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# Are You Curious About Dermal Fillers? Do You Want Long Lasting Results?

*Bellafill® is Helping Men & Women Find Solutions for Aging and Acne Scarring*

Dr. Dana Coberly

If you haven't tried dermal fillers in the past, you might be surprised to know that the results are relatively short-term, typically lasting six months to a year. Fast forward to 2020, and there is now a way to utilize the immediate plumping results of fillers and also gain long term results that last for years by stimulating your own collagen production via Bellafill®.

Bellafill® is the only dermal filler that stimulates collagen growth long term to help maintain your youthful appearance for up to 5 years. Now, you can look your best without wasting time and money on frequent filler injections.<sup>1</sup>

As we age, changes just below the skin are what cause the plump, tight skin to sag, wrinkle, and lose fullness. The cells within the fatty layer of our skin diminish, and the face may start to droop due to the shrinkage of those fat cells. Within the dermal layer, collagen production also decreases, and this causes wrinkles and loss of elasticity.

### What Makes Bellafill® Unique?

Bellafill® is a different type of filler. It works in two distinct ways. First, the collagen gel is injected and creates an immediate smoothness and plumpness to the wrinkled or hollowed out areas of the face. As with most fillers, the body metabolizes this gel. However, with Bellafill®, there is an additional component that allows it to continue to work long term. This secondary effect is that Bellafill® leaves behind unique collagen spheres that continue to stay in the dermal layer and stimulate collagen production for up to FIVE years!

Bellafill® isn't just for antiaging; it works for acne scars as well. Bellafill® is the only dermal filler on the market approved for the correction of moderate to severe, atrophic, distensible facial acne scars on the cheek. As with antiaging, when Bellafill® is injected into the acne-scarred areas, it's plumping effects are immediate and the collagen spheres, continue to increase the production of collagen, which allows for smooth, luminous skin for up to five years.

### Details on the Long Lasting Spheres

Bellafill's tiny, polymethyl methacrylate (PMMA) microspheres are suspended within a base of smooth collagen gel. Once injected, the collagen gel immediately reduces the look of smile lines. Over time, your body uses the microspheres in Bellafill® to create a "scaffold" onto which your own natural collagen can develop. This collagen forms a foundation that adds volume to wrinkles, reducing their appearance – and giving you natural-looking results that feel soft and smooth for up to 5 years.<sup>1</sup>

If you have acne scarring or deep wrinkles, loss of volume and sagging, ask Dr. Coberly's office about Bellafill® today.

### Dr. Dana Coberly, Board Certified Plastic Surgeon

Dr. Coberly is committed to providing the most compassionate, innovative, and individualized care possible. She has been in practice in South Tampa for over 15 years. Dr. Coberly completed her general surgery training at the University of South Florida. She devoted a year to research focusing on skin wound healing and laser resurfacing at the prestigious University of Texas Southwestern Medical Center in Dallas. Dr. Coberly continued her training in the UT Southwestern Plastic Surgery Program, considered one of the

foremost cosmetic plastic surgical training programs in the country. She looks forward to combining her experience with innovative new therapies to optimize your results.

Source: <https://bellafill.com/bellafill-cosmetic/>

**Dr. Coberly specializes in facial, body, and breast cosmetic procedures, as well as numerous med spa and aesthetic treatments. Some of her most requested procedures are as follows:**

<b>BODY CONTOURING</b>	<b>BREAST SURGERY</b>	<b>FACE PROCEDURES</b>
Liposuction	Breast Augmentation	Face Lift
Body Lift	Breast Lift	Nose Reshaping
Coolsculpting	Breast Reconstruction	Eyelid Surgery
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# Colorectal Cancer Awareness:

## BayCare Medical Group Surgeon, Dr. Matier Urges Patients to be Proactive About Screenings

**B**rian Matier, MD, wants patients to know that colon polyps go unnoticed most of the time, affecting upwards of 136,000 people a year. Polyps are cell growths on the lining of the colon or large intestine. There are diagnostic tests through lab work, colonoscopies, and imaging that can detect these polyps. If you have them, it's best to have them removed.

"Polyps don't turn cancerous in every case. Some polyps don't ever turn into cancer, while some are precancerous adenomas. Your risk of developing cancer increases with the type, number, and size of colon polyps you have. When they do turn cancerous, polyp cells divide and proliferate quickly within the colon and rectum. As a colorectal surgeon, it's devastating to see these cases, when we know it's preventable.

"Colon cancer is now the third most common cause of cancer, and the second most common cause of cancer deaths in the United States. It affects nearly 1 in 20 people, which is significant. If caught early on, it can easily be treated. Typically, there are little to no signs or symptoms of the polyps, so it is critical to get an initial colonoscopy starting at age 45. Recurring checks may be recommended annually depended on the findings of the initial colonoscopy. However, younger people are more commonly being diagnosed with colon cancer as it, unfortunately, seems to be on the escalating.

"Most colon cancer is sporadic, meaning that there are no genetic links; 5-10 % are related to genetics, however about 20% have a family history. If anyone in your family has had colon, rectal, ovarian, uterine, or breast cancer, you are considered at a higher risk. Genes are not sex-dependent, so if your grandmother had ovarian cancer and you are a male, you are still at a higher risk of developing colon cancer due to your genetic makeup.

"Some other risk factors are disorders like colitis, lifestyle disrupters like smoking, and eating a high fat, low fiber diet can also increase your risk. Polyps typically show no signs or symptoms, but if you

notice any changes in bowel habits or changes in your stool (narrow, dark, bloody), or if you have any bleeding, you need to get a colonoscopy. Sometimes symptoms like abdominal pain or a sudden onset of fatigue are also warning indicators."

Dr. Matier continued, "It's very beneficial to have an early diagnosis, as these show greater than 90% success rate with surgery being the only treatment necessary. In more advanced cases, individuals may also need to have radiation therapy or chemotherapy. It's important to mention that even in advanced cases where resection of the bowels is necessary, we still see over 90% of these patients that do not require a colostomy bag. In our practice, we utilize laparoscopic and robotic surgery for optimal outcomes for patients regarding precision and healing."

"A key point that I want patients to know is, the best test is the one you're going to get. Colonoscopies are the best way to determine if one has polyps or cancer, and it's much more accurate than the at-home tests, where patients mail in a fecal sample. Those have significant false negatives and positives, and they don't check for polyps."

### Screenings Save Lives

It's imperative to talk to your physician about protecting yourself and your loved ones who may be at risk for colorectal cancer. Getting a colonoscopy screening is critical for adults with risk factors or those over the age of 45. A colonoscopy is an easy procedure and one that can save your life.

When polyps are discovered, they can be removed surgically during the colonoscopy or via a sigmoidoscopy. If cancerous, chemotherapy or radiation is usually unnecessary as a secondary treatment if caught early on.

**It's always best to be proactive in your colon health, rather than waiting and finding that the cancerous polyps have grown and spread into other organs. It's never too late to get a colonoscopy.**

### Brian Matier, M.D.



Dr. Brian Matier is board certified in general, colon and rectal surgery. He completed his undergraduate degree in biotechnology at Brock University in St. Catharines, Ontario, Canada. Dr. Matier then earned his Doctor of Medicine from St. George's University School of Medicine in Grenada, West Indies. He continued his medical education by completing a general surgery residency at Danbury Hospital, and a fellowship in colon and rectal surgery at the University of Buffalo.

Dr. Matier treats a wide range of colorectal diseases, with expertise in treating colorectal cancers, anorectal diseases, hemorrhoids, inflammatory bowel disease (Crohn's Disease and ulcerative colitis), diverticulitis, and pelvic floor disorders (fecal incontinence, constipation, rectal prolapse). Dr. Matier has a particular interest in minimally invasive and robotic surgery and uses the most advanced, up to date methods and technology for the benefit of his patients. He also performs diagnostic, therapeutic and screening colonoscopy. He is a fellow of the American College of Surgeons, member of the American Society of Colon and Rectal Surgeons, and a diplomat of the American Board of Surgery and the American Board of Colon and Rectal Surgery. Dr. Matier is affiliated with St. Joseph's Hospital.



