

TouchPOINT

1st Edition

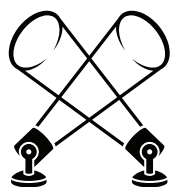
We are excited to share the inaugural edition of Touch Point, a quarterly newsletter for providers and their practices. This newsletter is a way for us to provide exciting updates, announcements, patient stories, and more in one convenient place.



Changing Health Care for Good.®

The Baptist Business Development Team serves as the comprehensive resource for physicians and their offices. The team provides support and assistance in accessing and navigating all aspects of the Baptist Health system. Need assistance for your office or patients? We are ready to help. Call us at 904.202.4980 or email us at BusinessDevelopment@bmcjax.com.

We hope you enjoy reading this newsletter and would love to hear your feedback and suggestions for future content. Email our editorial board at TouchPoint@bmcjax.com.



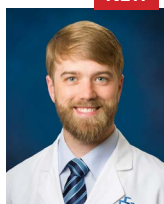
Spotlight on Baptist ENT Specialists

Baptist ENT Specialists have expanded their team, scope of service and access to make it even easier for your patients to get the relief they need.

**NEW FAX
NUMBERS!**

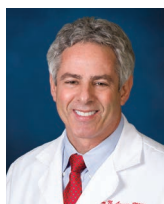


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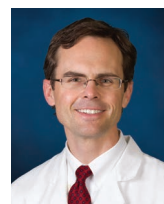


NEW

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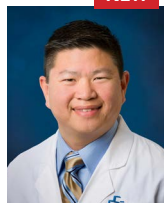
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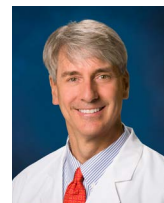


NEW

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Paul Walker, MD
BAPTIST CLAY
Medical Office Building
Suite 203
Phone: 904.592.1068
Fax: 904.390.7386
NEW! DEERWOOD
Point Meadows off Gate
Parkway
Phone: 904.202.6400
Fax: 904.390.7383

BAPTIST NORTH LOCATION COMING SOON!

New scheduling options



Online referral for first available appointment at the most convenient location. baptistjax.com/referral



Fax your referral to the desired location.



Or call us to refer!

For more information, visit BaptistENT.com.

Our eight board-certified otolaryngologists work together to provide a comprehensive range of services:

- Ear, nose and throat
- Sinus disease
- Ear, neck and thyroid infections
- Nasal obstruction
- Facial and reconstructive plastic surgery procedures
- Allergy testing and treatment
- Hearing loss and disorders
- Audiology testing and hearing screening

— For more information or questions, call 904.202.4980 —

Corporate pilot didn't let his weight bring him down

Terry Kelly had always been active, but as he grew older, he got heavier. It became increasingly difficult to do the things he loved like running, cycling and tennis. Then an annual physical – a requirement for all pilots – showed Kelly was in the beginning stages of diabetes. "Diabetes can be a death sentence for a pilot's career. I was scared. This is a job I love and it's how I support my family."

Like many heavy people, Kelly's weight had been a rollercoaster most of his adult life. When the scale hit 355 pounds, he started looking for other options. After having weight loss surgery at Baptist Center for Bariatric Surgery in May 2016, he's lost more than 100 pounds.

Craig Morgenthal, MD, and Steven Hodgett, MD, at the Baptist Center for Bariatric Surgery perform three types of weight loss surgery - gastric banding, gastric bypass and sleeve gastrectomy, which is what Kelly had. Not only is the Baptist Center for Bariatric Surgery an accredited center with fellowship-trained surgeons, Baptist offers free informational seminars, free insurance verification, and does not charge a program fee.

Kelly said he's more self-confident now and feels much better. He doesn't need to take six pain relievers a day for joint pain and no longer sleeps with a C-PAP machine for sleep apnea. Best of all, his pilot's license is no longer in jeopardy since he is no longer considered pre-diabetic.

