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ARE RECOGNIZED
AS A CRITICAL PART
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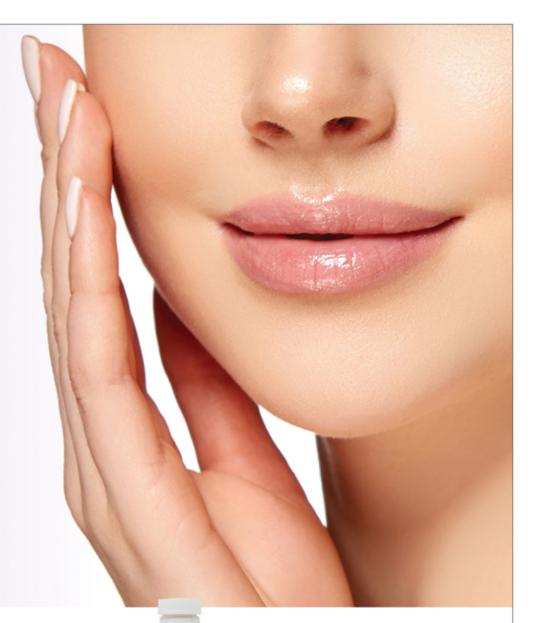
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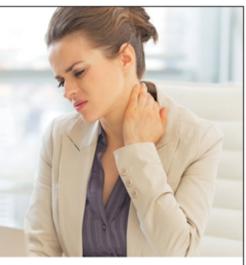
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ADVANCED AND INDIVIDUALIZED CARE

BayCare to Expand Behavioral Health Services

Plan Responds to Unmet Community Need

ayCare Health System, West Central Florida's largest provider of behavioral health services, recently announced plans to significantly increase its capacity and commitment to both inpatient and outpatient behavioral health services in response to the community's needs.

By mid-2022, BayCare will provide 24 more behavioral health inpatient beds at its hospitals. And over the next three years, the health system plans to add 65 more behavior health providers — a combination of psychiatrists and therapists — to provide outpatient services across the region. Twenty of those new providers are expected to be added by the end of 2021.

Once fully implemented, the investments are expected to provide behavioral health access for about 5,800 more outpatients each year, a 22 percent increase in BayCare's current capacity, and access for about 1,000 more inpatients, a 6 percent increase. Also significant: Several of the new services are being offered in communities that currently have little or no access to behavioral health services.

"BayCare committed itself to addressing behavioral health needs in our community even before the pandemic, and we will sustain this commitment after," said Rick Colón, BayCare Board Chairman. "We hope by taking this step we will encourage other providers to join us in providing more access to behavioral health services for our entire community."

The investment is BayCare's latest step in addressing the region's behavioral health resources since the health system's 2019 Community Health Needs Assessments (CHNA) highlighted the region's unmet needs. It also comes amid growing demand nationally for such services due to the COVID-19 pandemic.

The not-for-profit's board of directors approved the investments earlier this month even with an awareness that the new services will operate at a deficit, as many behavioral health services are not likely to be reimbursed by insurance plans or other programs.



Informing the board's action was a needs analysis by a national consultant that quantified the shortage of behavioral health providers in West Central Florida, including the Tampa Bay region. The study showed approximately 200 additional outpatient behavioral health providers are needed locally to meet the needs of the community.

As a result, West Central Florida residents are far less likely to access behavioral health services than similar populations in Houston, Memphis and Orlando.

"The consultant's survey confirmed what all of us who are engaged already knew instinctively: Tampa Bay needs more providers, more services to help our neighbors who are struggling with mental wellness," said BayCare's immediate Past Board Chairman Eric Obeck. "But no one health system can do this alone. We hope other health care systems will respond to this dire need."

The investment by BayCare comes roughly a year after the health care system worked to bring together a coalition of health care providers and community and government partners to address systemic access issues to behavioral health services for local residents. Tampa Bay Thrives,

originally formed as the West Central Florida Mental Wellness Coalition, is working across Hillsborough, Pinellas, Pasco and Polk counties to improve the quality and access to resources for mental health and substance abuse disorders.

That coalition came together after BayCare's 2019 CHNAs for hospitals across the four counties, conducted in concert with community partners, showed behavioral health as a top priority.

"BayCare's mission is to serve the health of our community," said CEO Tommy Inzina. "More and more, we all are beginning to appreciate how mental wellness is integral to individuals' and our community's well-being. As a community-based health care system, we want to be part of the solution to a healthier tomorrow for all of us."



For more information, visit BayCare.org



Vulvovaginal Atrophy:

An Innovative, In-Office Procedure That Works

By Parveen Vahora, M.D.

exual disorders can happen to both men and women. For women, it's often due to vulvovaginal atrophy (VVA). Intimacy issues can affect a partner's psychological wellbeing, just as much as it does with the one with the condition.

Dr. Parveen Vahora sheds light on vulvovaginal atrophy and how it affects women's sexual health. "The truth is that many pre and postmenopausal women, and even women that have recently gone through childbirth, have vaginal disorders, like burning, dryness and pain that they often withhold and keep to themselves. Most women think that it's just a 'normal' part of the hormonal process, but they don't have to live with this condition! There are many options to relieve vaginal and vulvar atrophy. "Due to the limited estrogen supply, the walls of the vagina start to thin out, causing dryness, and inflammation. The opening of the vagina is the vulva, and dryness of the vulva can cause pain at the onset of intimacy. intercourse can be very painful and cause urinary symptoms and pain. It can also interfere with daily activities for many women due to the extreme pain and discomfort that it can cause.

"There are many options for women, like creams, medications, and surgery, but they all pale in comparison to an innovative procedure that is not hormonal, has no side effects, and only takes a few minutes to perform right in the convenience of my office. This advanced technology is called the MonaLisa Touch®, and it's helped countless women treat their vulvovaginal atrophy and associated symptoms and pain. Women get their confidence and sexual health back to how it was when they were younger."

