votre Santé* on March 11th. It will be a wonderful event for a great cause. And please be in touch if you would like to tour our facility or support us with a sponsorship. You can visit [www.FoundCare.org](http://www.FoundCare.org) or reach us at 561.HEALTHY (432.5849). It would be an honor to have you join our mission.

#### IF YOU GO:

Sponsors for *À Votre Santé* include Call 4 Health, CBIZ, CIBC/Atlantic Trust, FAU Public Ethics Academy, Friends of FoundCare, Mr. and Mrs. Marc Goldberg, Hermé de Wyman Miro and The International Society of Palm Beach, Jewish Communal Fund, Mr. and Mrs. Charles Lubitz, Mil-Lake Medical Center, MD VIP, Mr. and Mrs. Harvey Poppel, Louis and Enid Rogow, St. John Boutique, Sullivan Benefits and Mr. and Mrs. Bruce Toll.

Guests are encouraged to dress in tropical resort attire. Les Nuages (The Clouds), a four-piece group that features Palm Beach Post columnist Frank Cerabino on the accordion, will serenade the crowd with French love songs and gypsy jazz. The quartet combines the exotic songs of the jazz era's female vocalists with the energy, beat and sound of gypsy jazz manouche, traditionally played with guitars and other strings.

Tickets to *À Votre Santé* are \$275 each. To purchase a ticket or inquire about sponsorship contact PJ Layng at 561.472.9160, ext. 220. PHOTOS: CAPEHART



Honoree Cheryl Gowdy and FoundCare's CEO Yolette Bonnet



MEET YOUR NEIGHBOR: TRENT STEELE, 58

# Helping the less fortunate is a constant in lawyer's life

By Dianna Smith  
Special to The Palm Beach Post

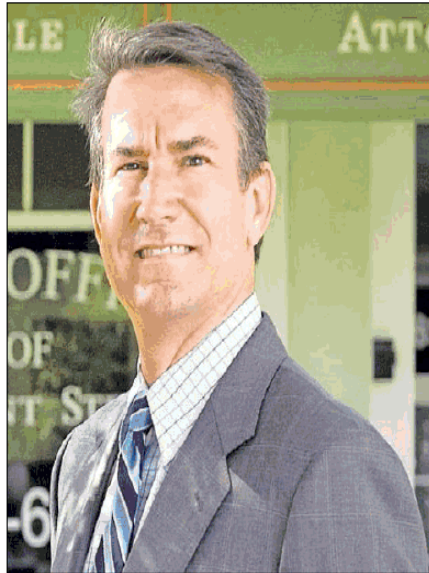
Trent Steele is a lawyer who got into the business not for the money or the prestige, he said, but because he wants to help people whose voices may otherwise not be heard.

"I pretty much have always represented individuals and small businesses, so I'm forever fighting against Goliath who tells me, 'You can't do that,'" said Steele, 58, who oversees Steele Law Firm in Palm Beach Gardens and Port St. Lucie. "I've always enjoyed that challenge of taking something like that on."

Steele, of Hobe Sound, isn't easily deterred, which is a trait that has not only helped him throughout his career but it's also helped him fight for small nonprofits struggling to survive. He was recently recognized by FoundCare Inc. for the hard work he poured into the organization when it was first getting started in 2002. FoundCare is a health care center in West Palm Beach that treats all community members, regardless of socioeconomic or insurance status, and Steele served as a board member.

It was difficult to find financial support for the nonprofit early on, Steele said, which is why he spent seven long years fighting to grow the health care center so people who didn't have insurance could seek medical care.

"We were beating our heads against the wall trying to get help," he said. "There were many times we would go up to Tallahassee and meet with legislators, and we were literally ushered out of offices. I think people just had no



Trent Steele was recently recognized by FoundCare Inc. for the hard work he did for the organization when it was first getting started in 2002. CONTRIBUTED

idea how many residents had no health insurance."

But, just as Steele does in his career, he never gave up, and today, the center offers dental care and a pharmacy, and board members have opened a satellite office in North Palm Beach.

Steele is also involved in other nonprofits, including serving as the president of the Dunbar Center Inc. in Hobe Sound, which provides child care, food and education to children under the age of 5. He's involved in the center because, he said, he wants to be sure that all children are ready for school by the time they get to first grade.

He's also involved in the Kravis Center for the Performing Arts in West Palm Beach, where he helped organize a gallery of artwork created by those with disabilities.

ities.