"I thought having surgery would be admitting failure," said Kelly. "I had to let go of that. I realized that continuing to live my life at 350 pounds was more of a risk than having the surgery. I wish I would have done this 10 years ago."



baptistbariatrics.com • 202.SLIM • Fax: 904.391.5451

The Baptist Center for Bariatric Surgery offers the highest level of quality care throughout the weight loss journey.



Do you have patients concerned about their risk for developing breast cancer?

Introducing the Breast Screening and Prevention Clinic

The Breast Screening and Prevention Clinic at Baptist MD Anderson is designed to provide a personalized and comprehensive risk evaluation in addition to a thorough clinical breast exam to individuals concerned about their risk for breast cancer.

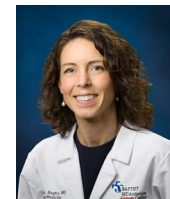
Once this assessment has taken place, the team will determine the patient's true risk percentage and design an individualized imaging surveillance plan that includes risk reduction strategies. The results and recommendations will be shared with the referring physician before an individualized surveillance plan is proposed.

These services may include:

- Mammography
- Breast MRI
- Chemoprevention
- Molecular breast imaging
- Lifestyle modification
- Genetic testing
- Risk-reducing surgery and reconstruction

To refer a patient, call 904.202.7300 or fax to 904.202.2754.

For more information on the Breast Screening and Prevention Clinic, please call Lauren Maynard at 904.202.5053.



Baptist MD Anderson Cancer Center is pleased to announce **Amanda Bagby, MD**, as Lead of the Breast Screening and Prevention Clinic working in collaboration with **Beth-Ann Lesnikoski, MD**, Director of the Baptist MD Anderson Breast Program. Dr. Bagby will maintain her regular practice at Internal Medical Group.



— For more information or questions, call 904.202.4980 —

ANNOUNCEMENTS

The Stroke and Cerebrovascular Center

The stroke and cerebrovascular team at Baptist Medical Center Jacksonville has earned Advanced Certification for Comprehensive Stroke Center, providing a state-of-the-art facility dedicated to the rapid diagnosis and treatment of stroke. There is no higher stroke certification, and no deeper commitment to stroke patient care.

There's no time to waste when it comes to stroke, so know where to go before it happens.

Baptistjax.com/stroke



The Joint
Commission



American Heart
Association
American Stroke
Association

CERTIFICATION
Meets standards for
Comprehensive Stroke Center

Introducing Baptist Heart Specialists' Preoperative Evaluation Clinic

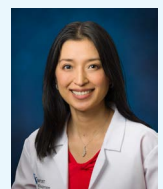
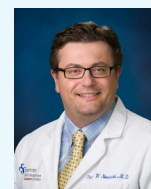
Just call the hotline for direct access to fast and easy scheduling for a high quality assessment, imaging, and expert diagnosis of cardiac risk.

Phone: 904.202.6700

Email/Smart Fax: PreOpEvalClinic@bmcjax.com or 904.458.8258

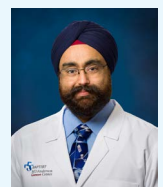
BIG NEWS!

Baptist MD Anderson is excited to announce that we have expanded services to Baptist Medical Center South to increase access and convenience for your patients. In addition to **Mark Augspurger, MD**, Radiation Oncologist, and **Paul Nowicki, MD**, Gynecologic Oncologist, seeing patients on campus, we have opened our new medical oncology office. **Zheng Topp, MD**, is available to take care of your patients five days a week at our new office located across the hall from Dr. Augspurger.



For more information regarding this clinic, please contact Lauren Maynard at 904.202.5053.

William "Adam" Hammond, MD, **Amanda Shreders, MD**, and **Anterpreet Neki, MD**, join the Medical/Hematology team at San Marco. These exciting additions to our medical oncology team will also increase access for your patients and allow us to provide rapid new patient appointments when cancer care is needed.

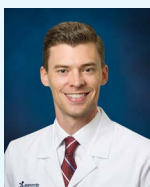


Beth-Ann Lesnikoski, MD, joins Baptist MD Anderson as Director of the Breast Program. Dr. Lesnikoski specializes in oncoplastic breast surgery and has expertise in many innovative approaches to breast cancer treatment, breast conservation surgery and reconstruction, and multidisciplinary breast cancer patient care.