MonaLisa Touch®

This innovative laser therapy is for the vagina and vulvar. There are no medications, not cutting and no lengthy healing times with this procedure. It's similar to having a Pap smear test done. The laser does not hurt or cause any pain. You will only feel tiny vibrating sensations from the machine, and the best part is that the entire procedure is accomplished in an outpatient, office setting.

The laser assists with the bodies cell renewal and regenerates the mucous membrane and help with the restoration of collagen and renewing the proper trophic balance to the membrane. MonaLisa Touch®



Don't just live with your sexual discomfort, get the relief and new beginning that you are worthy of.

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is a functional vaginal rejuvenation treatment based on a unique fractional CO2 laser. This device was created specifically for the vaginal mucosa and is presently the most effective procedure for preventing and treating vaginal atrophy and its painful conditions.

Now it's possible to have relief from vulvovaginal atrophy due to the MonaLisa Touch's ability to gently improve the tissue of the vulvar and vaginal mucosa. With this treatment, women no longer have symptoms of dryness, pain, itching, or irritation. Women are able to enjoy intimacy once again. The MonaLisa Touch treatment also helps urinary symptoms such as incontinence and urgency.

Rejuvenate Your Sex Life

You and your partner will both benefit from this procedure, as intercourse will be pain-free and pleasurable once again. Mona Lisa Touch allows restoration, healing, and a renewed enjoyment of each other. You'll be amazed at how effective this procedure gets you back to where you once were in your relationship.

Parveen Vahora, M.D.

Dr. Parveen Vahora's office offers advanced and individualized care. Their office is small, intimate, and welcoming. Women under their care are treated with the utmost respect, which means they offer personalized care: educating on conditions and treatment options as well as preventative measures. Their focus is on sexual health, and they are proud to offer the MonaLisa Touch® for patients going through menopause as well as post-menopausal women, breast cancer survivors, and those suffering from pain during intercourse or intense dryness. They specialize in providing minimally invasive surgery options as well. They also offer genetic testing for breast, ovarian, and colon cancer. From birth control to robotic surgery, they've got you covered.

To find out more, please visit ParveenVahoraMD.com or email info@ParveenVahoraMD.com.

Tips For Relieving Stress

tress and anxiety are a normal part of life and usually short-lived, but for 40 million Americans, it's a daily battle. However, many times, stress is inevitable and natural when we face certain unknowns or anxiety-driven circumstances. If you are dealing with worry or fear due to a new issue in your life or out of concern for a loved one, there are steps you can take to help your unwind and promote good mental health.

Take Time for Yourself

It might be difficult, but carving out time to relax, take a bath, take a walk or simply shut yourself in a separate room for 10 minutes to do deep breathing exercises can reduce anxiety significantly and over time, you will most likely notice that these personal care methods will help you to become calmer throughout the day.

Get Moving

Most people can benefit from taking a brisk 30-minute walk. Exercise increases circulation, reduces stress, it also improves nutrient and oxygen rich blood flow, and helps you build strength. If you can work out harder, it's extremely beneficial to get your heart rate up daily with cardiovascular exercise.

Meditation

Yoga helps to improve flexibility, blood flow, muscle strength, posture, immune function, bone health, decreases depressive episodes, and can regulate blood pressure. Meditation also reduces stress, reduces anxiety, promotes emotional wellbeing, can help fight addictions, can generate health and improve immune function, and it can stave off memory disorders and increase neuronal plasticity.

Sleep

The body produces cytokines, which are protective proteins that block infection and inflammation. When a person gets the recommended, uninterrupted seven to nine hours of sleep, cytokines are produced. Without quality sleep, they are significantly less. Avoid Blue light. Blue light is a significant cause of circadian rhythm interruptions. Blue light emits wavelengths that contribute to sleep disturbances. Blue light comes from artificial lighting and electronics like fluorescent and LED lightbulbs, laptops, mobile phones, iPad, television, some alarm clocks, fiber-optic cable boxes, and other devices that use blue light. The issue is that blue light makes your brain think that it's still

daytime, which makes it difficult to fall and stay asleep. Blue light disrupts the circadian rhythm and natural sleep cycles, specifically, the delta and beta wavelengths, leading to increased activity in the brain, less relaxation and exacerbates stress and anxiety.

Combining Methods is Best

In order to overcome stress, we need a well-rounded treatment protocol that incorporates, medication (if necessary), stress management, nutrition, high-quality sleep, exercise, meditation, hormone balancing and other therapies that can help to stabilize our systems.

When to Seek Help

If your stress or anxiety are lingering, you should take steps to get treatment. Stress can show itself both physically and mentally. If you feel persistently sad, anxious, or on edge; you start having unexplained physical problems; you're unable to sleep; feel irritable all the time; or just feel overwhelmed, it may be time to seek help.

Aston Gardens

Aston Gardens is also one of the most highly sought after communities, due to their dedication to senior needs, their commitment to enriching the lives of each resident and their families by providing personalized care, welcoming living spaces, and superior amenities within three distinct tiers, which include independent living, assisted living, and memory care facilities.

Independent living focuses on being as active, healthy and independent as you want to be, but never alone. Choose from one of our independent living apartment homes, or a luxury for-sale villa and enjoy the all-inclusive carefree, maintenance-free lifestyle at America's award-winning senior living community.

Assisted living offers residents a lifestyle of personal attention and help with activities of daily living, including bathing, grooming, dressing, taking medications and eating properly. Our focus is on health and wellness, helping residents to be as independent as possible with a personalized care plan that includes engaging social activities for a healthy body, enlightened mind and renewed spirit.

With beautifully appointed assisted living suites, assisted living at The Inn is easy with the Aston Gardens One Price Personalized Plan. There are no confusing care levels to think about and our residents pay one low price for services.

