

iGiants Roundtable- South Florida

December 15th, 2015

7:30pm-9:30pm

Venue: YOLO: 333 E. Las Olas BLVD, Ft Lauderdale, FL 33301

Host/Moderator: Dr. Farzanna Haffizulla

Past President, American Medical Women's Association (AMWA)

Organizations and Representatives:

AMWA Preventive Medicine Task Force:

Representative: Farzanna Haffizulla MD FACP FAMWA, Chair, Founder

Our focus on promoting the Surgeon General's National Prevention Strategy is done in an all encompassing fashion with a focus on a personalized approach to disease prevention, diagnosis, evaluation and treatment. We have published papers, brochures, launched an android application, organized and executed community outreach and education events as we promote a sex and gender specific approach in healthcare. For more information visit <https://www.amwa-doc.org/our-work/initiatives/preventive-medicine-task-force/>

Mission Critical Health:

Representative: Farzanna Haffizulla MD FACP FAMWA, Host, Anchor, Clinical Editor; David Holden (Executive Producer- sent email agreement for inclusion)

We work to strengthen primary-care and community health systems through education. We base our educational topics on the objectives of the Institute for Healthcare Improvement. Known as the "Triple Aim," those objectives are to: 1. improve the health of the population, 2. enhance the patient experience of care, including quality, access and reliability and 3. reduce, or at least control, the per capita cost of care.

We embrace the idea that the entire health care system should seek to improve well-being, education and engagement of their population. While our current educational efforts focus on the first two elements of the Triple Aim, we believe that improving the engagement and education of the population ultimately impacts the cost of care.

Mission Critical Health's public health and medical educational programs are designed to improve the education of professionals and patients through improved information sharing. The delivery of healthcare news through media provides healthcare facilities and medical companies with a national platform to share evidence-based Best Practices, new peer-reviewed research results, demonstrate the efficacy of break through technologies and new bundles and to drive us all closer to our common goal to improve patient care. For more information, visit www.missioncriticalhealth.com

Haven Home Health (roundtable co-sponsor) & The Charis Foundation (co-sponsor):

Representatives: Kevin Ruark (CEO/President Haven Home Health, Charis Foundation owner); Lisa Martinolich RN (Executive VP); Dr. Paul Schwartz (Chief Medical Officer); Dr. Farzanna Haffizulla, Broward County Medical Director

Robin Covin, Lisa Tsois, Partner Broward County, Carlos Suche, Director of Sales in South County, Shawn McManus Business Development

Haven Home Health has a wellness program with over 50 years of combined experience. A multiple award winning program, Haven Home Health is designed for seniors and those living with disabilities. Each community we work with has a personalized plan to ensure we are delivering the best quality care. We are determined to meet the needs of our partnered communities and the patients by providing education and working together with our local and global non-profits organizations such as the Charis Foundation. For more information, visit www.havenhhc.com and <http://www.charisrescue.com>

Prothotics Health (roundtable co-sponsor)

Representative: Dr. Howard Storfer , CEO/President

**When it comes to orthotics, prosthetics and pedorthics, you need to rely on trusted professionals to fit your specialized needs as well as the products and services they provide. For nearly 25 years, Pro-Thotics Tech has been offering patients a full-range of products and services delivered one-on-one with great compassion and personalized care. Our practitioners are on the cutting edge, keeping abreast of the newest developments. To ensure continuity of care, we strive to keep patients with the same practitioners throughout their care. We value the team approach, working closely with the physicians, therapists, patients and families to provide optimal care. Our specialties include (but are not limited to) state-of-the-art orthotic, prosthetic and wound-care devices, treatment of neuro-muscular disorders, sports rehabilitation bracing, spinal orthotics and custom-made footwear. Pro-Thotics Tech Inc. is proud to have a full-service Pediatric Care Division. Specializing in custom pediatric orthotics, Pro-Thotics Tech Inc. is certified by ABC and BOC we also work closely with the United Cerebral Palsy Associations, schools and pre-schools for the developmentally disabled, as well as many early intervention programs. Our certified practitioners have a minimum of 20 years in the field of Pediatrics. We pride ourselves on combining gentle, caring treatment with state-of-the-art orthotic and/or prosthetic technology. If you have an orthotic, prosthetic or pedorthic need, we have personalized solutions for you. If you require home visits, they are available upon request. If you need an item quickly, our locally based technicians are ready to manufacture what you need with timely next-day service. To make things even easier for you, we accept over 40 different health care plans. We'll even take care of securing the authorizations. For more information, visit <http://www.prothoticshealth.com/>

Zimmer Biomet (roundtable co-sponsor)