So why does he dedicate himself to so many nonprofits?

"It's simple, he said. "I have had the benefit of wonderful parents who provided me with what I needed to get to where I am today," Steele said. "I believe in passing it on. You never take for granted what you've been given."

Steele was born in Virginia but moved to South Florida 35 years ago. He attended the University of Florida and attended law school at the University of Miami. Steele recalled watching "To Kill a Mockingbird" countless times, which, he said, had a lot to do with why he decided to practice law for a living. He wanted to be like Atticus Finch, the character in the movie who fought for victims of prejudice.

## Q&A

**What are your hobbies?**

Staying alive and avoiding stepping on cracks in the sidewalk. **What would you do if you were invisible for a day?**

Wonder why everyone was ignoring me.

**If you could have dinner with anyone in history, who would it be?**

The next president of the United States

**What is the best advice you ever received?**

Tough choice. Either "Duck!" or "Look out!"

**What event in history would you have liked to have witnessed?**

Fred Flintstone's first meeting with the Loyal Order of Water Buffaloes

**What is your favorite childhood memory?**

Being born **Who is your hero, someone who inspires you?**

Atticus Finch

When he has free time, he relaxes by working in his garden and enjoys shopping for rare and exotic plants. He spent many years traveling, which he loved, but he said that now he is more of a homebody, and it's likely a good thing that he is.

Because that means he's around more to help the many people who need it. "I have never been one of those people who have had regrets of what I've done with my life," he said. "I feel like I've been really, really blessed."

## Parks

continued from 4

109000 State Road 703

**Size:** 174 acres

**Hours:** Dawn to dusk

**Facilities:** Two miles of beach front, swimming, nature trails and hiking, picnicking, fishing, visitors center, boating, canoeing, guided tours

**Managed by:** State

### ANCHORAGE PARK

Activity Building

605 Anchorage Drive

**Size:** 20.65 acres

**Hours:** 7 a.m.-10 p.m.; office hours 9 a.m.-7 p.m.

**Facilities:** Meeting rooms, baseball fields, tennis courts, kiddie pool, volleyball courts, shuffleboard, boat dock, picnic area and parking spaces

**Managed by:** North Palm Beach

### COMMUNITY CENTER

1200 Prosperity Farms Road

**Size:** 12.5 acres

**Hours:** 9 a.m.-9 p.m.

**Facilities:** Gym, basketball courts, stage (for plays), baseball fields, soccer/football fields, kiddie park, picnic area, batting cages, parking spaces, and a half-mile heart trail

**Managed by:** North Palm Beach

### LAKESIDE PARK

East Lighthouse Drive

**Size:** 5.7 acres

**Hours:** Dawn to dusk

**Facilities:** Pavilion, picnic area, kiddie park, basketball court, volleyball sand court

**Managed by:** North Palm Beach

### OSBORNE PARK

705 Prosperity Farms Road

**Size:** 7.1 acres

**Hours:** 9 a.m.-10 p.m.

**Facilities:** Activity building, baseball fields, basketball courts, batting cages, racquetball courts, handball courts, kiddie park, and parking spaces

**Managed by:** North Palm Beach

### Juno Beach

#### BERT WINTERS PARK

13425 Ellison Wilson Road

**Size:** 16.5 acres

**Hours:** Sunrise to sunset, lighted facilities and boat ramps, open until 11 p.m.

**Facilities:** Intracoastal Waterway frontage (805 square feet), saltwater fishing, water skiing, boat launching ramps, boat/trailer parking spaces, boat slips (day use only), Major League baseball field, Junior Major League baseball field, football/soccer field, tennis courts, children's play area, family picnic shelters, restrooms, parking spaces

**Managed by:** Palm Beach County

### JUNO BEACH PARK

14775 State Road A1A

**Size:** 5.24 acres

**Hours:** Sunrise to sunset

**Facilities:** Lifeguard, saltwater fishing, children's play area, family picnic shelters, fishing pier with bait shop, restrooms, outdoor showers

**Managed by:** Palm Beach County

### JUNO PARK

2090 Juno Road

**Size:** 18.20 acres

**Hours:** Sunrise to sunset; lighted facilities and boat ramp open until 11 p.m.

**Facilities:** Intracoastal Waterway frontage (1,150 feet), saltwater fishing, water skiing, boat slip (day use only), boat launching ramp, boat/trailer parking spaces, Little League baseball fields, basketball court, tennis court, children's play area, nature area, picnic areas with grills, restrooms