SHINESM Memory Care offers a private special needs neighborhood for residents with memory care related issues. Residents needing Alzheimer's care and other dementia care receive the very best attention and services in a supportive, compassionate and secure setting. Based on each individual's needs and capabilities, the professionals at Aston Gardens At Tampa Bay create a personalized plan to help our residents live life as fulfilling as possible, in a secure and comfortable environment.

Want to know why so many people choose to live at Aston Gardens? It's the resort-style life, the caring staff, friendly community, and attention to detail that makes Aston Gardens surpass expectations.

Aston Gardens At Tampa Bay is a luxury senior living community offering the best combinations of active-adult lifestyles and personalized care services. Wake up inspired each morning with a wealth of amenities, activities, and support at your doorstep. Explore the stylish Grande Clubhouse and indulge in our unique lifestyle services: Sensations Dining, Celebrations Activities and Dimensions Wellness. Let our dedicated team members handle transportation, maintenance, housekeeping, concierge services and more. Here you will find compassionate people engaged in enriching the lives of seniors, ensuring their needs are taken care of every day. Aston Gardens At Tampa Bay offers the best value in affordable, carefree, senior living. Everything we do is focused on providing you the very best in senior living. It's all right here!

Now is the time to schedule your personalized tour! See why so many people want to call Aston Gardens their home!

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Traumatic Brain Injury and Hyperbaric Oxygen Therapy: What Research Shows

traumatic brain injury (TBI) is caused by a blow to the head that damages the brain's function and signaling. TBI's can be mild to severe, and they can cause immediate and long-term damage. Depending on the severity.

Traumatic brain injury (TBI) is the leading cause of death and disability in the US. Approximately 70-90% of the TBI cases are classified as mild, and up to 25% of them will not recover and suffer chronic neurocognitive impairments.1

HBOT and Brain Injury

Hyperbaric oxygen therapy (HBOT) is a medical treatment that delivers 100% oxygen to a patient's pulmonary system while they are within a pressurized chamber. This saturation of oxygen allows high-levels of life-sustaining oxygen to be delivered to the tissues and organs. This increase of the partial pressure of oxygen at the cellular level accelerates the healing processes and assists in the recovery from numerous indications.

Numerous published literature and studies are indicating the efficacy of HBOT for traumatic brain injury. Research has been done on both animals and humans. It's sometimes speculated that it's best to receive HBOT within a short time frame after the TBI; however, HBOT can significantly improve TBI symptoms long after the trauma took place. Many patients and physicians see marked improvement and restoration within short and long-term healing.

HBOT can be a rigorous component of reducing inflammation. It also increases blood perfusion, reduces edema, stimulates and mobilizes stem cell production, and increases genetic and systemic regeneration of tissues.

A Study on The Effects of HBOT 1 to 6 Years After

An Israeli trial lead by researcher Boussi-Gross, studied the effects of HBOT on TBI patients 1 to 6 years after their injury. These patients were experiencing Post-Concussion Syndrome (PCS) and complained of impaired cognitive functions for over a year, yet brain damage was below the detection level of MRI or CT brain imaging. Only patients who reported no change in cognitive function during one month prior to the beginning of the study were included.1 Along with imaging, including SPECT scans, six cognitive tests were also administered to rate improvement in brain functioning.

As mentioned, these patients showed no brain issues under MRI or CT; however, the SPECT scans showed the area of damage and blood flow issues before treatment. The following was shown after treatment: The changes in SPECT images after treatment indicate that HBOT led to reactivation of neuronal activity in stunned areas that seemed normal under CT and MRI imaging. While SPECT imaging has a limited spatial resolution (compared, for example, to fMRI), the changes in activity were sufficiently robust to be clearly detected by the SPECT images.1

Conclusions Show Marked Improvement

This study demonstrated that HBOT can induce neuroplasticity and significant brain function improvements in mild TBI patients with prolonged Post-Concussion-Syndrome at late chronic stage, years after injury. The results call for a better understanding of how to set the optimal HBOT protocol for the specific patients and how to determine which patients benefit the most from this treatment. The findings reported here bear the promises that HBOT can be effective in treating other brain impairments, like easing PTSD symptoms or repairing radiation damage. It is also reasonable to expect that HBOT can help slow down or even reverse metabolic disorders associated with neurodegenerative diseases.1

Hyperbaric Centers of Florida is a premier, state-of-the-art hyperbaric treatment facility located in the Tampa Bay area.



To find out more, or to schedule your appointment today, please call Hyperbaric Centers of Florida at 813-788-3969.

Currently, There Are 15 FDA Approved HBOT Conditions:

- Air or Gas Embolism
- Carbon Monoxide Poisoning
- Compromised Skin Grafts or Flaps
- Crush Injury, Compartment Syndrome
- Decompression Sickness (Bends)
- Diabetic & Other Non-healing Wounds
- Enhancement of Healing in Selected Problem Wounds
- Exceptional Anemia: Resulting of Bleeding
- Gas Gangrene
- Intracranial Abscess
- Osteomyelitis
- Radiation Injury
- · Refractory Osteomyelitis
- Thermal Burns
- Idiopathic Sudden Sensorineural Hearing Loss

HBOT is used "off-label" for various disease states and disorders and HBOT may be ordered by a physician for off-label indications. Hyperbaric Centers of Florida makes no claims as to the efficacy for any indications other than the fifteen approved by FDA.