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# Stress + Rest = Growth

By: Garrett McCoy

## 7 High Performance Habits to improve your relationship with stress and proactively approach rest.

Our fast paced, screen based, always on society has left many Americans with an unhealthy balance between stress and rest. When we feel stressed or anxious our fight or flight hormones have taken over and it's easy to feel like we are losing control. To regain "steering" we need to perform activities to activate our parasympathetic nervous system. These activities may include a break, exercise, meditation, even laughter. Essentially, we need to recover from mental stress just like we would from a physical workout. Stress + Rest= growth. Building your habits and routine around the 7 tips below will return you back to your ideal performance state.

### Growth Mindset

*Challenge the way you view stress and develop a growth mindset.*

Look at any challenge as an opportunity to get stronger. Trust that the experience will improve your skill set. That the obstacle is the way to the most creative and effective solution. Believe that stress is a good thing. When you feel stressed, you simply need to identify what you can do to restore your adaptive energy and get back into ideal performance state.

### Adaptive Energy

Think of adaptive energy as a bank account. How much sleep, your current health, and your current mind set add up to equal your daily balance. Each time a stressful event happens it's a withdrawal. Every time you perform a value driven tasks that helps you rest, smile, connect to others, connect to the outdoors, improve your health, or learn something new you make a deposit. It's hard to make time to invest in your own happiness. However, the interest will compound and your ability to handle more stress increase.

### Identify your Ideal Performance State (IPS)

*How often do you feel like statements below?*

- relaxed and confident
- Ready for fun and enjoyment
- Focused and alert
- Automatic/ instinctive
- Relaxed/ calm
- Personally challenged



### What activities awaken your mind, body, soul, and drive you into IPS?

Are you alone, in a group, active, or still? What active or learning based activities help you get into the mindset below. Can a break or a few mindful minutes return you to IPS?

### Purposeful Morning Routine

Start your day with intent. Make this the extra time that you don't think you have. How can you get into IPS before the world "gets at you"? There are many ways into "IPS", a tough workout, a long run, meditation, reading, writing, or even learning something new. How can you better start your day with momentum, build a reserve of adaptive energy, and get into ideal performance state?

### Sharpen the Saw

When stress begins to knock you out of your IPS. It's important to look at what tools you have available to recharge and destress. As Steven Covey made famous in the 7 habits of highly effective people, "you can't cut down a tree with a dull blade." What can you do now to restore adaptive energy and sharpen your mental blade? Remember that rest is part of the growth equation.

### Love, Laughter, and Gratitude

Has a good hug ever been exactly what the doctor ordered? It's science! Oxytocin, often referred to as "the cuddle hormone" has an uncanny knack for lowering cortisol levels and blood pressure. In other words, it can quickly stimulate the parasympathetic nervous system and combat the negative side effects of stress. If you truly want to be proactive about stress think of these 3 words, the people you care for, and spread the cuddle hormone, it's a win/win.

### Nighttime Routine

*It is extremely challenging to have a positive balance of adaptive energy at the end of a long workday.*

Your nighttime routine should be the cherry on the top of your daily masterpiece. Your intention should be to prepare for your day tomorrow so you can turn off your "thinking mind, restore adaptive energy, prepare for a great night's sleep, and hopefully get some Oxytocin.

### Suggested nighttime routine

- Create a to do list for tomorrow, organize your schedule, and give yourself a work cut off time
- Adapt a light evening stretching or movement routine
- Read, write, draw, play music. Do something creative and that you love
- Reduce screen time, use nighttime settings, and preferably no screens an hour before bed
- Meditate - The research is out there. Want to prevent aging, perform your best, and be happier? We are asking you just to breathe.

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# Home Health Care Can be a Real Lifesaver

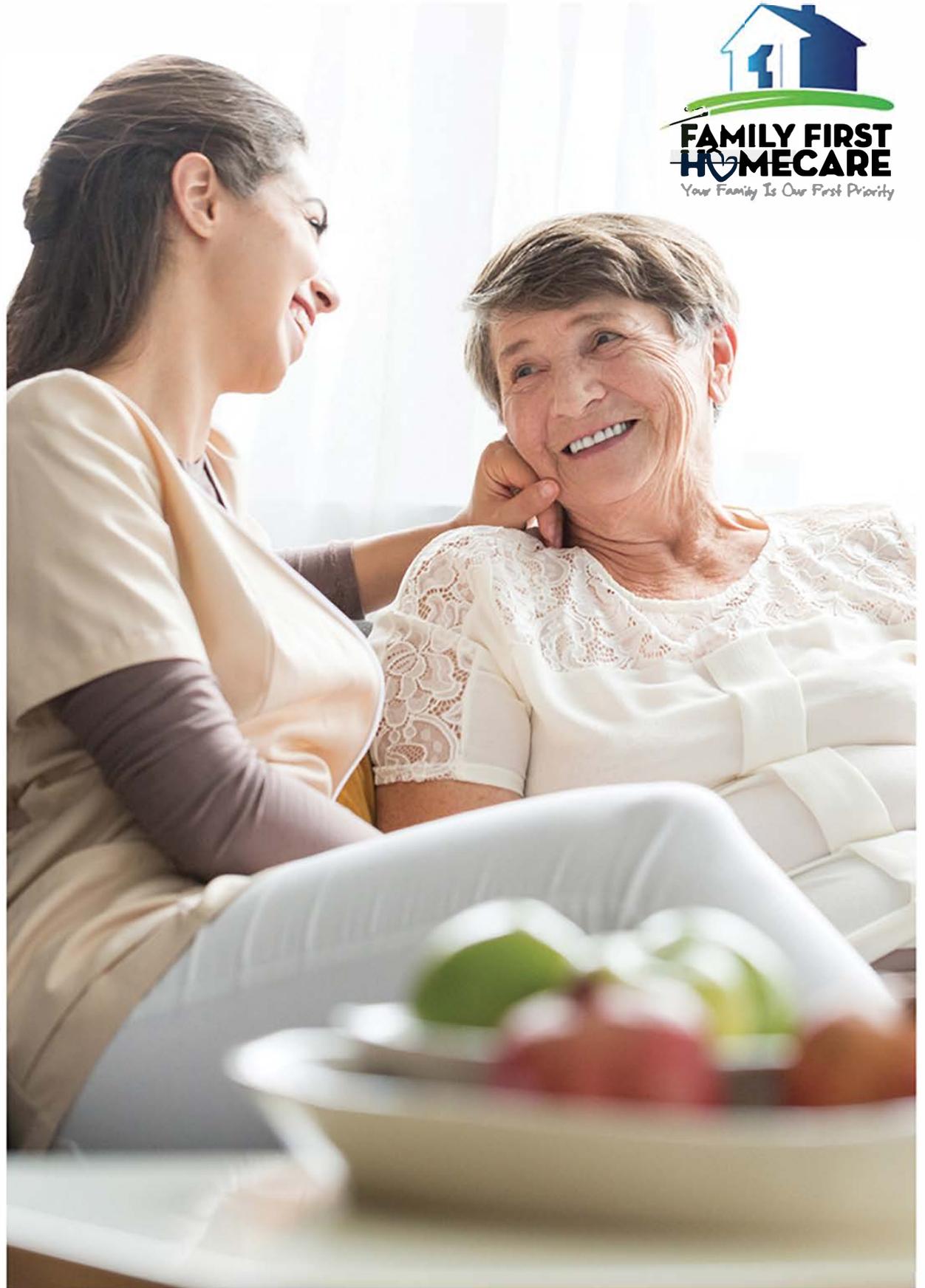
**H**ome health care can be a real lifesaver. Those with elderly loved ones who need the assistance can know this can be a daunting task. It can be difficult for both the client and their caretaker(s). The journey finding the right company with the right caregivers that mesh with both the family and patient, can start right away.

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Here at Family First Homecare, our clinical personnel are trained to offer senior safety tips, specialized care for Alzheimer's and Dementia patients, help with physical or occupational exercises, advice, resources and recommendations for the elderly and their families. We understand that caring for an aging loved one can sometimes be challenging, especially in cases when an illness or injury are present. Let us help provide the integrity and dignity that they deserve.