**Managed by:** Palm Beach County

### LOGGERHEAD PARK

14200 U.S.1

**Size:** 17.26 acres


**Hours:** Sunrise to sunset; lighted facilities open until 11 p.m.

**Facilities:** Lifeguard, saltwater fishing, tennis courts, tennis pavilion, children's play area, bicycle

Parks continued on 16



**FoundCare, Inc. Earns National Recognition for Efforts Aimed at Reducing Heart Attacks and Strokes** page 16



**CannabisNews Florida: EVIO Labs: Providing Comprehensive Cannabis Testing in Florida** page 42

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# South Florida Hospital News<sup>SM</sup> and HEALTHCARE REPORT

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THE REGION'S MONTHLY NEWSPAPER FOR HEALTHCARE PROFESSIONALS & PHYSICIANS

## EDUCATION



Dr. Salvatore Barbera

### Bridging Worlds

BY BARBARA R. FALLON

The journey from academic excellence to real world employment can be confusing for students. That's why Salvatore (Sal) Barbera, DHA, MS, FACHE, Interim Chair and Clinical Assistant Professor at Florida International University Master of Health Services Administration program is passionate about exposing his students to more than book learning. As a result of a well-rounded faculty balancing academic excellence and contemporary field experience, this year's inaugural graduate class will be fortified with 'live from the workplace' knowledge to draw upon when faced with operational or management decisions.

Dr. Barbera, a veteran of six CEO positions in both proprietary and not-for-profit hospitals and physician practice management companies, emphasizes the value of real world executive leadership preparation.

"While making an academic course plan, our faculty incorporate contemporary resources to introduce current topics into each course. This comprehensive approach is best described as when a professor reviews the academics and then shuts the book and relates that strategy to on-the-job tactics," he said.

Academic concepts put into practice

Continued on page 34

## CARDIOLOGY

### Local Cardiologist Elected President of the Florida Chapter of the American College of Cardiology

BY DANIEL CASCIATO

Florida Medical Center (FMC) Medical Director, David Perloff, MD, FACC, FACP, a board-certified cardiologist, was recently elected president of the Florida Chapter of the American College of Cardiology (ACC) and placed on the Board of Governors for the National American College of Cardiology. A practicing physician in South Florida since 1997, Dr. Perloff's three-year term will start in March of 2019.

Dr. Perloff joined the staff at FMC, part of Tenet Healthcare, because the center was so physician-centric when it came to the decision-making process.

"It was such a breath of fresh air to deal with the individuals whom I was dealing with," he says. "It was clear to me that Tenet respected and appreciated the relationships it had with physicians. They take their relationship with physicians to heart and make it an important piece of what they do. This is a particular institution that does not see physicians as competition but rather as a partner with a mutually beneficial relationship. I really appreciated that and it made a huge difference in my decision to join FMC and Tenet."



Dr. David Perloff

Continued on page 17



Dr. Michael Frost

### Opioid Overdose: An Expanded Role for Hospitals

BY MICHAEL FROST, MD, FASAM

Eighty percent of the world's opioid supply is consumed in the United States. Over 97 million Americans took prescription painkillers in 2015, and 12 million of those people did so without the direction of a physician. The opioid crisis sweeping the country continues to grow, so hospitals and ERs are increasingly confronted by this ongoing epidemic.

According to the CDC, last year the United States saw more than 63,000 people die of drug-related overdoses, and in 2015, roughly one in every 50 deaths was drug-related. For every fatal overdose, there were as many as 25 ER visits. In addition to seeing increasing numbers of patients needing treatment for overdose, the patients seeking care are sicker and more complicated to treat than in the past.

The White House Council of Economic Advisers reported that, in 2015, the opioid epidemic cost the United States economy over \$500 billion, and a study by Beth Israel

Continued on page 33

### Vital Financial Can Help With Retirement Planning

BY LOIS THOMSON

Hurricane Irma caused widespread destruction across Florida and other parts of the country last fall. IRMAA, on the other hand, is not a hurricane, but can also result in catastrophic damage, according to Jorge González.