Representative not in attendance

Founded in 1927 and headquartered in Warsaw, Indiana, USA, Zimmer Biomet is a global leader in musculoskeletal healthcare. We design, manufacture and market orthopaedic reconstructive products; sports medicine, biologics, extremities and trauma products; spine, bone healing, craniomaxillofacial and thoracic products; dental implants; and related surgical products. We collaborate with healthcare professionals around the globe to advance the pace of innovation. Our products and solutions help treat patients suffering from disorders of, or injuries to, bones, joints or supporting soft tissues. Together with healthcare professionals, we help millions of people live better lives. We have operations in more than 25 countries around the world and sell products in more than 100 countries. For more information, visit zimmerbiomet.com or follow Zimmer Biomet. With substantial investments in research and development, a deep commitment to medical training and education, a highly experienced and knowledgeable global team and a collaborative, personalized approach to working with healthcare professionals, the Company will develop and introduce cutting edge musculoskeletal products and services designed to achieve exceptional patient outcomes. Zimmer Biomet's expanded sales force will also be increasingly effective in all geographies by having access to a broader portfolio. For more information, visit <http://www.zimmerbiomet.com/>

Cooper City Foot and Ankle:

Representative: Dr. Arthur Segall (podiatry)

Cooper City Foot and Ankle podiatrists are experienced in the field of sports medicine and orthopaedic treatments. Our patients rely on us to help them recover from an injury, eliminate pain and achieve top competitive performance. Treating leg, foot and ankle disorders in all ages for over 25 years. Visit ccfootankle.com for more information. a variety of foot, ankle and leg problems.

Cantor Spine Institute:

Representative: Dr. Jeffrey Cantor, Owner, Physician

*Cantor Spine Institute takes the time to custom design a personalized program of care that's right for you. It's a program of education, guidance and support that begins six weeks prior to your surgery, and continues until you are back on your feet and enjoying life again. From complete coordination of care, to pre-surgical home evaluation and creation of a post-surgery care plan, patients and their immediate caregivers are actively involved in detailed, careful planning for their recovery process. With education, meticulous preparation and planning, the Cantor Spine Institute is empowering patients to reach their goals and get back to enjoying life again. Healthcare experts agree that patients have better results when potential pitfalls are foreseen and eliminated, there is quick resolution to any developing logistical issue, an advocate oversees care, and close compliance with medication, diet and exercise is maintained.

That's why all patients undergoing surgery at the Cantor Spine Institute are strongly recommended that they opt in to our Care Program. From complete coordination of care, to preventive medicine counseling, risk factor reduction and creation of pre and post-surgical care plans, patients and their immediate caregivers are actively involved in detailed, careful planning for their recovery process. For more information, visit www.cantorspine.com

Medical Associates of Tamarac:

Representative: Dr. Jason Haffizulla, Owner, Physician

Medical Associates of Tamarac health care providers sees late adolescent and adult patients with a focus on comprehensive, personalized medical care. We are actively involved in clinical research as well as community projects. Using technology and a detailed approach while treating each patient, we are able to individualize patient care improving healthcare outcomes and reducing health care costs. We pride ourselves on self analysis of our treatment paradigm to keep us focused on reducing hospital admission, re-admission and hospital length of stays. For more information, visit www.meditam.net

Cleveland Clinic Florida, Department of Geriatrics

Representative: Dr. Diana Galindo, Geriatrics Fellowship Program Director

Geriatric Medicine Research (<http://my.clevelandclinic.org/florida/departments/geriatrics>)

The Department of Geriatric Medicine at Cleveland Clinic Florida is active in Geriatric Medicine Research Studies. The research includes: studies in cognitive dysfunction, trials on hip fractures and anemia, a multi-center observational study on soft tissue infections, and clinical studies on fractures.

Special Services

To help address some of the problems most common among seniors and help them gain personal management skills, the Department of Geriatric Medicine has developed several special services, including:

- a memory disorder clinic
- a gait and balance disorder clinic
- a pain management program developed in conjunction with the anesthesiology department
- a special service for patients at high risk for surgical complications

The Geriatric Medicine staff understands finding the treatment that best meets each patient's needs is not always a straightforward process. But thanks to their extensive expertise in treating senior adults and their access to advanced treatment resources, they can help simplify the process and find viable options that not only improve patients' physical well being, but also their total quality of life.

Private Practice Physician and Community Leader:

Representative: Dr Aaron Schwartz:

Pulmonary Medicine

ProAssurance underwriting and regional advisory board
WRMC continuing quality improvement committee
MEC HEALTHSOUTH SRH
MEC AND MOC Florida Medical Center
VICE CHIEF of MEDICINE UCH

Private Practice Physician and Community Leader:

Representative: Dr Ralph Zagha:

Private Practice Urology; President Elect of the Broward County Medical Association

Urology Private Practice:

He selected urology as his specialty due to the vast opportunities to help both men and women achieve positive health outcomes by performing both surgical and medical interventions. Dr. Zagha treats a wide range of urological diseases and conditions including kidney stones, prostate enlargement, and urinary/bladder disorders with some of the latest procedures and equipment. With technology available, Dr. Zagha can perform many minimally invasive procedures to treat kidney stones and even tumors, which can offer significant benefits to patients that often experience less pain and quicker recovery times. For more information, visit www.drRALPHzagha.com

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Broward County Medical Association unites 1,700 allopathic and osteopathic physicians, of all specialties, as well as Physician Assistants, toward the fulfillment of a common goal:

To secure access to health care of the highest quality for the residents of Broward County.