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# Hyperbaric Oxygen Therapy for Overall Wellness

Undersea Oxygen Clinic

In normal blood flow within our bodies there is about 21% oxygen in the air that we breathe, and our lungs transfer this oxygen to our red blood cells (via hemoglobin). When there is a restriction in blood flow due to surgery, illness, injury, or old age the red blood cells or localized swelling (inflammation) blocks the blood vessel which become unable to transfer oxygen to the cells on the other side of the blockage. This causes swelling and starves the area of oxygen (hypoxia); when this occurs, the tissue begins to break down and die.

Hyperbaric Oxygen Therapy (HBOT) super-saturates oxygen into the body's tissues which promotes increased capillary growth, increases white blood cell activity (which assists body in fighting infection), promotes tissue strength & development (by increasing collagen production), speeds healing, reduces pain and swelling, helps inhibit toxins, reduces the size of gas bubbles, and has synergistic effects with certain antibiotics. (1) HBOT also mobilizes the body's circulating stem cells and it has been shown that single 2-hour exposure to HBOT at 2 ATA doubles circulating CD34+ progenitor stem cells. These stem cells are basic human cells targeted to salvage and restore damaged structures within the body. Additionally, at approximately 20-hours of HBOT; circulating CD34+ are cells increased by 800%. (2)

Pain is a stumbling block for most on their path to wellness. While there is no definitive cure for random body pain or many other types of pain, there is a growing body of evidence that HBOT has a positive effect on various pain conditions. (3) In a study on headaches and migraines researchers saw trends towards reduction in hours of headache for the HBOT group. (4) Additionally, another study on Fibromyalgia Syndrome (FMS) provides evidence that HBOT can improve the symptoms and life quality of FMS patients. Moreover, it shows that HBOT can induce neuroplasticity and significantly rectify abnormal brain activity in pain related areas of FMS patients. (5) Finally, a study on Complex Regional Pain Syndrome (CRPS) stated that HBOT is



an effective and well tolerated method of decreasing pain and swelling (edema) and increasing the range of motion in CRPS. The study's preliminary experience indicates that HBOT may be a valuable alternative to other methods for treating CRPS. (6) Pain is something many individuals have chosen to live with and impacts wellness greatly. There is hope in HBOT for those suffering from pain.

As we age, we have what is referred to as "residual self-image". We continuously overhear people saying "I am no longer what I once was". A study on sports medicine shows that HBOT has been shown to be promising for tissue remodeling after injury and for recovery of fatigue. (7) A Yugoslavian study demonstrated that HBOT prior to treadmill running to exhaustion increased peak running velocity and the maximum amount of oxygen you can utilize during exercise (VO<sub>2</sub>max) when measured 30 minutes and 3 hours after treatment. (8) It is also said that increased oxygen delivery to the tissue with HBOT may prevent tissue damage by decreasing the tissue lactic acid level and helping maintain the primary energy carrier in all living organisms on earth (ATP) level. This may help prevent tissue damage in ischemic wounds and reperfusion injuries. (9) Increasing evidence suggests that treatment with HBOT enhances recover from soft tissue injuries, specifically the types of injuries seen most often in sports medicine. (8) These are just a few scholarly articles which show promise for hyperbarics. Many more exist. If you are looking for a better return to athletics and faster recovery, hyperbarics is a possible solution for you.

Overall wellness is a process of being aware of and making choices towards being healthy and fulfilled in life. Wellness is more than just being free from illness. The World Health Organization says wellness is "...a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity." HBOT can help many people suffering and on the path to wellness achieve their goals. At the Undersea Oxygen HBOT Clinic on Westshore Blvd, we want to mention that results can vary and with healthcare and no promises for a "magical cure" of any ailment can be made. However, the overwhelming scientific and physiologic consequences of HBOT are undeniable and proven as a matter of physics and science. HBOT is an effective, ethical, medically safe treatment available for general wellness with minimal side effects.

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To find out more about HBOT and Undersea Oxygen Clinic, please call 813-533-7093 or visit [Underseaoxygenclinic.com](http://Underseaoxygenclinic.com).

# How Fulfilled Are You?

**M**any of us tend to think of ourselves as strong and resilient, able to rise to any challenge. As a result, there can be a stigma around those who seek help. But some changes can only be achieved with the help of others, and some of the most successful people in the world have coaches and mentors that help them break through strongholds.

If you find that there is something in your life, your career, or your relationships that need change, the path to change is not one you have to travel alone. Sometimes, it's critical to seek coaching methods and professionals to get out of the same routine and to be released from the same old way of thinking.

If you are motivated to desire change, and you've made the decision to overcome obstacles that are holding you back, it's time to take action.

At this stage, your commitment can begin to really be challenged. Friends, coworkers, and family may unintentionally sabotage your efforts. And sometimes, we can be our own worst enemy full of self-doubt and lack of motivation. Now is the time to use strategies for the preparation and action stages of making real change. This is best accomplished with a confidence and life coach like Nichole, who is IPEC certified.

Nichole has multiple Collegiate Degrees from Biological Sciences to a Juris Doctorate, while currently pursuing her M.S. in Clinical Psychology at Palo Alto University. She followed her truth and her desire to help others with the power of what she'd learned through her career to be truly successful in life. She became an IPEC Certified Coach and aligned her values with her calling.

She helps clients who are feeling unmotivated to accomplish their next big GOAL or are questioning their GREATNESS. During weekly sessions, she will help you discover what is blocking you and how you can shift that so you can feel amazing and live the life you were meant to!



**We caught up with Nichole to find out more about her program.**

**Q:** What made you want to become a Confidence coach?

**A:** During Law School, I worked at a few firms. I found myself to be stressed and unhappy in that atmosphere. I always live by the mantra that life is short, and every day should be exciting and fulfilling. If the days do not feel like this, it's time to analyze what is off alignment in your life. I did just that. After graduation, I decided to focus on what made me happy. The answer was helping people to feel great about themselves and decisions that they were making in life. This began my journey to becoming a Life Coach, focusing on Confidence.

**Q:** How do you help executives or others reach their full potential and success point?

**A:** I use many different techniques to help people reach their full potential and to feel "unstuck" Every client is different in terms of what they are looking to accomplish, so depending on their goal, I will tailor their sessions to that. Everyone already has the answer within them. I help guide them to pull those answers out. Generally, the core of people not feeling as if they have reached their full

potential is a feeling of lacking something from within. I get laser focused on finding exactly what that is, and collaboratively we learn to move past that.

**Q:** How do you use your confidence course to help people achieve more in life?

**A:** I use my course as a seven series module to help boost self-esteem, starting with basic positive self-talk. According to the National Science Foundation, an average person has about 12,000 to 60,000 thoughts per day. Of those, 80% are NEGATIVE!!! It does not matter if you are a CEO, Rockstar, actress, teacher, or in sales, everyone experiences these thoughts. My course has been constructed to help combat these thoughts and realign your happiness and purpose to focus on living the most fulfilling life possible. Once my clients start to see themselves in a positive light, and champion themselves through the day, the results are limitless.

**Q:** Who can you help?

**A:** I can help anyone who is struggling with self-esteem, career, relationships, or finances. At the center of each struggle is a common core; not feeling worthy enough. This is all directly correlated with confidence. My program starts from within to heal what is broken or missing, all while being in safe, nonjudgmental space.

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- Increase Self-esteem and Self-acceptance
- Learn how to feel so good in your body, other opinions become irrelevant
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- YOUR Success is my Bliss!

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# OPTIMAL HEALTH STARTS AT THE CELLULAR LEVEL WITH PULSED ELECTROMAGNETIC FREQUENCY THERAPY

By Jason Waz, President of Competitive Edge Physical Therapy

## Utilizing Technology to Elevate Physical Therapy and Achieve Optimal Health

Over the past two decades, the team at Competitive Edge Physical Therapy (CEP) has worked to set themselves apart from the typical run-of-the-mill physical therapy practice, focusing on applying specialized techniques and ground breaking technology to gain industry-leading results with patients. To further this mission, CEP now offers the latest in recovery science and "bio-tech" to expand the scope of physical therapy practice beyond injury rehabilitation into the realm of achieving optimal health and wellness for all clients. Conveniently located within the heart of the fitness-focused Palma Ceia community, CEP's South Tampa office is utilizing this advanced technology to develop wellness plans and gauge effectiveness of physical therapy interventions.



