

FloridaMD

JUNE 2013 • COVERING THE I-4 CORRIDOR



**Central Florida Pulmonary
Group Expands for Greater
Patient-Centered Care**

contents

JUNE 2013

COVERING THE I-4 CORRIDOR

PHOTO: DONALD RAUHOFER / FLORIDA MD



4 COVER STORY

In 1982, Central Florida Pulmonary Group founding physician Dr. Robert Bast realized his dream to build one of the finest pulmonary practices in Orlando. By 2002, the small practice had grown to include eight physicians. Today, CFPG is the largest pulmonary and critical care group in Central Florida with 93 support staff, 5 nurse practitioners, and 15 physicians specializing in pulmonary disease, critical care, and sleep disorders. Three CFPG clinics serve the Central Florida area including the main downtown Mills Avenue office, East Orlando, and Altamonte Springs.

Another milestone was reached this April when CFPG opened the doors to a new 27 room, 10,000 square foot downtown clinic across the street from the original CFPG office on Mills Avenue. This state-of-the-art medical home, visually pleasing inside and out, is a welcome expansion for patients and staff. Designed for patient comfort and functionality, the new facility will allow CFPG to continue to advance by offering the latest procedures and equipment available for the best patient-centered care.

ON THE COVER: Central Florida Pulmonary Group opens a new office in downtown Orlando.

- 00 XXXXX XXXX XX XXXXX
- 00 XX XXXX XXX XX XXXXX
XXXXXX XXXXXXXX
- 00 XXXXX X XXXX XXXX
XXXXX
- 30 CURRENT TOPICS



PHOTO: DONALD RAUHOFER / FLORIDA MD

DEPARTMENTS

- 2 FROM THE PUBLISHER
- 9 PHARMACY UPDATE
- 10 BEHAVIORAL HEALTH
- 12 CANCER
- 14 MARKETING YOUR PRACTICE
- 16 MEDICAL MALPRACTICE EXPERT ADVICE
- 17 ORTHOPAEDIC UPDATE
- 19 DIGESTIVE AND LIVER UPDATE

Central Florida Pulmonary Group Expands For Greater Patient-Centered Care

By Cherie Faircloth

In 1982, Central Florida Pulmonary Group founding physician Dr. Robert Bast realized his dream to build one of the finest pulmonary practices in Orlando. By 2002, the small practice had grown to include eight physicians. Today, CFPG is the largest pulmonary and critical care group in Central Florida with 93 support staff, 5 nurse practitioners, and 15 physicians specializing in pulmonary disease, critical care, and sleep disorders. Three CFPG clinics serve the Central Florida area including the main downtown Mills Avenue office, East Orlando, and Altamonte Springs.

Another milestone was reached this April when CFPG opened the doors to a new 27 room, 10,000 square foot downtown clinic across the street from the original CFPG office on Mills Avenue. This state-of-the-art medical home, visually pleasing inside and out, is a welcome expansion for patients and staff. Designed for patient comfort and functionality, the new facility will allow CFPG to continue to advance by offering the latest procedures and equipment available for the best patient-centered care.

In addition to seeing patients daily at their office locations, 8 CFPG physicians hold medical directorships at local hospitals. Dr. Daniel Haim, President of CFPG, is also President of the Florida

Hospital Medical staff; Dr. Daniel Layish, VP of CFPG, and Dr. Ruel Garcia act as Co-Medical Directors of the Winter Park Memorial Hospital intensive care unit (ICU); Dr. Andres Pelaez serves as Medical Director for the Florida Hospital transplant program; Dr. Francisco Calimano is Medical Director for both Florida Hospital Altamonte ICU and respiratory departments and Dr. Mahmood Ali is Medical Director for Florida Hospital South medical ICU. Dr. Ahmed Masood is the Chair for critical care, Dr. Kevin DeBoer is Chairman of pulmonary medicine and Dr. Syed Mobin serves as Chair of Internal Medicine for all seven Florida Hospital campuses in Central Florida.