González is managing director of the Boca Raton office of Vital Financial, a company that specializes in financial planning, life insurance, and retirement plans. He said IRMAA stands for Income Related to the Monthly Adjusted Amount, and it is mainly relevant to people who have higher annual earnings; it is an additional amount that people pay for their monthly



Jorge González

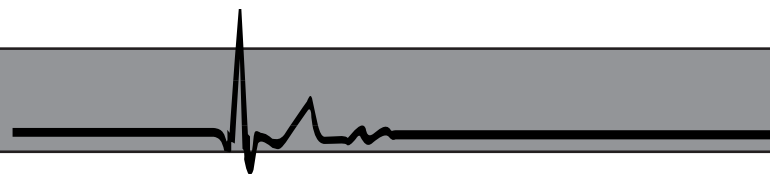
Continued on page 33

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## FoundCare, Inc. Earns National Recognition for Efforts Aimed at Reducing Heart Attacks and Strokes

FoundCare, Inc. is among a group of 310 first-time recipients of the American Heart Association (AHA) and American Medical Association's Target: BP Recognition Program awards. The AHA and AMA recently announced the names of the physician practices and health systems nationwide being recognized for their commitment to reducing the number of Americans who have heart attacks and strokes each year.



Dr. Oneka Marriott

Launched in 2017, the Target: BP Recognition Program is an extension of Target: BP™—a national initiative between the AHA and AMA aimed at addressing the growing burden of high blood pressure in the U.S. FoundCare is among the more than 1,100 physician practices and health systems nationwide that have joined Target: BP™, sharing a common goal to reduce the number of adult patients with uncontrolled blood pressure and improve health outcomes associated with heart disease.

"High blood pressure is often a major factor among patients afflicted with cardiovascular disease, diabetes, and stroke, and frequently impacts their mortality," said Dr. Oneka Marriott, FoundCare's Chief Medical Officer. "Participating in the Target: BP program has provided access to a number of resources for FoundCare's clinicians and patients to help lower blood pressure and prevent disease."

To help physician practices and health systems achieve their goals, Target: BP™ provides all participants with a dedicated website featuring a free evidence-based improvement program that includes tools and resources to help clinicians improve blood pressure control rates. To facilitate easy and seamless

adoption of the Target: BP™ Improvement Program, registrants have access to trained support specialists within their community who can help identify specific program components to incorporate into clinical practice.

"While high blood pressure is an easy condition to treat in that we have the tools to do so, there are many variables and barriers

to success for many patients," said AMA President David O. Barbe, M.D. "The AHA and AMA developed and piloted the Target: BP program to help bring patients and health care providers together to successfully get blood pressure under control, and help patients keep it controlled. We applaud the providers who are already working hard to control their patients' blood pressure, and we will continue to urge more physician practices, health systems and patients to join this effort to prioritize blood pressure control and increase the national control of blood pressure. Together, we can save many more lives and improve health outcomes nationwide."

"We're excited to bring Target: BP to physicians as a tool to help reduce the devastating impact of high blood pressure in terms of heart disease and stroke, and we're proud to recognize practices that are joining us to increase focus on blood pressure control," said AHA President John Warner, M.D. FoundCare, Inc., along with all other practices being recognized, was honored late last year during the AHA's annual Scientific Sessions conference, and will also be featured in upcoming Target: BP materials. This includes appearing in print ads, on TargetBP.org, and the Target: BP Wall of Recognition that will be displayed at AMA and AHA events throughout the year.

## Holy Cross Is First Hospital in South Florida to Offer Pioneering FFR-CT Heart Scans

Holy Cross Hospital in Fort Lauderdale is the first facility in South Florida to have partnered with the medical technology company HeartFlow in Redwood City, CA to offer patients fractional flow reserve computed tomography (FFR-CT) of the heart.



Dr. Claudio Smuclovisky

Cardiac CT is a non-invasive test acquired with very little radiation in less than ten seconds in this state-of-the-art 256 slice CT scanner that generates thousands of 3-D images of the heart. FFR-CT is an FDA-approved technology allowing doctors to determine whether blockage areas in the coronary arteries are depriving the heart of blood flow that can lead to a heart attack and/or sudden death. FFR-CT analysis is performed by utilizing the patient's cardiac CT scan when artery blockage is identified in a cardiac CT scan. Additional testing on the patient is not required.