## Pulsed Electromagnetic Field (PEMF) Treatment

Pulsed Electromagnetic Field (PEMF) is an energy modality used to stimulate cells with the goal of enhancing overall wellness. Initially used by NASA to decrease bone loss and muscle damage, this breakthrough technology is now utilized in optimal health treatment plans by directing pulsed energy waves toward damaged or injured areas of a



patient's body. PEMF treatment acts as a donor source for energy, "recharging" depleted cells. Environmental exposure to damaging frequencies (cellular signaling, Wi-Fi, microwaves, etc), stress, and lack of restorative rest translates to a sub-optimal state of wellness. By exposing the body to low frequency, short bursts of electromagnetic energy through PEMF therapy, the cell charges are restored, making it easier for the body to attain its optimal health status.

## Benefits of PEMF therapy include:

- Increasing circulation
- Decreasing inflammation
- Enhancing muscle function
- Improving oxygenation of the blood
- Reducing the effects of stress
- Increasing restorative sleep capacity

PEMF treatment provides benefits across a wide range of conditions. In an active population, this translates to improved performance and increased ability to switch from the fight-or-flight system to a more curative state in our nervous system. For those with chronic pain or injury, PEMF therapy decreases the impact of depleted cells on inflammation, fatigue, and pain.

## Heart Rate Variability (HRV) Diagnostics Demonstrates Benefit of PEMF Treatment

CEP has integrated heart rate variability (HRV) technology to achieve a baseline of a client's physical state. This non-invasive, 5 minute procedure paints a picture of the body's wellness and

recovery capacity by gaining feedback from electrical activity of the heart. Through analysis of this critical information, physical therapists can develop individualized plans to improve health status and increase functional capacity during fitness activities. In addition to assessing wellness in the general population, HRV diagnostics has also been utilized to demonstrate positive outcomes from PEMF interventions on decreasing the "stress state" in the body.

By combining new technology with the most up-to-date physical therapy practices, CEP is pushing the boundaries of conventional health care to help patients reach their wellness goals. CEP's mission is to promote optimal health across the lifespan, utilizing proven technology to achieve results.



If you are a patient or active individual that is interested in this cutting-edge technology and advanced medicine to help you heal and improve your muscle function, please call Competitive Edge Performance today at (813) 849-0150.

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# Buy Local: CBD Healthcare Company Launches in Tampa

*Products Offer Higher Concentrations of CBD, Value and Transparency*

Let's face it: There's a lot of misinformation in the relatively new CBD industry. Exactly how much CBD is in the product? What concentration of CBD is necessary to be effective? How can you be sure the product is working?

"These were our concerns as well, as we began to see more and more CBD products on the market. How do you know which products you can trust?" says John Walsh, a long-time Tampa resident and partner at CBD Healthcare Company.

That's why Walsh and Tom Wellman, of Hollywood, Florida, teamed up to launch CBD Healthcare Company after doing business together in the Tampa area since 2005. The center of the company's operations is in Tampa, where the pair of long-time wellness specialists have developed professional products for the spa and wellness industries for more than a decade.

"We have long been serving professional spa, chiropractic, therapeutic and massage practitioners around the country, so it was a natural fit to create the most comprehensive CBD product line for skincare, muscle relief and massage," says Wellman.

Now professionals and at-home consumers are turning to CBD Healthcare Company as the trusted source for responsible ingredients, rigorous testing and effective concentrations of CBD.

CBD Healthcare Company products are available nationwide, but in the Tampa area, Walsh and Wellman say they're seeing increased sales of the company's muscle relief salves and lotions. In addition to CBD, the products' proven best-in-class treatment ingredients like MSM and Capsaicin are known to enhance muscle and joint recovery.

CBD Healthcare Company – *CBD Natural Relief Salve* comes in three strengths to use for common, nagging or more progressive muscle aches and joint pain. It is formulated with an intensive amount of broad-spectrum hemp oil, which is rich in cannabinoids, terpenes and flavonoids, combined with coconut, lavender and eucalyptus oils.

CBD Healthcare Company - *Herbal CBD Muscle Relief Lotion* contains powerful herbs that help calm and soothe sore muscles, the mineral MSM that targets connective tissue and joints, and oils that enhance deep penetration into the muscles. It is also formulated with an intensive amount of broad-spectrum hemp oil.

"We're seeing a lot of golfers, lacrosse and tennis players using our products to ease pain after activity," says Wellman. "Besides the maximum absorption with no greasy feel, our products provide a subtle, fresh scent. It's a refreshing change of pace from the irritating camphor or menthol smell that people have had to endure from typical pain relief lotions and salves. Our pain and muscle relief products are formulated with intensive broad-spectrum hemp oil for the utmost relief."

CBD is one of many beneficial compounds found in the hemp plant and is not psychoactive, unlike THC, or tetrahydrocannabinol, another compound found in the cannabis plant that produces marijuana's high. By stimulating the endocannabinoid system, CBD is reported to promote homeostasis, reduce pain sensation and decrease inflammation. However, not all CBD products are created equally.

"Many of the muscle and joint relief products on the market lack transparency in the sense that the majority do not provide an adequate amount of CBD per ounce to be effective, and they don't disclose that information to the consumer. Minimal amounts of CBD are often masked with an increase in analgesics like camphor, menthol and eucalyptus," says Walsh.

"Furthermore, we found that the market is saturated with CBD oral tinctures and gummies. While these have some beneficial characteristics in terms of the anti-inflammatory effects of CBD, our topical products provide a more direct path to delivering benefits to skin, muscles and joints."

Walsh says CBD Healthcare Company's manufacturing process is traceable from the plant genetics to the finished, high-grade formulas. A QR code on each product accesses a third-party certificate of analysis for each product and lot number. A second certificate of analysis provides the full profile of hemp extract. Extracted from hemp organically grown in America with U.S. agricultural permits, the CBD in CBD Healthcare Company products is extracted and tested in the U.S.

"Random testing reveals as high as 70 percent of CBD products do not contain the amount of CBD listed on the label, while other products may not clearly label their CBD content or falsely advertise 'full-spectrum CBD,'" says Walsh. "CBD Healthcare Company ensures customers have complete and accurate information before they purchase any product. What is on the label is in the container, with organically grown, non-GMO hemp, certified locally, so you're able to verify the purity of the product."

Some of the rapidly growing interest in CBD products for pain may be attributed to a recent press release from the Arthritis Foundation. Arthritis means "inflammation of the joints" and refers to any condition where joints in the body become aggravated by an immune response. In a survey, the Arthritis Foundation found that of 2,600 respondents, 79% were currently using CBD, have used it in the past or are considering using it as an alternative therapy to help manage their arthritis pain. The Arthritis Foundation says it is "intrigued by the potential of CBD to help people find pain relief and are on record urging the FDA to expedite the study and regulation of these products."

"This is an exciting breakthrough in pain management, and we are excited to have launched CBD Healthcare Company at the infancy of an industry that will benefit so many," says Wellman. "We're offering professionals and consumers a source they can depend on for responsible ingredients, rigorous testing, effective concentrations of CBD and transparent test results. Our CBD potency begins where most others end."

CBD Healthcare Company's complete line of massage, muscle relief and skincare products can be found at <https://www.cbdhealthcarecompany.com/>, and is also distributed through Scrip Companies, via Massage Warehouse, ScripHessco and Bodyworkmall.

CBDHealthcareCompany.com also offers a dedicated Pro Shop for professionals to place orders at wholesale prices and learn more about CBD, ingredients, testing and formula application.



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Statements have not been evaluated by the Food and Drug Administration. CBD Healthcare Company products are not intended to diagnose, treat, cure or prevent any disease.

# Lumbar Spine Pain: Symptoms, Causes & Treatments

By: Regenexx Tampa Bay, Regenerative Medicine

**T**he body is an interconnected machine with each part working together in harmony. The lumbar spine is a crucial element of this machine. The hip, knee, and foot are all controlled by spinal nerves within the low back. A problem in the lumbar spine could create problems at any point in the lower body. Common lumbar issues include arthritis, foraminal and spinal stenosis, pinched nerves, disc problems, muscle atrophy, loose ligaments, and spondylosis. In this article, we will give you a brief overview of these common lumbar spine problems along with their potential symptoms, causes, and treatments.