CENTRAL FLORIDA PULMONARY GROUP DOCTORS TAKE THE LEAD

CFPG President Dr. Daniel Haim, in practice with CFPG since 1995, graduated from Sackler School of Medicine in Tel Aviv, Israel, completed his residency at St. Lukes-Roosevelt Hospital in New York and a fellowship at Temple University Hospital in Pennsylvania. Dr. Haim explained that the group's focus has been on the growth of the practice, not only in square footage, but in pul-

Dr. Haim, Dr. Guerrero and Dr. Hajdenberg review information on a current research study being conducted at Central Florida Pulmonary Group.



PHOTO: DONALD RAUHOEFER / FLORIDA MD

PHOTO: DONALD RAUHOFFER / FLORIDA.MD



Drs. Go and Vu discuss a Cat Scan of the chest.

monary medicine advancements and in recruiting the best doctors in the field of pulmonary and critical care medicine. The cultural diversity of the soon-to-be 17 doctors at CFPG is striking with physicians from the Philippines, Israel, Pakistan, Vietnam, Peru, Puerto Rico, Colombia, the U.S. and several other countries. Each doctor has their own niche in some aspect of pulmonary medicine, making CFPG one of the most distinct pulmonary practices in the region.

“Along with the growth of CFPG as a very diverse community practice, our doctor’s prominence and guidance in the advancement of pulmonary medicine at Florida Hospital has grown as well. We have worked in a partnership alongside Florida Hospital to ensure that the best available technology and patient services required in the specialty of pulmonary medicine are available for continued care of our patients at Florida Hospital as well,” stated Dr. Haim. “We remain an autonomous group of doctors who hold leadership roles at local hospitals. Our procedures and services are respected by the hospital administration.”

This strategy has paid off for Central Florida patients. In 2012, U.S. News and World Report Best Hospitals, a prestigious ranking system of hospitals and doctors across the country, ranked Florida Hospital, Orlando, 29th in the country in pulmonary care. Earning a 5 out of 6 score for advanced pulmonary technology and 8 out of 8 for pulmonary patient services, Florida Hospital performs some of the most advanced surgical and treatment procedures available to pulmonary and critical care patients today. With 8 CFPG physicians in prominent positions in ICU, transplant, respiratory and pulmonary medicine within Florida Hospital, Central Florida pulmonary patients who require specialized hospital care can be assured that the technology and patient services are in place for best practice.

“We have a great group of doctors and support staff that works together as a team at our clinics and at local hospitals. Some of our employees have been at CFPG for over 15 years. Milton Harris joined us in 2002 as administrator and helped create our offices in Altamonte and East Orlando. It is this teamwork that will continue to propel our growth in Florida,” Dr. Haim remarked. CFPG doctors all hold academic appointments with the University of Central Florida’s College of Medicine, teaching fourth year

medical students who are placed in critical care rotations with CFPG. “Our doctors coordinate and manage a lot of critical care work and conduct various procedures at Florida Hospital’s main campus, at FH Altamonte, Winter Park Hospital, and in FH East Orlando at Lake Underhill. Two new doctors will join CFPG this year. Dr. Robert Santos, relocating from Sebring, Florida, is board certified in internal medicine, critical care, pulmonary disease and sleep medicine. Dr. Timur Graham, now completing a Fellowship at Brown University, will join CFPG in the fall.

TESTING AND EVALUATION AT THE CFPG PULMONARY FUNCTION LAB

“Much of the diagnostic testing and evaluation is conducted at our Respiratory Department,” said Marlyn Kristoff, Respiratory Manager. The department offers a wide range of tests that include (but are not limited to) pulmonary function test, arterial blood gas test, Restech pH probe monitoring, fraction of expired nitric oxide (FeNO) testing, and SHAPE test.

A pulmonary function test can assist physicians in diagnosing and managing patients with breathing problems and/or lung diseases and can also be used to assess how a patient is responding to different treatments. It may also help measure the different aspects of lung function, help determine the cause of shortness of breath, and measure how a lung disease is progressing or how serious the lung disease has become.