Russell Smith, MD, joins the Baptist MD Anderson surgery division. Dr. Smith is board-certified surgeon who has dedicated his career to caring for patients with benign and cancerous tumors of the head and neck area. He specializes in transoral robotic surgery, endoscopic and open skull base surgery, skin cancers/melanoma of the head/neck region, parathyroid disease and thyroid nodules, and cancer.

To refer a patient to Baptist MD Anderson, call 904.202.7300 or visit baptistjax.com/bmda-referral.



New JOI Surgeon at South

JOI is pleased to welcome orthopedic surgeon, **Phillip Bell, MD**, to its Baptist South and Fleming Island divisions. Dr. Bell specializes in:

Arthritis • Joint replacement • Revision hip and knee replacement • Knee arthroscopy • Trauma

Direct appointment line: 904.JOI.2000



— For more information or questions, call 904.202.4980 —

EVENTS

4th Annual Innovations in Cerebrovascular Science Conference

March 14 – 17, 2018

For more information or to reserve your space, visit
LyerlyNeuro.com/symposium

The Sisisky-Kleppinger Endowed Annual Lecture for Women's Health: It Starts with the Brain

April 11, 2018

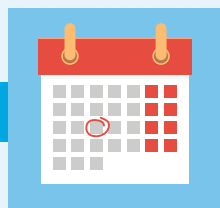
Reserve your space at womenslecture.eventbrite.com

Save the Date: Joint Replacement Quality Care Collaborative Symposium

May 5, 2018

More information to follow.

Would you like to receive notifications about upcoming CME opportunities and events? Email us to enroll in our CME invitation list! TouchPoint@bmcjax.com



MYTH BUSTERS



Myth: *Bariatric surgery is a last resort for patients struggling with obesity and only if they have failed all other attempts at weight loss.*

Fact: Bariatric surgery is the best option for many patients. According to the National Institutes of Health, bariatric surgery is the most effective treatment for morbid obesity based on the magnitude and duration of weight loss as well as the reduction of co-morbidities. Candidates for surgery are those patients with a BMI greater than 35 with co-morbidities or a BMI over 40.

Myth: *All MRI's are the same and it doesn't matter where you choose to go for imaging.*

Fact: High-field technology, accurate interpretation and patient comfort are essential components to ensure an accurate diagnosis and a successful scan. Baptist Health features the most-advanced technology and experience including 3T and wide-bore scanners and one of only two high-field, *true* open MRIs in the region. Our board-certified team of radiologists are sub-specialized representing the highest level of radiologic expertise.

DID YOU KNOW?

Baptist Health is making it easier to access the imaging services your patients need

Through our **Total Access Program (TAP)**, you'll have a dedicated team to handle scheduling and authorization for all of your diagnostic imaging needs. TAP also gives your office exclusive access to online ordering and tracking as well as one phone and one fax number for all your diagnostic imaging needs.

For more information about TAP and how to get started, please call us at **904.202.4980** or email TAP@bmcjax.com.



Coming Soon at BMCS!

Please excuse our dust as new and exciting changes are happening at Baptist Medical Center South. For more information on the newest additions, an updated map, parking tips, or to ask for a tour, please contact Misty Manwaring at **904.202.5018**.

Introducing 4her Wellness Resources for Women

Designed for today's busy woman, our 4her Wellness Resources for Women are conveniently available throughout the community. Visit baptistjax.com/4her, email 4her@bmcjax.com, or call **202.4her** for more information.

- **Healthcare Navigation Assistance:** Personalized navigation assistance to help find needed physicians and services for you and your family.
- **Health Education:** 4her wellness gatherings held throughout the community focusing on the latest health topics relevant to women.
- **Unique Services:**
 - **Total Control:** Medically based exercise program designed to help women strengthen core muscles that are essential for bladder control and quality of life. Visit baptistjax.com/4her for upcoming classes.
 - **Wellness Coaching:** Trained wellness coaches help you move from where you are to where you aim to be in health and wellness.