To maintain the integrity of medical practice and care delivery for the citizens of Broward.

To advocate in legislative, regulatory, and economic forums for the interests of the patients of Broward County in securing and maintaining access to medical care of high quality from the physicians of their choice, and for the interests of practicing physicians in caring for their patients. For more information, visit www.bcma.com

Advocare Home Services:

Representative: Amy Siegel, Founder/Director

Our Care Management Programs

1. Medical Care Management

Our Nurse Advocates accompany clients to key doctor visits, manage medications and monitor health status. They know the local resources – physicians, hospitals, rehab facilities, and other key providers, and they are ON CALL 24/7.

2. Transition Care Management - Things have changed for a parent, spouse, or loved one after years of flowing along smoothly.

Whether it's a change in cognitive or medical status, or the loss of a spouse, you need to consider life transition options, such as choosing an assisted living community, Memory Care, or skilled nursing.

3. Life Care Planning – Helps answer the question, “Who pays for all of this?”

Life Care Planning synchronizes the care plan with a financial plan and legal resources, looking at insurance and entitlements such as veteran benefits and Medicaid.

4. Home Care Management – Screening, matchmaking, selecting, and managing the best caregivers.

Many times families are not certain where to start, that's why they seek the counsel and guidance of experts. A comprehensive assessment helps to identify problem areas - then lays out a care plan to address them. No more struggling with all the disjointed pieces of elder care! *With an integrated approach, care from multiple practitioners and professionals is organized, coordinated, and harmonized. For more information, visit <http://www.caremanage.com>*

Other Physician Attendees/Participants:

1. Dr. Jeffrey Samuels: Physical Medicine and Rehabilitation (Broward General Hospital)
2. Dr. Paul Singh: Internal Medicine (Cleveland Clinic Florida)
3. Dr. Tess Galindo (Anesthesiology)

Discussion Summary:

1. Prosthetics: Tailored approach to women's mastectomy apparel and prosthetics.
2. Physicians, Health care Professionals, Community Leaders and Home Care companies:
 - a. Keeping a sex/gender specific focus that also is culturally sensitive. Family dynamics in the health care setting plays an important role in implementing a gender/sex specific approach to disease management. Families may not always agree to approach.
 - b. Standards of care and clinical guidelines need refinement to be more gender/sex specific.
 - c. Home care: template questionnaires do not provide enough specificity for more personalized evaluation. These extra questions are often left up to the evaluating nurse
 - d. CHF care using non-invasive medical strategies such as the Zoe monitor use extrapolated data for women from studies done primarily on men. Haven plans on embarking in a study of their patient

population to review outcomes of their non-invasive monitoring and follow up of patients with CHF. This will help refine data as it applies to both genders.

- e. Spine surgery: based on exact dimensions and factors associated with each patient rather than as a blanket standard of care surgical approach (Cantor Spine institute). A more comprehensive evaluation was seen to improve outcomes and reduce complication rates.
- f. Obstacles related to cost, lack of resources, mounting mandates for physicians (EHR, ICD 10 codes, meaningful use and other quality indicators) and lack of strong sex/gender specific science behind published guidelines for the patient population
- g. Incorporating education of this personalized sex/gender specific approach is needed in medical school, residency, fellowship, CME and in other professional development programs. Many health care professionals engage in lectures and/or patient education that is patient centric and personalized but often the mandate of the EHR becomes an obstacle in this process. The computer stands between the patient and the physician.
- h. Gender/sex specific care requires information about the patient's family/spouse. Societal pressures and cultural dynamics play a role in the proper care of the patient. Ex. Many times a chronically ill male/female spouse will require 24 hour home care services because his/her partner requires hospitalization. The partner will often times delay hospitalization or push for an earlier discharge because of concern for the proper care of the spouse.
- i. The gender of the clinician plays a role in the success of a proper history and diagnosis. Women health care professionals were more likely to successfully ask more sex/gender specific questions to better navigate care of the patient.
- j. No EHR templates exist for non-traditional nuclear families (same sex, transgender etc.)
- k. Pain Control Methods in outpatient, inpatient and during hospitalization need to be gender and age specific. Differences in body size, age, body fat, physiology, co-morbidities, patient lifestyle and cultural background need to be factored in to the decision making process for medication choices in men and women. There is a disconnect between the EHR, insurance formulary information, cost and scientific information available to practicing physicians. There needs to be more education on these differences in medical school and in practice. Better cross-compatibility of electronic medical records to allow proper communication of the healthcare team and gender/sex specific EHR templates can help guide the evaluation.
- l. Leaders/Participants at this meeting will engage their network to promote sex and gender specific medical education for medical students and practicing physicians, promote sex/gender specific technology design, encourage and revise existing paper and digital patient evaluation tools to be more gender specific, guide improvement in the cross compatibility of EHR systems that incorporate gender/sex specific template to guide the health care professional.
- m. Encourage the continuation of iGiants and Precision Medicine discussions nationwide.