An arterial blood gas test is used to check how well the lungs are able to move oxygen into the blood and remove carbon dioxide from the blood. It may also help determine the degree of patient’s disease process.

Restech pH probe monitoring is a 24 hour study, which helps measure the presence of aerosolized reflux. This aerosolized reflux can often times trigger a chronic cough and asthma like symptoms.

Dr. Qureshi advises RN Katie Luck on a Multiple Sleep Latency Test (MSLT) performed to detect narcolepsy.



PHOTO: DONALD RAUHOFFER / FLORIDA.MD

PHOTO: DONALD RAUHOFER / FLORIDA MD



Drs. Pelaez and Haim speak to a patient regarding a possible lung transplant.

The fraction of expired nitric oxide (FeNO) is a test of airway eosinophilic inflammation and assists in the correct diagnosis of asthma. This test can also be used to assess how a patient is responding to different treatments.

The SHAPE test is a sub maximal cardiopulmonary exercise test. This test may assist physicians in determining whether the patient's exercise intolerance is related to pulmonary disease, cardiac disease, or due to lack of conditioning

The state-of-the-art downtown clinic is now also home to the new low dose Toshiba Aquilon RXL CAT scan machine, which reduces 1/3 of the radiation from a normal CAT scan, creating a safer scan for the patient. For patients who are established at CFPG, appointments can be scheduled for prescribed CT scans using the Toshiba RXL for purposes other than pulmonary. A dual energy X-ray absorptiometry scan, or DEXA scan, used to measure bone density is also located in the new downtown building.

CFPG ADULT CYSTIC FIBROSIS CLINIC: ACCREDITED BY CYSTIC FIBROSIS FOUNDATION SINCE 1999

Dr. Haim also notes that CFPG is one of the few non-academic centers in the nation offering advanced treatment options for adult patients with cystic fibrosis. "Since 1999, our multidisciplinary Adult Cystic Fibrosis Clinic has been accredited by the Cystic Fibrosis Foundation, offering comprehensive care to adults with CF. We follow the current Cystic Fibrosis Foundation's current treatment guidelines. When CF patients grow older they are faced with different challenges that require specialized treatment tailored to each person's needs. CFPG is the only clinic in the area that is prepared and recognized by the Cystic Fibrosis Foundation to meet all of those needs," Dr. Haim explained.

The cystic fibrosis clinic services include care coordinators, diagnostic testing, access to registered

dieticians who help monitor the critical need for increased caloric intake, social workers who can assist with resolving insurance issues and enrollment in the Florida Medicaid Waiver program as well as discuss access to free or reduced cost medications.

The CF clinics are offered twice a month. Drs. Daniel Layish and Francisco Calimano act as co-directors of the program. "We are happy to spend as much time with each CF patient that we serve to assess health status and care plans," said Dr. Layish. "Just over a decade ago, many CF patients did not reach adulthood. Since life expectancy has improved, we work with over 100 adults managing this genetic condition. Our focus is to provide the highest quality healthcare while preserving lung function resulting in the best quality of life."

ADVANCED MEDICAL PROCEDURES UNIQUE TO CENTRAL FLORIDA PULMONARY GROUP

CFPG is one of the most advanced pulmonary practices in the Southeast. Every doctor fills a unique niche and has expertise in one or more areas of pulmonary and critical care medicine. Advances in pulmonary medicine have produced less invasive procedures that can be done on an outpatient basis, with less pain and recovery time involved.

Dr. Haim's specialty is interventional bronchoscopy, a set of treatments that are minimally invasive and done on an outpatient basis. Interventional bronchoscopy includes laser bronchoscopy which is ablation, or removal, of endobronchial tumors. If the tumor is benign, the thermal impact of the laser can be curative. A malignant tumor would still require chemotherapy. According to Dr. Haim, this procedure has few side effects and gives patients relief from symptoms very quickly. Dr. Haim's specialty also includes implanting airway stents for tracheal stenosis, an abnormal narrowing of the trachea; and bronchoscopic biopsy of lung masses and lymph nodes with guided ultrasound

Dr. Guerrero explains the dangers of sleep apnea to a patient before she has a sleep study at the Altamonte Springs sleep lab.