First, let's take a look at the spinal column and its parts.

## The Spinal Column

The spinal column is made up of vertebrae that are stacked one on top of the other with an intervertebral disc between each level to provide cushion and absorb shock. The cervical spine consists of the neck area and is made up of seven vertebrae (C1-C7). Following the cervical spine is the thoracic spine (T1-T12), the lumbar spine (L1-L5), the sacrum (S1-S5), and the coccyx. The posterior (back) portion of these vertebrae is known as the spinous process and on either side of these, connecting one vertebra to the next, are finger-joint-sized articulations called facet joints.

Another extremely important part of the spinal column is the spinal canal. This tunnel runs down the middle of the column and houses the spinal cord, which has many nerves that transmit muscle commands and sensory information throughout the body and to the brain. There are small holes in the spinal column where the nerves exit and branch off to other parts of the body. There is one at each level of the spinal column. One of these holes is called a foramen. Any of these structures can become damaged or diseased in some way and lead to pain, discomfort, or even disability.

## Foraminal Stenosis

When the spine is healthy, spinal nerves easily traverse through the tunnels transmitting sensory information from each body part to the brain and provide impulses to the muscles so they can contract and move the body part. However, when the spine is unhealthy, the flow of information can be disrupted.

The disc or cushion in between the spine bones can bulge and/or the spine joints can get arthritis causing the foramen to narrow. This narrowing of the tunnel is called foraminal stenosis and can cause the nerves to get pinched. The pressure from a pinched nerve can cause muscle tightness, weakness, numbness, tingling,



burning, or electrical pain in the specific distribution of that nerve. For example, if there is a lower lumbar foraminal stenosis, you could experience numbness in your big toe. Sometimes the symptoms slowly manifest over time from a more subtle pinching of the nerve. If the nerve is irritated, it may release inflammatory substances into the tissue to which the nerve travels causing that tissue to degenerate more rapidly than other areas leading to painful problems such as tendinopathy.

You could have laser spine surgery to open up the hole, but this surgery can have major side effects and serious implications. Another way to surgically treat stenosis is with a spinal fusion, but the mention of a fusion should be a huge red flag to seek out other opinions. Why? Adjacent segment disease (ASD). After a fusion, the motion of the fused segments is limited and the biomechanical loads are transferred to the segments above and below the level of the fusion. These adjacent segments could get damaged and become painful over time resulting in additional surgeries.

Surgery is often performed after an MRI diagnosis of the problem. An MRI indicating stenosis is not enough to appropriately diagnose that stenosis is the cause of pain. If you do have foraminal stenosis, you should not put all your trust in MRI results. Patients may or may not have pain with foraminal stenosis. The MRI is a description of the appearance of the spine. Many people have stenosis and no noticeable problems. An experienced physician knows that it's critical to treat the person, not the MRI. This can be determined by a thorough history and physical examination. Research also shows that skilled physical therapy is as effective as surgery in relieving stenosis symptoms.

Our approach to foraminal stenosis utilizes nonsurgical solutions to treat it before it progresses. Precise image-guided injections of the patient's own platelets into the foramen and around the nerve can help manage the problem.

## Facet Joint Osteoarthritis and Instability

The facet joints that we spoke of earlier can become injured from trauma or develop arthritis from cartilage breakdown due to wear and tear. Facet joints allow for and limit movement in the spine. When bending backward, these joints become compressed and when you bend forward, they open up. When damage or arthritis occurs, facet joints can become chronically painful, especially with movement. Facet arthritis is often referred to as Degenerative Joint Disease (DJD).

For facet arthritis or injuries, doctors may recommend a radiofrequency ablation (RFA) also referred to as a rhizotomy of the small nerve that senses pain from that specific facet joint. This is a destructive process that damages the nerve. Although this can be effective in some cases, it may leave the surrounding muscles weaker which can actually be a cause of back pain.

A surgical option is a lumbar fusion to bolt two or more vertebrae of the spine together to eliminate movement and therefore, pain. The nature of this surgery can also damage the muscles that stabilize the area. This is an irreversible procedure that can cause adjacent segment disease in the vertebrae above and below. This surgery should only be considered in the most extreme cases.

Our approach for DJD often includes high-dose PRP, platelet lysate, or stem cell injections precisely targeting the facet joints, surrounding ligaments, atrophied muscles, and around the nerves. This is a tissue preservation strategy that involves no cutting, surgery, hardware, or tissue destruction helping patients avoid pain medications and damaging cortisone injections.

## Disc Problems

Within the lumbar spine, there are four types of disc problems that can occur. A herniated disc occurs when the outer covering of the structure breaks open allowing the inner gel to herniate out. A bulging disc is when the outer covering doesn't completely break open, but the fibers are stretched and weak leading the gel to bulge. A torn disc means that the outer cover has a tear that causes or it may allow the leaking of chemicals on the associated spinal nerve. Lastly, a degenerated disc is one that has collapsed or narrowed due to insufficient living cells inside the disc not producing enough of the substances that keep the disc plump. A severely degenerated disc is usually not a source of pain unless it's



bulging or leaking onto a spinal nerve. Earlier in the degeneration process, while the disc still has plumpness to it, tears in the back of the disc can be a source of low back pain that results in severe episodes of pain with sitting, coughing, sneezing, or lifting. When a disc is severely degenerated, it usually is no longer painful itself. However, the mechanical load of the compressive forces in the spine at that level are no longer being taken up by the disc and therefore get transferred to the facet joints leading to wear and tear and DJD as described above.

Generally, disc surgeries include either back fusions or disc replacement. Regarding fusion, the vertebrae are bolted together with hardware to keep them immobile. With disc replacement, the goal is to have fewer side effects than a fusion, however, research has shown that abnormal motion with an artificial disc can also lead to ASD. The other side effects of having a device implanted include wear-and-tear ions in the blood from the breakdown of the metal or plastic device, ongoing pain, and potential revision surgeries.

With our approach, herniated and bulging discs are treated based on the problem they are causing. For pinched nerves, instilling isolated growth factors or platelet lysate around the irritated nerve can help the nerve recover and become more tolerant of its narrow space. Injection of the surrounding ligaments and muscles provides for stability with better-controlled movements taking pressures off the disc and nerves. In some cases, bulging discs may be treated with a same-day stem cell treatment to reduce the size of the bulge or heal a tear. In other cases, cultured (grown) stem cells injected in a specific way may be required. Torn discs can be treated with either stem cell or PRP injections very effectively. Symptoms respond well to a treatment protocol focused on platelet and/or stem cell technology deployed to treat undesirable disc and lumbar segment movements due to lax ligaments and arthritic facet joints.

#### Pinched Lumbar Nerve

Pinched nerves can be caused by foraminal stenosis from bulging or herniated discs and facet joint arthritis as discussed. A pinched lumbar nerve can cause pain, numbness, tingling, or weakness anywhere along the route that particular nerve branch supplies. Pain may or may not be present in the low back.

Chronic knee pain could actually be due to a pinched nerve in the lumbar spine. A doctor may mistakenly conclude that the knee is the source of the pain. This is exactly why we find it so important to consider the entire musculoskeletal system as a whole rather than in parts and to take an extensive history and physical.

The surgical approach to a pinched nerve depends on the root cause. For example, if a disc bulge is to blame, it could be a discectomy and graft and/or lumbar fusion. If it is a foraminal stenosis, laser surgery may enlarge the foraminal opening where the nerve is being pinched. Problems with invasive lumbar surgery are many, including long recovery times and often continuing pain. Ultimately, the structure never fully functions as it originally did.



Our approach includes examining the full musculoskeletal system to determine the source of pain and the pinched nerve and then developing an appropriate treatment plan. Treatment may consist of precise image-guided injections of healing growth factors isolated from a patient's own blood platelets, PRP, or stem cells.

#### Steroids, NSAIDs, & Other Drugs - Not Recommended

You may be presented with other treatments within the traditional orthopedics model for lumbar problems, including steroid shots or medications. Nonsteroidal anti-inflammatory drugs (NSAIDs) come with a long and growing list of dangerous side effects, such as sudden-death heart attacks, stroke, gastrointestinal bleeding, addiction, and overdose.