Common Off-Label Indications:

- Autism
- · Brain Injury
- · Bells Palsy
- Cerebral Palsy
- Cosmetic Surgery
- Infections
- Inflammations
- Lyme Disease
- Multiple Sclerosis
- Nerve Injuries
- Oral Disease

- Peripheral Neuropathy
- · Rheumatoid Arthritis
- Scleroderma Shingles
- Severe Migraines
- Sports Injury
- Stroke
- Tendon Injuries
- Ulcerative Colitis
- Venomous snake and spider bites

1. . R. Boussi-Gross, PLOS ONE, Hyperbaric Oxygen Therapy Can Improve Post-Concussion Syndrome Years after Mild Traumatic Brain Injury - Randomized Prospective Trial, November 15, 20013, https://doi.org/10.1371/journal.pone.0079995



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New Treatments For Knee Arthritis Now Available

By: Regenexx Tampa Bay, Non-Surgical Orthopedic Specialists

nee arthritis affects more Americans than any other joint disorder in the United States. By age 60, an estimated 10 percent of men and 13 percent of women have knee arthritis. Knee arthritis and chronic knee pain often mean that you have to avoid the activities you love (from hiking to dancing to chasing the grandchildren), relying on over-the-counter pain medications, toxic steroid injections, dangerous narcotics, knee arthroscopy (which increases the likelihood of a knee replacement down the line), and knee replacement surgery. But new advancements in precise image-guide injections using bone marrow concentrate containing your own stem cells offer hope, healing, and pain relief for arthritis of the knee.

Symptoms and Treatments: How is Knee Arthritis Identified and Cured?

Arthritis of the knee, as with arthritis anywhere else in your body, is the result of chronic inflammation in your joints resulting in deterioration and degeneration of the structures in the knee. Common symptoms for knee arthritis include:

- Swelling and tenderness in your knee especially after activity.
- Unstable knee. Over time, ligaments can weaken and result in instability in your knee. This can cause a buckling sensation when you put weight on it.
- Poor, limited range of motion in your knee when doing everyday activities, such as sitting, standing, and walking.

If your doctor diagnoses you with knee arthritis, he or she may recommend a combination of medical interventions and lifestyle modifications. These may include:

- · Low-impact exercise/Physical Therapy
- · Losing weight if you're overweight
- Other treatments such as: Acupuncture, natural topical creams, and ice packs

Common medical interventions often start with taking over-the-counter pain medications like aspirin, ibuprofen, and other nonsteroidal anti-inflammatory drugs (NSAIDs). NSAIDs can temporarily help pain associated with arthritis but can lead to damage in the heart, kidneys, and GI tract over the long term (and sometimes even in the short-term) and do not improve long-term pain. More serious medical approaches often graduate to:



- · Prescription pain drugs
- Injections, such as corticosteroid injections to temporarily reduce pain
- Surgery

Are Corticosteroid injections Helpful For Knee Arthritis?

Your doctor may recommend corticosteroid injections for knee arthritis. Corticosteroids are powerful anti-inflammatory agents that temporarily reduce inflammation in an arthritic joint. Unfortunately, corticosteroids are also toxic to cartilage and increase the rate of arthritic progression. In a recent 2020 study from The Bone and Joint Journal, patients with knee arthritis who underwent corticosteroid injections were compared to patients with similar levels of knee arthritis who did not have any steroid injections. The patients who were given steroid injections were more than 6 times as likely to undergo a knee replacement.

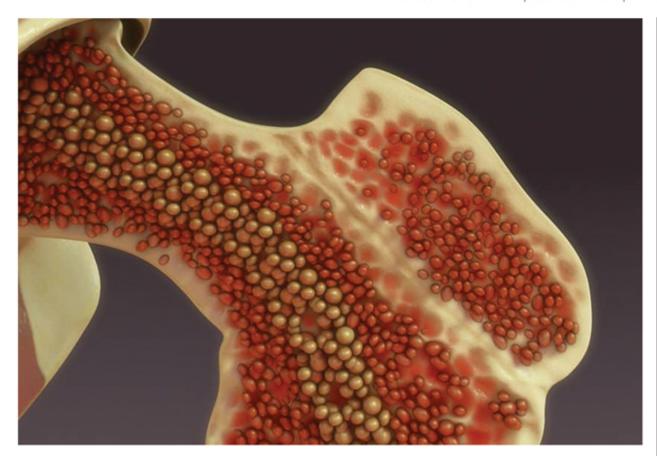
While helpful for knee pain in the short term, corticosteroid injections can actually worsen knee arthritis and pain over the long term.

Is Surgery the Right Answer For Knee Pain and Knee Arthritis?

Your doctor may recommend a knee replacement, which involves removing the damaged knee joint entirely and installing an artificial knee.

In fact, arthritis is the #1 reason for people to get knee replacement surgery or hip replacement surgery. However, most surgeons recommend joint replacement surgery be the last resort because:

- Knee replacements can wear out and may need to be replaced, which is an even bigger operation than the first
- There have been many "mechanical problems" and manufacturer recalls related to artificial joints
- · May entail a long recovery process
- An artificial joint that becomes infected is a very serious complication that can lead to another joint replacement and long term IV antibiotics in the best case or can lead to leg amputation or death in more serious cases.
- More than one-third of patients who have a knee replacement still have some knee pain.
- Range of motion in the knee after the surgery is often reduced.
- Thankfully, a growing body of research is revealing new, cutting-edge approaches to knee arthritis, with many men and women finding the relief they need through various skilled orthobiologic procedures utilizing the person's own bone marrow concentrate, platelet rich plasma, and/or microfragmented adipose/fat tissue.



Bone Marrow Concentrate (BMAC) and Knee Arthritis

The premise is simple, yet the science is groundbreaking. Your bone marrow and blood get drawn through a patented same-day protocol, and your bone marrow concentrate, where your body's stem cells are found in highest concentration, is processed in a specialized lab.

Then, your BMAC and natural growth factors are injected under precise image-guidance using sonographic and X-ray devices directly into multiple tissue structures in your affected knee (eg. cartilage, ligaments, tendons, bone, meniscus). This provides more cells to the injured, degenerated, and inflamed joint than your body would otherwise send to the area, resulting in significant improvements in your knee pain and knee function within just a 2-3 months.

Unfortunately, the world of stem cell treatments is often referred to by scientists as a "wild wild west." The efficacy of "stem cell"procedures for knee arthritis and chronic knee pain means many companies have rushed to market with various health claims and procedures. Alas, many (if not most) of what you'll find on the market — such as the use of exosomes or umbilical cord "stem cells" — isn't backed by real research and in fact, is illegal to use.