PHOTO: DONALD RAUHOFER / FLORIDA MD

After graduating from the Interventional Pulmonology fellowship program at Beth Israel Deaconess Medical Center at Harvard Medical School, Dr. Jorge Guerrero joined CFPG in July 2012 with a sub-specialty of Interventional Pulmonology. Dr. Guerrero is the only Interventional Pulmonologist offering these specialized treatments in the Orlando area. One of the procedures that Dr. Guerrero performs relieves tracheomalacia, a condition that he says is under diagnosed. “The trachea, or windpipe, becomes soft and collapses, causing a patient to choke with every breath. This condition is found largely in asthmatics. The special procedure to diagnosis and correct the problem uses a flexible bronchoscopy with a small camera, fiber optic system, that is guided into the trachea. The camera takes pictures when the patient inhales to determine where the problem is. This procedure requires very little sedation. We can then insert a stent to keep the floppy areas from collapsing improving breathing for the patient,” Dr. Guerrero explained. “New procedures like this and the laparoscopic medical thoracoscopy, which replaces the needle biopsy when diagnosing tumors are much less traumatic to the patient. Interventional bronchoscopy generally helps in the diagnosis and treatment of patients with these complex pulmonary problems. With our resources at CFPG and our partnership with Florida Hospital, patients can remain in Central Florida for these procedures. We no longer need to refer patients to teaching hospitals like Shands,” Dr. Guerrero explained.

One of the most exciting advances for eligible patients with end stage lung diseases like emphysema, pulmonary fibrosis, pulmonary hypertension and CF is the lung transplantation program. CFPG physician Dr. Andres Pelaez is the Medical Director of the Florida Hospital Lung Transplant program. Dr. Pelaez and his team performed the first lung transplant in August, 2012 and have completed 15 transplants at Florida Hospital to date. “Not every patient qualifies for a transplant. Lung cancer patients are not eligible. There is a screening process that a candidate goes through with my team at Florida Hospital to make sure that there are no other medical problems present. We want to also be sure that the patient is fully supported following the transplant and that we are the right hospital to do the procedure. Ours is considered a mid-size transplant program. There are several hospitals in Florida that

Drs. Garcia and Masood inject contrast dye for a patient that is having a low dose Cat Scan of her chest.



PHOTO: DONALD RAUHOFFER / FLORIDA MD

offer lung transplantation. The main concern is that the patient has the procedure done as close to their aftercare support network as possible,” Dr. Pelaez stated. With a lung transplant, an end stage patient increases their chances of living 5 to 6 years longer by 50%. 35% of patients who receive a transplant may increase their life span by 10 years or more. Because of Florida Hospital’s large organ donor procurement base, the wait time for a lung transplant donor can be as short as 35 days.

CENTRAL FLORIDA PULMONARY GROUP INSTITUTE OF SLEEP MEDICINE

Though common, many sleep disorders (including sleep apnea) remains undiagnosed and untreated. In 2009, CFPG established the Institute of Sleep Medicine under the direction of medical director Syed Mobin, MD, FCCP, FAASM. Dr. Mobin, along with board certified sleep specialists at CFPG (including Dr. Daniel Layish, Dr. Francisco Remy, Dr. Ahmad Masood, Dr. Eugene Go, Dr. Mahmood Ali and Dr. Tabarak Qureshi) as well as licensed sleep technicians conduct various sleep studies. The sleep center includes a four bed unit at the East Orlando clinic and a six bed unit at the Altamonte spring clinic. The Institute of Sleep Medicine is accredited by American Academy of Sleep Medicine.

The two most common sleep disorders CFPG sees in their sleep practice are Obstructive Sleep Apnea (OSA) and Insomnia. Obesity is the most common cause of OSA. OSA is more prevalent in males and risk increases with age. The prevalence in the general population is at least four percent and some studies report it as high as ten percent. Insomnia has a prevalence as high as 30% of the population.