Narcotics can provide pain relief but are not addressing the issue directly and of course, can be addictive. Overdose has become an increasing public health issue.

Steroid shots have been shown to destroy local cartilage in the joint which can progress arthritis and provide no significant long term pain improvement. In fact, pain relief usually diminishes with repeated steroid injections. The list of problems with these injections is also lengthy.

There are supplements that can be a good alternative for pain and inflammation. Chondroitin and glucosamine have been shown to be effective pain relievers and can preserve cartilage. Curcumin derived from turmeric can also decrease inflammation and relieve pain from arthritis and other issues.

Our spines are tuned to precision and attempting to rearrange the spine's biomechanics with fusions and surgeries is often a bad idea. It is essential to understand that where it hurts may or may not be where the primary damage is located.

Acting on a lumbar spine problem while it's still a small problem or when the issue first appears, will be less of an issue than trying to take care of it when it becomes a larger problem that spirals out of control. Conservative options may help in some cases, but if these options have failed, we urge you to seek out interventional orthopedic solutions!



#### Dr. James Leiber

James Leiber, DO, is the founder and medical director of Regenexx Tampa Bay. He is a former officer, physician, and educator in the Air Force, including personal physician to the vice president and president at the White House. He is triple board certified in Neuromusculoskeletal Medicine (AOBNMM), Pain Medicine (CAQPM), and Family Medicine (ABFM), as well registered in Musculoskeletal Sonography (RMSK).

Dr. Leiber specializes in Interventional Regenerative Orthopedics with years of experience and is honored to have been the first Regenexx Network Provider in Florida. In 2012, Dr. Leiber began offering the nation's most advanced non-surgical stem cell and platelet treatments (PRP) for injuries and arthritis under image guidance utilizing ultrasound and fluoroscopy (X-ray).

He is a published author, presenter, and is currently the program director for the Interventional Orthopedic Foundation.

He lives in Sarasota, Florida with his wife and teenage daughter. Dr Leiber travels regularly to Denver, to teach regenerative orthopedic techniques to fellow doctors, and to Grand Cayman, where he is also licensed to treat patients.

#### The other physicians at Regenexx Tampa Bay are:



**Ron Torrance II, D.O.** - Board Certified in Sports Medicine and recent co-author of *Exercise 2.0* for Regenexx and author of the 2018 best paper of the year on *The Concussed Athlete*. Dr. Torrance has achieved semi-professional ranking as a beach volleyball player and trains as a competitive CrossFit athlete.



**Ignatios Papas, D.O.** - Specializes in Physical Medicine and Rehabilitation. He is a research collaborator with Columbia and Cornell University on multiple projects. Dr. Papas enjoys spending time with his wife and son, playing soccer, practicing guitar, and listening to historical podcasts.



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# Life After Rehab: Encouraging Safe and Active Aging

"If you don't make time for your wellness, you will be forced to make time for your illness."

**S**o, you have finished a round of rehabilitation or home health therapy after an unexpected illness. Life was good until you ended up in the hospital with pneumonia, a urinary tract infection, an unexpected surgery or even a scheduled surgery. You thought that you were doing well enough to manage the rest of your life without any health complications yet here you are- entertaining Physical, Occupational and/or Speech language pathologists into your home in order to teach you exercises and help you recover in order to return to your prior level of function. You are discharged from their services with a home exercise program and off you go. Sounds pretty easy, right? Follow what they tell you and everything will be fine. But being consistent, safe and compliant with a home exercise program is not as easy as it sounds.

Currently, one of the main problems we encounter is poor adherence to an established exercise program. Adherence to home exercise programs after rehabilitation is a significant problem, with estimates of non-adherence as high as 50%. Those who perform their exercises to the required repetitions may not be deemed adherent if their technique is poor, as clients will not be gaining maximum benefit from their exercise program.

Among the musculoskeletal population, strong adherence enhances the effectiveness of the intervention and is suggested to reduce persistent, disabling complaints. Patients who fail to adhere to the prescribed exercise program may extend the duration of their treatment and make treatment less effective. A number of studies have also linked strong exercise adherence to improved treatment outcome in patients experiencing neck and back pain and osteoarthritis symptoms.

Clients' perceived barriers is one of the most widely documented barriers to adherence, with examples such as forgetting to exercise, not having the time, not fitting into the daily routine as well as time, work schedules, and transportation. What we may not realize is that the chances of falling or falling with a catastrophic injury in the aging population increase if we don't focus on maintaining or increasing muscle fitness or cardio endurance. Our priorities must change as we age; how many times have we heard, "when we're young, we work out to look good; now we work out to survive"?



*Ms. Wilma, 95, walks with her 4-wheeled walker on the indoor track for one mile on most days of the week! Truly an inspiration!*

**"Exercise for me requires a commitment to quality of life, no matter what age! I experience many benefits to my overall physical and emotional health. Lynda's encouragement inspires me as I continue to learn ways to optimize my physical workout. I consider it a blessing to be able to exercise for its contribution to my ability to live life at my best!" —Wilma Slyman**

So how do we stick to the program? We need to first realize that clients may have cognitive, behavioral and/or practical barriers that can have an effect on a client's willingness to adhere to the set-up program as well as realizing the physical consequences of not following through with it in the long-term. Currently, clients need to realize that there is lots of evidence that physical activity should be one of the highest priorities in preventing disablement and disease in the older adult; physical activity itself may reduce falls and fall injuries by 35-45%. The benefits of physical activity in the older adult include reduction of risks of cardiovascular disease, hypertension, diabetes, osteoporosis, obesity, anxiety/depression, delay/prevention of cognitive impairment, improve sleep and prevent unhealthy weight gain. These physical activities include aerobic, strength, flexibility and balance exercises on a consistent basis.

So what are our clients' options after rehab? How do we maintain consistency? One option besides trying to have the client rely on potentially unsafe self-training and self-motivation is to incorporate a strategy of supervision, feedback and reinforcement provided by a wellness coach, private pay physical therapist or a personal trainer preferably experienced with the older population. Family members or home care aides, as well intentioned as they may be, may not be prepared to help perform or correct exercises established by the therapist, and may actually increase the risk of injury by not recognizing unsafe movements/mobility or not be able to identify poor technique.

By providing good feedback, motivation and sound coaching, there will be increased adherence in home-based exercises, as patients who know they are performing the task correctly are more likely to adhere to their programs. Exercise/physical activity is one of the main pillars of healthy habits in addition to sleep, nutrition and mental health. Morpheus Wellness provides a safe and effective means of continuing fitness after rehab to encourage and promote an active lifestyle as we age.

Like the poet Diane Ackerman wrote, "I don't want to get to the end of my life and find that I lived just the length of it. I want to have lived the width of it as well". If we are wise, as we age, we attune ourselves to the reality that we are closer to death, triggering our focus to living more fully, healthier and better, in the present moment.

**Live Well—Contact Morpheus Wellness Today!**



**Dean K. Flores, Owner,  
DPT, LSVT BIG Certified, CSSC**

Earned his Doctor of Physical Therapy degree from the University of St. Augustine for Health Sciences