When choosing a regenerative treatment for knee arthritis, it's critical that you look for a procedure

that's truly backed by science, and specifically peer-reviewed randomized controlled medical trials and other clinical trials.

When reviewing the published research, the science is clear: The most advanced and effective treatment for knee arthritis is from your bone marrow concentrate (BMAC) injected into the joint and sometimes into the bone.

In one study, BMAC injections into the knee joint significantly reduced the need for knee replacement surgery. Another study tracked patients for 15 years and found that BMC injections into the bone (near the joint line) also significantly reduced the need for knee replacement.

At Regenexx, this is the exact same procedure we employ in our clinics. These advancements in regenerative medicine and technology mean our Regenexx approach, overseen by expert technicians and clinicians who have been doing this for over a decade, is far more effective than the run-of-the-mill treatments offered by other providers.

If you suffer from knee arthritis and want to avoid costly and invasive knee replacement surgery, contact us today to learn how you can use these advancements in regenerative medicine to naturally and effectively target your knee health concerns.



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

cian 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 volley-ball 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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How Do I Know When My Loved One is Ready for Hospice?

iscussing hospice can be a beneficial option at any stage of a life-limiting illness. Patients as well as their families benefit the most when they are supported by the hospice team with physical, mental, emotional, and spiritual support from their hospice team as early as possible.

You or your loved one may be ready for hospice when they have a serious, life-threatening illness with a life expectancy of six months or less, as diagnosed by a physician. This can be a result of numerous illnesses, including heart disease, cancer, dementia, Alzheimer's disease and more.

Hospice care is not just for the patient.

Having the hospice team there to help can also provide helpful resources for the caregiver and other family members. Your care team can help with things like counseling, finding placement in a nursing home for respite care when needed, or navigating the confusion of health insurance and Medicare or Medicaid. They can also provide helpful resources for getting legal matters put in order, like living wills and power of attorney.

Plus, the nursing team is there to help alleviate some of the tasks of being a caregiver, including bathing the patient, personal care and more. They can provide helpful training for the caregiver to teach you how to comfort them, feed them, and care for them overall.

Hospice care focuses on comfort and pain management.

Comfort care and symptom management become the primary focus when curative treatment is no longer the patient's choice or option. When patients opt to utilize hospice care, they are choosing quality of life over treatment plans that may just delay the inevitable.

Hospice care, and the comprehensive focus on all aspects of care, allow patients and families a chance to make memories that last. Research has even shown that with the help of hospice and palliative care, patients who elect to receive hospice care actually live longer with better quality of life.



Gulfside Hospice - Serving Patients for 30 Years

Every day, more than 450 Pasco County residents receive hospice care from the team at Gulfside Hospice. They emphasize that hospice care is about more than just the patient – it's about the whole family. With an interdisciplinary approach to care and an array of services, Gulfside Hospice is able to help patients and families live their lives to the fullest.

Every person receiving care from Gulfside has access to the organization's whole team, which includes hospice-certified physicians, nurses, hospice aides, social workers, chaplains and volunteers. Some of the services provided by Gulfside's team include:

- Visits from physicians who offer pain management and symptom control
- Regular visits from registered nurses, plus the ability to contact the nursing team 24/7
- Coordination of medical supplies, medication and equipment like oxygen tanks, walkers, hospital beds and more
- Assistance with personal care provided by certified nursing assistants

- Services from social workers who specialize in helping families cope with issues surrounding life-limiting illnesses
- · And so much more.

Gulfside is the only not-for-profit hospice that serves Pasco County exclusively, and was the first hospice in Pasco to receive The Joint Commission's Seal of Approval Accreditation. To learn more about how Gulfside can help you and your family, call (800) 561-4883 to speak with one of the organization's experts. For more information, visit Gulfside.org.



How Nancy Went from Excruciating Neck Pain All Day, Everyday....to No Pain!

illions of people are suffering from chronic pain. Some resort to surgery and some may take pain medications to mask the symptoms or just suffer silently through it all, day in and day out, they are alternative treatments that are helping alleviate pain for countless individuals. One of those methods is radiofrequency denervation (RF).

Radiofrequency Denervation

Using light sedation and local anesthesia called radiofrequency denervation is the answer that many individuals are waiting for to alleviate their pain. Neurotransmitters directly sensitize the nerve endings in our bodies via the brain. With radiofrequency denervation, the nerves that are damaged, narrowed, or impinged, are treated with a low-level of localized heat, causing the nerve to stop sending signals to our brain through an interruption in the nerve conduction.

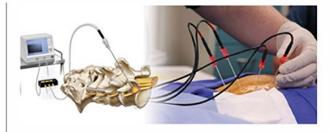
This procedure is entirely safe and effective. It has been used for many years, with long-lasting results for people suffering from pain. The entire process is performed and monitored under fluoroscopy, which is a moving X-ray that is visible to the surgeon on a digital screen. The nerve endings are then located through a probe that is inserted through a tiny needle into the spinal area. Once the damaged nerves are determined, a small lesion is created through the controlled heating of the probe through medium-frequency alternating current. This will alleviate the pain signals to the brain, allowing the patient to be virtually pain-free. The entire procedure takes approximately 20-30 minutes, and patients can resume normal activities within a short period of time. It is easy to reach the nerves of the hip and knee with this approach.

Radiofrequency denervation is able to treat other areas in the body as well. It is commonly used for headaches, facial pain, back pain, complex regional pain syndrome, peripheral neuropathies, trigeminal neuralgia, disc denervation, and neck pain.

A Patients Perspective

About nine months ago, Nancy began to have pain in her neck, shoulders, and arm. She also started to have numbness and tingling in her fingers. "Every time I put my arms up to use my computer, rest them on a table, or even during a manicure, my pain was excruciating. I was in pain 65% of the day." Nancy explained. Her MRI showed cervical spondylosis, which is narrowing of the vertebrae and impingement of nerves.