"Cardiac CT is a great study for seeing the anatomy of the heart including the coronary arteries," said Claudio Smuclovisky, M.D., director of Holy Cross Hospital's Radiology Cardio-

vascular Imaging. "The study is 99 percent accurate in excluding significant coronary artery disease. In patients who do have potentially significant coronary artery disease, the piece of the puzzle that was missing was not knowing whether there was functionally decreased blood flow to the heart muscle that could lead to a heart

attack.

FFR-CT is an exciting new capability that is able to, in most cases, demonstrate whether the blockage in the arteries is seriously affecting blood flow to the heart muscle."

The results of FFR-CT also help direct the cardiologist to the area of blockage during invasive coronary angiography. There are more than 125 published scientific papers supporting FFR-CT. Recent publications demonstrate that the combination of cardiac CT plus FFR-CT was better than other non-invasive tests and avoided unnecessary invasive coronary angiography in 61 percent of the patients. The Centers for Medicare and Medicaid Services (CMS) has recently approved payment for FFR-CT.

## Jim Moran Heart & Vascular Center at Holy Cross Hospital Now Offers WATCHMAN Procedure

With a focus on innovation and research to provide the best evidence-based medicine available, cardiologists at the Jim Moran Heart & Vascular Center at Holy Cross Hospital in Fort Lauderdale are now performing the WATCHMAN procedure, which provides an alternative to oral blood-thinners for the treatment of atrial fibrillation.

The first WATCHMAN procedures were performed at Holy Cross by Rishi Anand, M.D, FACC, FHRS, and Daniel Weitz, M.D, FHRS. "Both cases were successful, and both of the patients were discharged the following day," said Dr. Anand. "This procedure aligns with our mission of providing the most leading-edge technology to give patients the options they deserve."

The WATCHMAN procedure involves a one-time implant which provides protection from stroke that is comparable to warfarin (the most common blood thinner) without the risk of bleeding.

"WATCHMAN is the only device of its kind approved by the U.S. Food and Drug Administration for reducing the risk of stroke in people with atrial fibrillation not caused by a heart valve problem," said Dr. Weitz. "At the Jim Moran Heart & Vascular Center we are at the forefront of cardiac care, advanced treatments and clinical trials."



Drs. Daniel Weitz and Rishi Anand perform the WATCHMAN procedure at Holy Cross Hospital in Fort Lauderdale.

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## Meet John Servideo

### Board president at FoundCare

BY MARY THURWACHTER

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As president of the board of directors of FoundCare, John Servideo always has the patients' best interests in mind.

After all, Mr. Servideo, a private chef, is a patient at FoundCare himself and has been since 2011 when he lost his job abruptly and found himself without health insurance.

That's when Mr. Servideo turned to FoundCare ([www.foundcare.org](http://www.foundcare.org)), a federally qualified nonprofit health center in Palm Springs, for the medical care. During a routine checkup, a doctor discovered a large blood clot in Mr. Servideo's leg.

"It could have been fatal, but the FoundCare physicians were able to take care of me and heal my clot" he said. "As payback, I do as much as I can for FoundCare."

As board president, an elected position with a three-year term, Mr. Servideo can bring his own life experiences to the volunteer position. He understands the needs. He was, for example, instrumental in creating a pharmacy for the facility, allowing FoundCare to serve as a "one-stop shop" for patients' medical services.

FoundCare patients like Mr. Servideo keep coming back, not only for the affordable rates (patients pay on a sliding scale depending on what they can afford), but "the standard of care is very high," he said.

In addition, Mr. Servideo said, "it's immaculately clean, the staff is bilingual and the staff is well-trained and cheerful. Everybody is treated equally, you're not just a number."

As a private chef, Mr. Servideo makes gourmet meals in clients' homes. He donated his time and talent to FoundCare's benefit gala, "A Votre Sante," by offering his chef services as an auction item. The private dinners, including food and preparation, sold for between \$1,000 and \$1,200.

Occasionally, he gives talks on nutrition at the center, too.

"My career as a chef stems from my love of good food," the Lake Worth resident said. "I view cooking as a kind of alchemy. I can transform a few sim-



CAPEHART PHOTOGRAPHY

**Lake Worth resident John Servideo also works during season as a private chef and works in the seafood department at Publix.**

ple ingredients such as flour, eggs and ricotta, into ravioli. For me it's a magical process. And growing up in an Italian-American family, food was very important not only for nutrition but also for its social aspects.