**Lynda M. Parks, Owner,  
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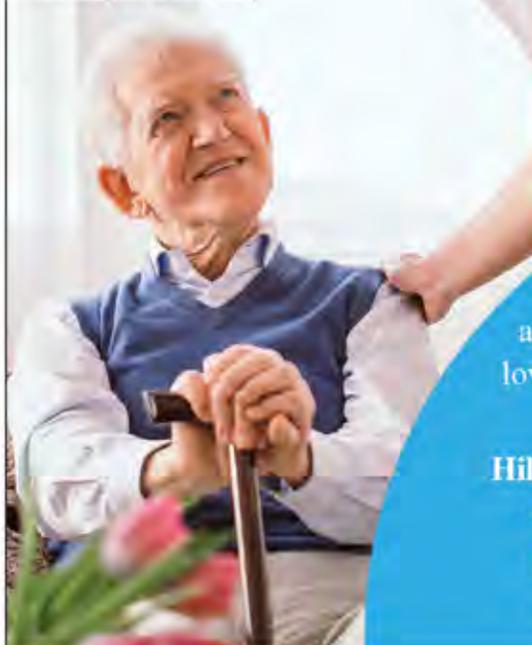


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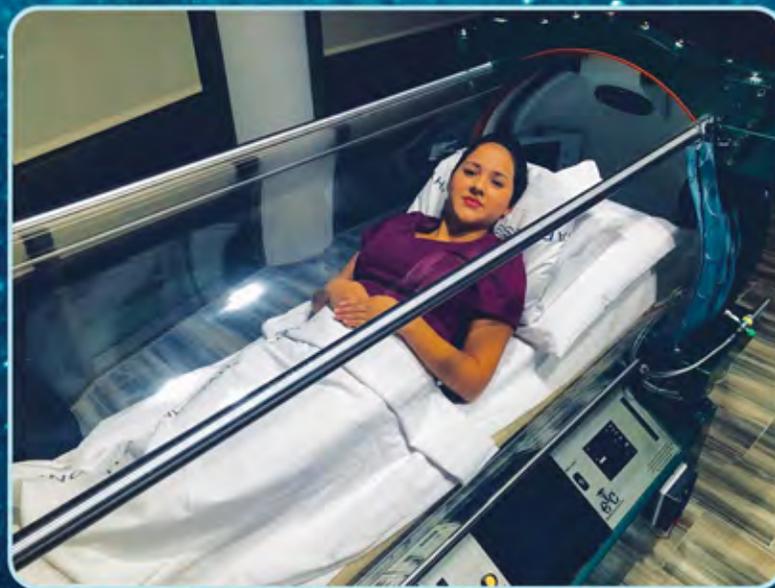
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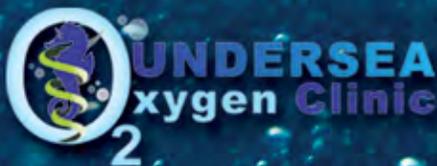
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# Your CBD Store Paves the Way for Education in an Unfamiliar Space

In late 2019, three local owners opened a new location for Florida-based Sunflora selling CBD (Cannabidiol) product under the SunMed brand. The new location is 4020 W. Kennedy Blvd, #104, Tampa, FL 33609. One of the owners, Kevin Hooks, said that the response so far has been great, and they are excited about how the new store will work to educate the community on its products. Hooks says, "I can't even put into words what we've seen as far as results from our customers. Our very first week, I can remember seeing customers come in with various issues and seeking information and a place to tell their story of what they were fending off.

Today the company boasts over 80 Florida locations, including 3 in Tampa and several more in the Tampa Bay area.

"We're now the largest brick and mortar CBD outlet in the world," Hooks states, "with 600 locations in the U.S. and stores overseas."

In a marketplace exploding with CBD products, where everything from bath bombs to gummy bears is available online, at health food stores and even gas stations, what's a consumer to do?

Hooks tackles some of the myths about CBD, which is even beginning to gain a modicum of credibility within the scientific and medical communities. A year ago, the U.S. Food and Drug Administration approved the drug Epidiolex for the treatment of seizures associated with some forms of epilepsy. According to the FDA website, "This is the first FDA-approved drug that contains a purified drug substance derived from marijuana...CBD is a chemical component of the Cannabis sativa plant, more commonly known as marijuana." And the website for the National Cancer Institute, an affiliate of the National Institute of Health, says "Cannabinoids may help treat the symptoms of cancer or the side effects of cancer treatment."

**Myth 1: CBD only comes from the marijuana plant and it will make me high.**

Hooks: "You can get CBD from a marijuana plant but it's going to be low in concentration.

The highest concentration of CBD and the other Cannabinoids comes from industrial hemp. The marijuana plant is high in tetrahydrocannabinol, or THC, and very low in CBD. CBD is not mind-altering. You cannot get addicted to it. CBD interacts with the body very differently from THC. It does not produce a "high." We don't carry THC in any of our SunFlora/ SunMed organic hemp products (which include tinctures, water solubles, topical creams, capsules, edibles, oil vapes, skin care and other beauty products, and products for family pets)."

**Myth 2: All CBD is the same.**

Hooks: "The fact is, industrial hemp is the correct plant to extract CBD from. Where in the plant it is extracted and the process used affects the quality, extracting it from the flower provides the highest concentration of CBD. Many companies extract it from the seed or the stem, which is an easier and cheaper process.

We regulate everything from the soil to the oil. Our product comes from a Colorado farm certified by that state's Department of Agriculture.

**Myth 3: All CBD is safe to consume.**

Hooks: "Because the sale of CBD is unregulated by the FDA there are a few good companies out in the market but you have to be careful where you get it from.

The process we use is called critical CO2 extraction, which extracts the healthiest portion of the plant matter out without taking chemical solvents in with the product. We also use third-party testing. We bounce all of our products off the harshest critics.

Many companies do not show that transparency with third-party testing. When we have tested other company's products, we find trace amounts of chemical solvents in the plant matter. We've seen this in many products on the market.



We have one of the safest, cleanest products out on the market."

In a recent study, Hooks said of 100 CBD products pulled off of shelves at health food stores, gas stations, vape shops and online, less than 67 percent tested out properly.

"Our approach is simple at Your CBD Store," said Hooks. "Education is first and foremost. When our customers have been educated on CBD properly, they will then feel comfortable enough to shop."

"It goes without saying that not all CBD products are the same," Hooks said. "Our policy is transparency and excellence. Consumers deserve to get exactly what they pay for, and we want to teach our customers what to look for so that they can feel confident and get consistent results when they find their way with CBD. Double lab testing, proper extraction in an FDA registered lab, hemp sourced from a USDA regulated farm, and even passing the grueling test of becoming one of the first USDA organic and Kosher Certified products on the market are just some of the ways we have stayed true to our customers. Although the industry hasn't called us to stand up to such rigorous standards, we feel it's a necessary standard and future benchmark that all CBD companies should have to stand up to."

Visit Your CBD Store - W Kennedy at 4020 W Kennedy Blvd, #104, Tampa, FL 33609 to learn more, try free samples and collect a free gift!



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\*The statements have not been evaluated by the Food and Drug Administration. The products are not intended for the cure, diagnosis, mitigation, treatment, or prevention of disease in man or animal.

# PAINFUL DISC HERNIATIONS:

## Alternative Treatment Options to Get you Back to Living the Quality of Life You Need

**A**pproximately 3 million people each year are diagnosed with disc herniations. When the inside of the spinal disk, which is a soft gel-like substance called nucleus pushes through the vertebrae, this is known as disc herniation. It causes the disc to seep through a crack in the boney exterior (annulus). In many cases, herniated discs permeate pain in the arms and legs due to irritation of nearby nerves and can be quite debilitating.

### DISC HERNIATIONS—MINIMALLY INVASIVE TREATMENT OPTIONS:

#### Diskom

The Diskom procedure relieves pressure on both spinal cord and nerve roots by removing the (gel-like) disc herniation through an advanced process. It's done under fluoroscopy through an access needle with a small hand-held device. This technique provides fast healing and rehabilitation, the procedure is short (15 minutes), and it is able to treat thoracolumbar and cervical spine herniations.

#### HydoCision

The HydroCision System has several device options that permit a safe and predictable minimally invasive approach for disc decompression procedures. The HydroCision devices are specifically designed to deliver a nonthermal stream of saline at controlled velocities to remove the disc nucleus while sparing the outer annulus and vertebral endplates.

HydroCision decompresses herniated discs, and surgeons can control how much of the nucleus they remove. The nonthermal element eliminates the risk of soft tissue damage. This procedure reduces herniations from occurring again.



There are other minimally invasive treatment options and regenerative methods for the treatment of herniated discs or other spinal conditions that may be causing you pain and limited mobility. Although surgery is critical in certain situations, finding alternative methods to treat the underlying condition is always the first step. The National Institute of Pain is a state-of-the-art facility that specializes in the treatment of spine and orthopedic conditions, as well as acute and chronic painmanagement. They provide the utmost quality of care for patients to address the problem directly, and if needed, provide for their pain management needs.