Like so many others, she continued to live with her pain with no relief from traditional treatments like NSAIDs (ibuprofen), and massage. When it started to affect her quality of life severely, Nancy knew she had



to do something. Her husband told her about Dr. Sunil Panchal's success in helping many patients with alternative treatment methods.

Nancy had worked in the medical field for over 20 years, and she told her husband that she would never see a pain specialist because Nancy did not believe in that type of patient care, but as time went on, she needed relief and decided to see Dr. Panchal.

"When I met Dr. Panchal, he was very thorough and spent a lot of time with me. He explained that radiof-requency denervation would be a good option, and he also was upfront that sometimes RF takes several attempts to work. I was hesitant at first, decided to give it a try." Nancy continued, "I had my procedure in early November, and my pain is completely gone. Dr. Panchal is a very meticulous physician; his patient care and follow up is also very impressive. I've had three follow up appointments with him since my procedure to track my progress, and things are perfect. In his waiting area, many of the patients like to share their stories, and there are so many people that are pain-free because of his innovative, dedicated care."

The cervical spine is often afflicted with pain and stiffness due to multiple conditions and alignment issues. Commonly arthritis plays a significant role in cervical spine degeneration, which can lead to a limited range of motion and a great deal of pain, but other conditions affect the cervical spine as well. These can include herniated discs, stenosis, facet dysfunction trauma, and improper posture. RF is an ideal procedure for many patients that want to avoid surgery and addictive medications.

Although surgery is critical in certain situations, finding alternative methods to treat the underlying condition is always the first step. National Institute of Spine & Pain is a state-of-the-art facility that specializes in the treatment of spine and orthopedic conditions, as well as acute and chronic pain management. They provide the utmost quality of care for patients to address the problem directly, and if needed, provide for their pain management needs.

At the National Institute of Spine & Pain, they treat each patient individually, using the latest equipment and various innovative procedures to diagnose pain and determine your care needs. The President and Founder, Sunil 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 Spine & 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, or call them at (813) 264-PAIN (7246).

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Advanced Pain Management for Peripheral Neuropathy:

What You Need to Know

BY DR. ROBERT LUPO, D.C.

hronic Pain affects hundreds of millions of Americans. Of those individuals, a staggering 20 million are suffering with peripheral neuropathy. Neuropathy is typically associated with diabetes, as it's common for nerve damage to have occurred in individuals with high glucose storage, but neuropathy can also be attributed to chemotherapy, injuries, autoimmune diseases, compressed spinal vertebrae, alcoholism, cholesterol medication side effects, a build-up of toxins, and vascular disease.

Peripheral neuropathy happens when the small blood vessels, which supply blood and nutrients to the nerves become impaired. When the nerves are no longer fed nutrients, they either die, or their signals to the brain become restricted and ineffective.

Symptoms of neuropathy most often include the following sensations:

- Tingling
- Numbness
- Burning
- Sensations of cold/hot
- Stumbling
- Impingements
- Electrical vibrating sensations
- Falling
- Lack of strength
- Decreased range-of-motion
- Muscle cramps
- Joint inflammation

The most common treatment for nerve damage is to mask it with prescription medications, but there is a way to actually "treat" the symptoms and improve the nerve function in the body. Over the past several decades, quantum technologies have been studied and due to the effectiveness of these devices, next generation technology has paved the way for effective peripheral neuropathy treatment.

Dr. Robert Lupo is on the cutting edge of multiple technological advances to offer his patients the most effective, groundbreaking options without surgery or addictive drugs. That is why he chose to work directly with RST Sanexas, due to their incomparable results.

Dr. Lupo explains, "This technology is remarkable as it's able to treat peripheral neuropathy on a cellular level to regenerate and repair damaged nerves. No matter if it's caused by diabetes, alcohol abuse, chemotherapy or other common conditions that lead to neuropathic disorders, the Sanexas technology is equally effective at treating the disorder."

RST Sanexas: Is NOT a TENS unit device

For three decades, our ardent, progressive research team members have been developing, refining, clinically testing, test-marketing and authoring scientific papers with its breakthrough electric cell signaling and quantum resonant specific induction (QSRI) technologies.

In 1995, RST-Sanexas medical devices were revamped to use quantum-based communications-level technology with both frequency modulation (FM), as well as the typical amplitude modulated (AM) electronic signals. To this day, amplitude modulation (AM) signals represents 99% of all marketed TENS type devices even though the human body operates exclusively by (FM) frequency modulated energy.

In 1996, after exhaustive clinical application data was received, a new electronic signal generating Patent was issued (UHdfg). The Patent covers this brand new advanced random, yet sequential AM/FM signal generation technique with spread spectrum frequency hopping technology.

RST-Sanexas technology is still fundamentally more advanced than any other electromedical device in use today.

How Sanexas Technology Relieves Neuropathic Pain

Why does quantum technology hold so much promise for health care? Many cell processes take place at the nanoscale (the world of atoms and subatomic particles). At that scale, matter stops behaving according to the laws of classical physics and starts demonstrating the unique



properties of quantum mechanics. Quantum technology is set to revolutionize the way we think about health care, medical data and even our own biology.

Pain treatment modalities and instruments that operate on quantum theory use resonance to increase energy in and between cells. Molecular resonance is best understood with an analogy in the macroscopic world. When a piano tuner strikes a tuning fork next to the piano, the specific piano string will vibrate when it is correctly tuned to the same frequency. Similarly, cells resonate and transfer energy between molecules very rapidly.

This procedure is covered by Medicare and most insurance carriers.

Dr. Lupo's Practice—An Integrated Approach

At Physical Medicine Center, Inc. you can expect a welcoming, friendly environment with a staff that genuinely cares about your progress. Their goal is your improved quality of life—that's why their comprehensive treatment plans are designed to help you reach your goals. If pain is holding you back, call today to learn more about their natural, non-surgical, non-drug options for pain relief.