Overnight sleep studies evaluate sleep stages, sleep efficiency, air flow, chest and abdominal effort, oxygen level etc. When this process is complete, a score is calculated. “These findings help our team to develop a treatment plan for patient suffering from OSA, which usually starts with continuous positive airway pressure (CPAP) therapy,” explains Dr. Mobin.

CFPG Institute of Sleep Medicine also offer home sleep studies. The home sleep study is now approved for an overall healthy person with a high index of suspicious for OSA. Our sleep technicians instruct patients on how to use the home sleep study kit which monitor airflow, oxygen level and chest and abdominal effort. Home sleep studies are sometimes offered to elderly or chronically ill patients who cannot come to the sleep lab, Dr. Mobin stated.

The wrist actigraph is technology used to monitor a patient’s sleep cycle. Intended to be worn on the wrist, the monitor is the size of a wrist watch and records body movement and activity during the sleep cycle for 7-14 days. Wrist Actigraphy is utilized in circadian rhythm problems, insomnia and hypersomnia.

CFPG sleep center provides a com-

prehensive and multi-disciplinary approach. Depending on the severity of OSA and ability to tolerate a CPAP machine, other interventions might be required. Specialists such as the otolaryngologist or orthodontist might perform upper airway surgery or recommend oral appliances. Patients suffering from insomnia may require behavioral therapy, or relaxation techniques with a sleep psychologist.

CFPG institute of sleep Medicine is successful because our well trained and dedicated staff provide a comprehensive and caring approach for our patients with sleep disorders, said Dr. Mobin.

CLINICAL TRIALS OFFERED AT CENTRAL FLORIDA PULMONARY GROUP

The spacious new downtown CFPG office was built with a clinical research lab in mind. Expansion allowed for the room necessary to bring clinical research in-house, complete with a state-of-the art laboratory.

Vicky Hajdenberg, Ph.D., CFPG Director of Clinical Research, explains that clinical research is the branch of medicine that helps to determine the safety and effectiveness of new modalities that may become medications, devices, diagnostic products and treatment regimens intended for human use.

“Clinical trials are how new drugs and treatments come to market. If someone is interested in getting involved in one of our current trials, there is a protocol that must be followed. The trial protocol will be fully explained to the participant and a series of consent forms are signed before anyone can be accepted into a trial. However, it is also important for a participant to know that they may withdraw their participation at any time,” Dr. Hajdenberg said.

Currently, CFPG has open trials for pulmonary fibrosis, COPD, pulmonary arterial hypertension (PAH), cystic fibrosis. Dr. Kevin DeBoer and Dr. Daniel Layish are also involved with clinical research at CFPG. In-house clinical trials will be marketed to the community. “We will be able to choose the clinical trials that we want to be a part of,” DeBoer said. Clinical trials will be marketed to the community through advertising, social media, and working with other doctors in the community to make them aware of trials available to their patients.

Dr. Layish stated that it was “unusual to see this level of clinical trials at a private practice group, but it shows our group’s dedication to improve methods and overall care for our patients. It has taken a lot of hard work from our entire team to get to where we are today in all areas of our practice.” ■

CFPG ONLINE CONNECTIONS

Allergies?

Visit www.cfpulmonary.com to learn the daily pollen count

Connect?

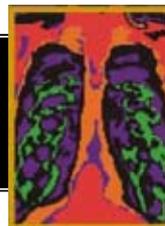
Find us on Facebook and LinkedIn



Drs. DeBoer and Layish interpret a Shape study.



Dr. Calimano and A.R.N.P Dawna Hilton talk about a chest X-Ray before seeing their patient.



**Central Florida
Pulmonary Group, P.A.**

Serving Central Florida Since 1982

**CENTRAL FLORIDA PULMONARY
GROUP, P.A.**

www.cfpulmonary.com • (407) 841-1100

Downtown Orlando

1115 East Ridgewood St • Orlando, FL 32803

East Orlando

10916 Dylan Loren Circle • Orlando, Florida 32825

Altamonte Springs

610 Jasmine Road • Altamonte Springs, FL 32701