### The National Institute of Pain

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### Sunil J. Panchal, MD The National Institute for Pain



At the National Institute of Pain, they treat each patient individually, using the latest equipment and various innovative procedures to diagnose pain and determine your care needs. The National Institute of Pain's President and Founder, Sunil J. Panchal, MD, is a board-certified interventional pain/ minimally invasive spine physician. He earned his Bachelor's degree in Biology from Rensselaer Polytechnic Institute in Troy, NY, and earned his medical degree from Albany Medical College of Union University in Albany, NY. In addition, Dr. Panchal completed The Business of Medicine Graduate Program at Johns Hopkins University in Baltimore, MD. Dr. Panchal completed an internship in general surgery at the University of South Florida in Tampa, a residency in anesthesiology at Northwestern University in Chicago, IL and a fellowship in interventional pain medicine at the University of Illinois in Chicago. He previously served as co-director of the chronic pain service and director of the multidisciplinary pain fellowship training program at Johns Hopkins University and subsequently as director of the division of pain medicine at Cornell University in New York. He is a member of the North American Spine Society, the North American Neuromodulation Society, the International Neuromodulation Society, and the American Academy of Pain Medicine. Dr. Panchal has authored numerous peer-reviewed journal articles and has served as a reviewer and editor for several journals. He is the co-editor and co-author of the textbook *Comprehensive Treatment of Chronic Pain by Medical, Interventional, and Integrative Approaches* (2013). Dr. Panchal is a principal investigator in numerous clinical trials, including a current study evaluating sacroiliac joint fusion. Dr. Panchal also served as the Chair of the National Comprehensive Cancer Network Cancer Pain Panel and has lectured widely at the national and international level. He is actively involved in the development of novel analgesics and neurostimulation devices, and in clinical research protocol design.

At The National Institute for Pain, their goal is to strive to deliver the highest quality of comprehensive care for those who are suffering from spine, joint, and nerve injuries. They have many alternatives to help you with your personalized treatment needs. Please visit their website at [www.nationalinstituteofpain.org](http://www.nationalinstituteofpain.org), or call them at (813) 264-PAIN (7246).



# Four Tips to Help Make the Most of Telemedicine

By Dr. Mayrene Hernández, chief medical officer, UnitedHealthcare of Florida

**W**hen health issues arise, people often have to decide where best to seek medical attention, with urgent care and the emergency room being potential destinations. But for more Floridians, their smartphone is now the preferred way to see and talk to a doctor.

Telemedicine visits, or virtual care, typically last less than 20 minutes, often cost less than \$50 and enable people to connect 24/7 with a health care provider via a smartphone, tablet or personal computer to help diagnose and treat certain medical conditions.\* While nearly 40% of Americans said they are interested in using telemedicine in the future to access care,<sup>1</sup> a separate J.D. Power survey found nationwide telehealth adoption is currently as low as 10%.

Closing this gap by expanding the use of virtual care may prove beneficial, as this technology can provide consumers improved convenience and lower costs. In fact, 68% of patients rated their telemedicine visit a “nine” or “10” on a 10-point satisfaction scale;<sup>2</sup> 74% had their care concern resolved during the first visit; and net savings per virtual visit exceeded \$120.<sup>3</sup>

To help people take advantage of this emerging technology, consider:

**Identify Available Resources:** To find available telemedicine resources, check with your hospital or care provider group, health insurance plan or employer. In fact, nearly nine out of 10 employers are offering telemedicine to their employees,<sup>4</sup> while 76% of U.S. hospitals already connect patients and care providers using video or other technology.<sup>5</sup> For Medicare beneficiaries, some Medicare Advantage plans offer coverage for telemedicine and resources to access virtual care, in some cases at no out-of-pocket cost.

**Understand Appropriate Uses:** Telemedicine technology is most widely used to address minor and nonemergency medical conditions, including allergies, flu, pinkeye, and rashes. Telemedicine is also emerging as a helpful resource for behavioral health services, making it more convenient for people to access this type of care. If needed, doctors can prescribe medications and send prescriptions to local pharmacies for pickup. While

people who experience a significant or serious medical issue should go to the emergency room (ER), it is important to recognize that about 25% of ER visits typically involve conditions that could appropriately be addressed with a virtual visit.<sup>6</sup>

**Keep Your Primary Care Physician:** It is important to maintain a relationship with a primary care physician for wellness checkups, diagnostics, management of long-term conditions and some urgent and non-urgent treatments. As telemedicine programs evolve, telemedicine may be one way to do that.

**Other Connected Devices:** Consumers can consider other connected devices to help access care and potentially improve their health, such as smartwatches, activity trackers, continuous blood glucose monitors and connected asthma inhalers. These devices – and others like them – may provide real-time information and offer actionable feedback about their behavior patterns, while helping make it possible for care providers to counsel patients to more effectively follow recommended treatments.

Making telemedicine more widely available – and used – may be especially important for people with chronic conditions and the 20% of the U.S. population that lives in rural areas where access to health care, particularly specialty care, is often lacking.<sup>7</sup> By considering these tips, people may make the most of telemedicine resources as part of their journey toward managing their health.

\* Additional out-of-pocket costs may be required for telemedicine services depending on the plan and any applicable state requirements.

**Telemedicine in America**

**Current Trends**

- 20%** of Americans use online resources or mobile apps as their first health resource.<sup>1</sup>
- 25%** of emergency room issues could have been diagnosed and treated through a virtual visit.<sup>2</sup>
- 74%** of telemedicine users had their care concerns resolved during the visit.<sup>3</sup>

**High Demand**

- 85%** of Americans would consider using a telemedicine service if it were available at an affordable cost.<sup>1</sup>
- 68%** of patients rated their telemedicine visit a “nine” or “ten” on a ten-point satisfaction scale.<sup>4</sup>
- 51%** of companies consider implementing virtual solutions a top health priority.<sup>5</sup>

**Lower Costs**

**\$19–\$121** in net cost savings for consumers for every telemedicine visit.<sup>3</sup>

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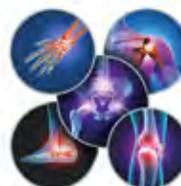


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# Maintaining Healthy Friendships

By Pastor Timothy Neptune

The first step is to realize that you really do NEED friends.

Solomon, the wisest man that ever lived said, *"As iron sharpens iron, so one person sharpens another."* Prov. 27:17

That means that we make each other better. It seems pretty important to God that we have good friendships. The Bible is full of examples of this.

Think about the amazing friendship of Jonathan and David. Jonathan warned David that his life was in danger at the hands of Jonathan's own father, King Saul.

This warning allowed David to take action and avoid harm, and ultimately this act of true friendship allowed David to take the throne.

Friends look out for each other. They should have each other's back. Your friends are the ones who will be there for you when everything in your life is falling apart.

The second step is to be friendly and willing to meet new people. The Bible says, *"A man who has friends must himself be friendly..."* Prov. 18:24

Put a smile on your face, stick out your hand and meet new people. Opportunities abound for making new friends if you are willing to actively pursue new relationships. Get involved in a local church, join a social organization, volunteer at the local schools or another non-profit organization. These are all great ways to meet new people and do good in the community at the same time.

The third step to building relationships is to make yourself vulnerable even at the risk being rejected. The reality is that not everyone is going to like you. And, you are not going to like everyone.

Look for people with similar interests or a common background. If you don't connect with someone, just move on. You will certainly find several good friends if you keep working towards making friends.

You will find the fourth step most helpful if you make it a natural part of your life: put other's needs ahead of your own. The Bible says it like this:

*<sup>3</sup>Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves, <sup>4</sup>not looking to your own interests but each of you to the interests of the others.* Phil. 2:3-4

Have you ever met people who want you to listen to all of the details about their life but then they never bother to ask about yours? Be interested in other people. In humility, don't try to "one up" their stories. Just listen, smile, and ask genuine questions. Get to know them.

If you want to make friends, get interested in other people. Discover their story. Dale Carnegie writes, "You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."



You might find it helpful to evaluate how you talk with other people. Are you genuinely interested in others or does every conversation revolve around you? Do you make yourself the hero of every story? Do find it necessary to talk about your successes and achievements? Are you trying to impress people or relate to people?

If you really want to make friends, get interested in other people. Learn about them. Listen to their stories and ask questions. If you listen and genuinely care about others, you'll have more friends than you can handle in a short time.

Tim Neptune is the lead pastor of Venture Church. For more information, visit [www.venturenaples.com](http://www.venturenaples.com).



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