"I have had several clients who required special diets because of medical conditions," he said. "I am a great believer that a balanced diet is medicine. It's great to be paid well for something that I enjoy doing."

FoundCare's Health Centers, with sites in Palm Springs and North Palm Beach, offer pediatric and adult primary care, chronic disease management, behavioral health services, laboratory work and X-rays, and an on-site pharmacy. The centers accept most insurance plans, Medicaid, Medicare, and self-pay on a sliding fee scale that is based on household size and income.

Last year, FoundCare served 14,933 unduplicated patients, approximately half of whom were uninsured.

**John Anthony Servideo**

**Age:** 68

**Hometown:** Boston

**Where I live now:** Lake Worth

**Education:** Degree in Culinary Arts and Sciences from Florida Culinary Institute (now Lincoln Culinary Institute).

**What brought me to Florida:** I moved to Florida in 1994 because my parents had retired here. They were getting older and I wanted to be close by in case they needed me. Also, I was fed up with the harsh New England winters.

**My job now:** During the Palm Beach season, I work as a freelance private/personal chef. I also work part-time for Publix in the seafood department.

**First job:** My first job as an adult was for a publishing company in Boston (Allyn & Bacon). It was known as the training grounds because of the low salaries and poor treatment of employees. I stayed there for two years, learned everything I could by accepting projects that were difficult, low-budget, or needed to be completed quickly. I learned that hard work (eventually) pays off. I learned too the value of recognizing and taking advantage of unexpected opportunities.

**Career highlight:** I get great satisfaction when my food is served at a dinner party and all conversation stops. But the highlight of my career as a private chef occurred when I overheard one guest say to the host and hostess, "The food here is better than at The Breakers."

**Hobbies:** I am an avid reader. I especially enjoy biographies. I am an armchair archeologist; I particularly like reading about Mayan, Roman and Egyptian civilizations.

Whenever I can, I travel to Italy to explore new places and discover new recipes that I can reproduce at home. I am in the process of writing a cookbook about Italian-American family cooking.

**Best advice:** Work hard, learn as much as possible, never be satisfied with second best and always be aware of and take advantage of good opportunities.

**About mentors:** Several of my teachers made sure that I understood the value of studying hard and always striving to do my best. From my parents, I learned the value of loyalty to family and friends and that material possessions are not the key to happiness. ■

## County tourism hits half-year record in 2017

FLORIDA WEEKLY STAFF

It's not just snowbirds. Other visitors also are flocking to The Palm Beaches.

The area experienced record-breaking half-year visitation for 2017, reported Discover The Palm Beaches, the official tourism marketing corporation for Palm Beach County.

In 2017, the destination had the highest number of visitors in its history for January through June, with 4.2 million visitors. According to the data research company STR, this represents an 8.7 percent increase over 2016.

From January through March, The Palm Beaches had 2.3 million visitors, and 1.94 million visitors from April through June, an 11-percent increase from 2016.

Visitation increased by 8 percent to 2.25 million in the first six months of 2017, with Discover The Palm Beaches advertising within nine target markets. The markets with the most growth include Washington, D.C. (up 18 percent), New York (up 13 percent), Chicago (an increase of 11 percent) and Philadelphia (up by 10 percent).

The number of business travelers increased by 12.8 percent, with Discover The Palm Beaches contracting with 46 percent more groups and meetings room nights from January to June 2017.

Jorge Pesquera, president and CEO for Discover The Palm Beaches, said the organization has increased awareness in traditional and emerging markets.

He credits its new "Friends Trust Friends" marketing campaign and the company's new website, which was recognized by Skift as one of the best tourism board websites in the world.

"This industry spurs economic growth, creates more jobs, and helps to improve the quality of life for all of us," Mr. Pesquera said. ■



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# Scene+Be Seen

FoundCare Inc. hosted its "À Votre Santé (To Your Health)" cocktail benefit at Club Colette in Palm Beach. Nearly 200 guests toasted to their health while enjoying live music, hors d'oeuvres and a silent auction, all to support the health center.

PHOTOS BY CAPEHART PHOTOGRAPHY



Donna Mulholland, left, Ethel Williams and William Meyer



Donna Dodson and David Dodson



Mark Levy and Janet Levy



Gail Worth and Frank Orenstein



Arlette Gordon, left, and Elizabeth Bowden



Herme de Wyman Miro, left, and Yolette Bonnet



Susan Collins and James Collins

Special Marketing Section

Sun Sentinel Thursday, March 23, 2017



# Local group offers free services for HIV Testing Day

National HIV Testing Day is designed to promote the importance of testing and early diagnosis.