Dr. Robert Lupo, D.C.

Dr. Robert Lupo is the clinic director at Physical Medicine Center located in north Tampa near the University of South Florida and New Tampa. Physical Medicine Center is a multidisciplinary medical center that offers Medical Care, Chiropractic Care, and Physical Therapy. Dr. Lupo attended Life University in Marietta Georgia and graduated with a Doctor of Chiropractic degree in 1985. Dr. Lupo has taken postgraduate education in chiropractic orthopedics, neurology, spinal disc injury care, and auto accident and injury care. Physical Medicine Center also offers massage therapy, treatment for dizziness, balance disorders, Spectra cell nutritional blood analysis, bio-identical hormone replacement therapy for men and women and offers the nationally known Medifast weight system.

if you want drug-free alternative options for your health needs, look no further than the Physical Medicine Center in north Tampa. The Physical Medicine Center treats both male and female patients who desire alternative therapies to get to the root cause of their conditions. Call them today at 813-607-5095 to schedule your appointment.



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Massage Protocols Are Recognized as a Critical Part of an Athlete's Performance and Health Plan

thlete care and today's Sports Medicine staff have evolved and are much different in their look and approach when compared to the old school traditional sports medicine staffs consisting of just the athletic trainer and the strength coach. We no longer call it the sports medicine; it is now the High-Performance Staff. The High-Performance staff takes a team approach and consists of the Team Doctor, Athletic Trainer, Strength & Conditioning Coach, Physical Therapist, Mental Conditioning Coach, Sport Scientist, Bio Mechanist, and Massage Therapist or Manual Therapist. "Matthew C. Krause, RSCC*E, ATC, Pro Strength Coach Emeritus says the Massage Therapist is the new Super Utility staff member on the high-performance team. They work with players pre- and post-game. They help with in training room with rehabs, they are in the weight room working on players pre-lift." For industries shifting to the High-Performance Team, having a Massage therapist on staff is a must.

The days of just getting your athletes Bigger, Faster, and Stronger are gone. Movement quality has become just as important as strength for the new-age athlete. Mobility and flexibility of our major joints (shoulders, hips, lower back and ankle) is the most important part of the current athlete's assessment when it comes to injury prevention and performance. The High-Performance team develops individualized programs for the athletes with the Massage therapist playing an especially important role in the day-to-day regimens for pre—game activation and post-game recovery. This is not a relaxing massage from the spa. Sports massage therapists are manually mobilizing adhesions in the muscles and soft tissue while trying to stimulate tissue repair. Sometimes there is a slight discomfort to his protocol. If the adhesions are not mobilized, there can be loss of range of motion to the joint and your performance will be compromised.

The Massage therapist is now in all aspects of the players' programs. They are in the training room helping the players prepare for the day, assisting with rehabs, and in the weight room working on players before the lift (i.e. Activation, Recovery, Restoration, and Building). Having your range of motion at optimal levels before you perform will only increase your in-game performance. We know that the harder our athletes play, practice and train, the more that their muscles, tendons, fascia- all their soft tissue- shorten, affecting the joints that they support. Proper joint function is important to movement quality. High skill-orientated sports like golf, tennis, and baseball rely on repetitive quality movement patterns to compete at any level. Power sports like football, basketball, and hockey need quality movement patterns to become explosive before they jump or make contact. It is important to get your soft tissue restored back to its optimal length before your next game or practice. If NOT, you will see a decrease in your power, performance, and increase your potential of injury.

Increasingly, the use of high-quality professional grade CBD topicals are being integrated with sports / therapeutic massage and soft tissue manipulation protocols for improving Activation, Recovery, and Restoration/Rehabilitation. These, when combined with mobilization, flexibility, and strengthening exercises, improve performance and reduce the risk of injury. Soft Tissue Massage and Manual Manipulation (STM) work to restore our soft tissue, breaking down adhesions by shearing and separating the tissues from one another. Some of these techniques include deep tissue sports / therapeutic massage, Instrument Assisted Soft Tissue Manipulation (IASTM), Cupping, Active Release Technique (ART), Tempering, and others. This process induces cellular trauma and inflammation to stimulate recovery.



Our body has an internal mechanism for maintaining homeostasis (balance) called the Endo-Cannabinoid System (ECS). One of the purposes of this system is to recognize when something is out of balance and signal the body for restoration and healing. This system manages inflammation with respect to cellular trauma (induced by the STM treatment protocol) to enable the deployment of the white blood cells and collagen to the affected area for recovery, restoration/restructuring, and healing. While our body naturally produces its own cannabinoids, there are a number of factors that influence the ECS and body recovery time. External phyto-cannabinoids such as those derived from the industrial hemp plant supplement our ECS system and improve/accelerate the body's ability to return to homeostasis – reducing downtime and improving performance. Documentation of hemp derived benefits go back as far as 2737 BC China, in the U.S. Pharmacopoeia until 1947, with significant on-going research investment since its national legalization in 2018.

Most massage therapists will not be treating the professional athlete, but rather the "weekend warrior", fitness enthusiast, marathon runner, tri-athlete, cross fit enthusiast, body builder, or any number of amateur athletes. These athletes can also benefit from the Massage and Manual Manipulation protocols described above. All these protocols utilize a topical lubricant such as a cream, salve, emollient, lotion or oil to provide the "glide / slide" needed for an effective treatment. Simply substituting a professional grade CBD topical specifically formulated to deliver the glide/slide, concentration of the appropriate cannabinoid profile, and penetration to the CB receptors in the area being treated complements the treatment, providing the benefits described to the athlete.

The addition of a broad-spectrum CBD topical (note: THC free recommended for athletes) as a complement to the standard protocols enhances our ECS systems' response to the therapy. For therapists treating a client on an ongoing basis, a recommendation of follow-up care by the client can enhance the effectiveness of the treatment being provided. The client can treat the affected area(s) with a twice daily application of a topical salve or lotion between sessions. The client's interim self-care will keep the therapist's treatment top of the client's mind while at the same time providing retail opportunities for the massage practice.