**25 WPBF NEWS** | Updated: 11:50 AM EDT Jun 26, 2017



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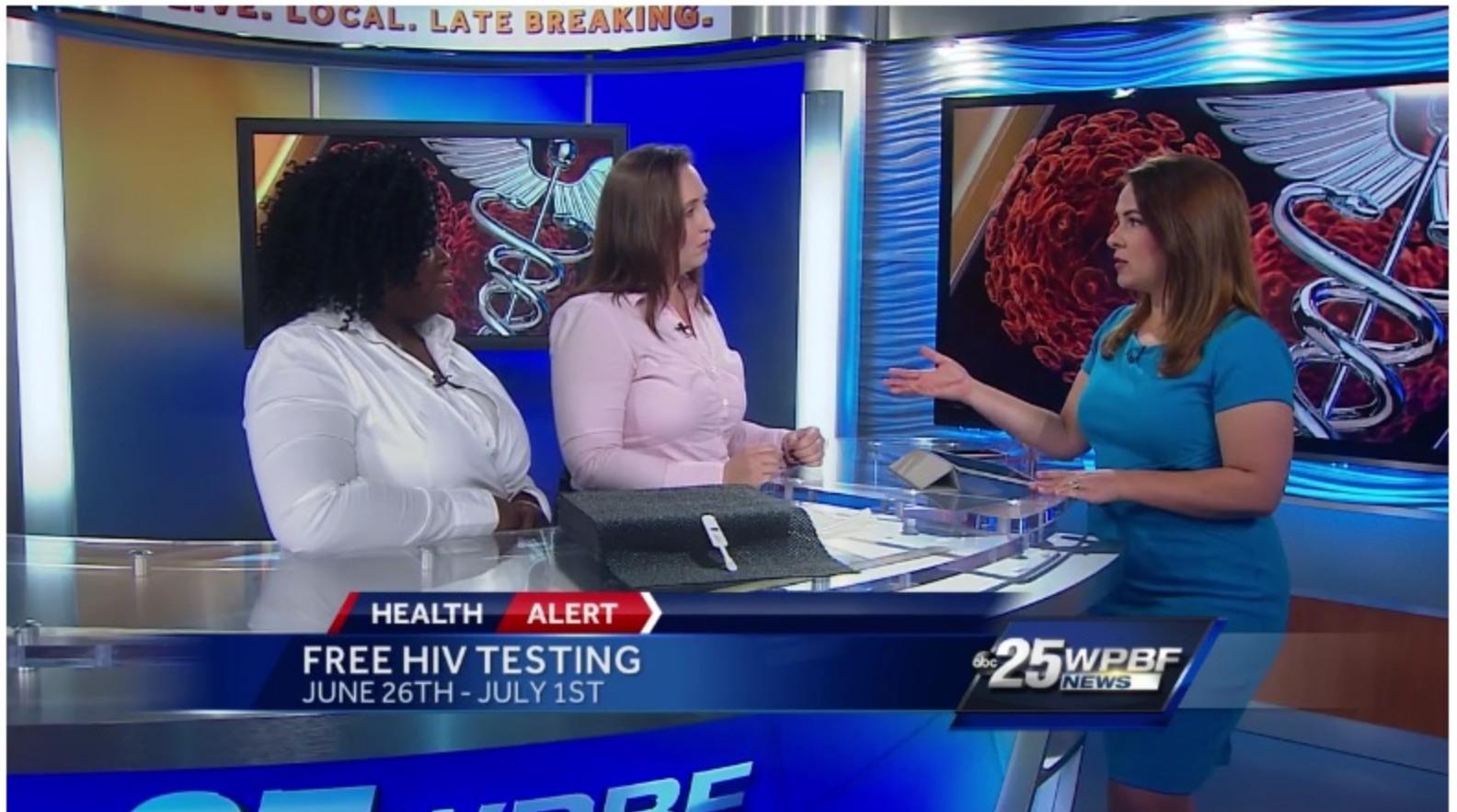
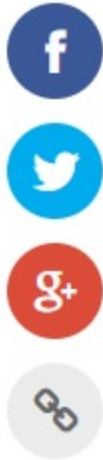
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