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.

Some CBD companies are focusing only on professional grade topical formulations with products and protocols specifically aligned to the treatments described in this article. Some important criteria for selecting a professional quality product include:

- · concentration of CBD in the product (mg./oz.)
- · product value \$/mg.
- · type of extract (isolate, broad or full spectrum),
- · plant pedigree/genetics,
- planting (seeds vs clones). Clones ensure product consistency and the high concentrations provided by unfertilized female plants,
- · use of natural organic cultivation and ingredients,
- · extraction methodology (supercritical CO2, CO2 or ethanol),
- · Quality Systems Certification (i.e. FDA GMP),
- transparency and types of substance testing from the field to the body.

We recommend topicals for these treatment protocols that range from 20 - 50 per application of broad-spectrum THC-free hemp derived CBD extract. Full spectrum CBD products can be used; however, the majority of athletes in organized sports prefer to avoid exposure to THC. For a full body massage, look for a massage oil or cream with a 20-50 mg/oz concentration since a one ounce application is the standard amount used. For spot treatments, a product concentration of 250-1000 mg/oz. will generally provide the desired 20-50 mg application.

In the massage therapist's role as an athlete's health partner and consultant, there is the opportunity for the therapist to recommend a healthy exercise regimen that will continue the healing process described improving flexibility, mobility, and strengthening to reduce injuries in the future. These regimens typically consist of a 4-step Pre-Event Activation Protocol using a CBD topical containing Capsaicin and MSM:

- 1. Pre-event or workout warm-up (low impact exercises that increase heart rate, increase body temperature, preparing the mind and body for more intense effort);
- 2. Add rotations of the major joints (ankles, knees, hips, shoulders, Elbows, wrist, and neck);
- Static stretching to the joints and areas that feel tight or showing some resistance (1-3 static stretches and massage to loosen the area); and
- Dynamic mobility exercises to test the joints to make sure they are free and easy

 ready to go.

Finally, recommend that your clients use a Post-Work Out application of a CBD salve to the areas of tightness or soreness to improve recovery, restoration, and avoid injury.

In summary, the massage therapist is becoming a more integral part of the athlete's high performance plan incorporating daily pre- and post- workout or competitive event protocols for increasing performance, accelerating recovery/rehabilitation, as part of their performance building and proactive injury avoidance. The incorporation of professional grade CBD topicals formulated for these treatments / protocols can improve and accelerate results. For fitness enthusiasts, implementing a visit to the massage therapist and following a regimen such as that described as part of a complete fitness and wellness routine is just as important. The last thing athletes, whether professional or otherwise, need is to experience a skeletomuscular injury that will set them back either on the job or with their fitness program.

So add the new secret weapon to your sports training program- the massage therapist... and topical CBD!

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When You Are At Your Wits End

ave you ever been at your wits' end? Have you ever been so confused that you didn't really know which way was up? Have you ever had the feeling, "I know I need to do something...but I don't know what 'something' to do."

The Bible tells the story of a group of sailors who went out to sea and encountered a huge storm that almost killed them:

²³Others went out on the sea in ships; they were merchants on the mighty waters. ²⁴They saw the works of the LORD, his wonderful deeds in the deep. ²⁵For he spoke and stirred up a tempest that lifted high the waves. ²⁶They mounted up to the heavens and went down to the depths; in their peril their courage melted away. ²⁷They reeled and staggered like drunken men; they were at their wits' end. ²⁸Then they cried out to the LORD in their trouble, and he brought them out of their distress. ²⁹He stilled the storm to a whisper; the waves of the sea were hushed. ³⁰They were glad when it grew calm, and he guided them to their desired haven. 31 Let them give thanks to the LORD for his unfailing love and his wonderful deeds for men. Psalm 107:23-31

Can you relate to this group of sailors? Maybe the circumstances in your life have caused your courage to melt away. Perhaps you are going through a storm of your own. You may find yourself at your wits'end without any clear direction as to what to do next. If so, follow the example of the sailors in the Bible.

There first thing they did was cry out to the LORD in their trouble. Don't underestimate the power of prayer. An old gospel song says, "when God is all you have, you'll find He's all you need." God responded to the sailor's prayer by bringing them out of their distress. In fact, it says he stilled the storm to a whisper and the waves of the sea were hushed. God can do that in your life and in your situation as well. Call out to him. His timing is not always as quick as we may like but He knows what is best for each of us.

When the storm was over, the text says that God guided the sailors to their desired haven. They found their place of rest and peace. Storms don't last forever... and neither will yours. Keep your faith in God. Cry out to Him in your pain. Trust that He knows what's best and keep praying and seeking your desired haven... it may be just around the corner.

And then, don't forget to thank God when He does bring you through the storm. The story concludes by saying, "Let them give thanks to the LORD for his unfailing love and his wonderful deeds for men."

Storms, crises, pain and problems are an unfortunate reality of life. We grow through the pain and learn valuable lessons during these times. Don't give up, give in, or quit. When you find yourself at your wits' end...hang on, cry out to God, and look for His deliverance.





We Are The Right Place To Be Right Now

As a company that's served the best interests of seniors for nearly 30 years, we are no stranger to emergency management. Our commitment to the health and safety of our residents has long been paramount, and although COVID-19 is a new threat, it is by no means the first one we've faced head on.

In any emergency situation, it's imperative to know where trusted resources can be found. For seniors and families specifically, the importance of safeguards required for COVID-19, in many ways highlight the numerous benefits of living in a supportive community setting like the many we offer.

By leveraging extensive prior experience, financial strength, innovative technology and national buying power, we can provide the resources and forward thinking necessary to implement Enhanced Protocols and Operational Procedures immediately at our communities nationwide. We believe you or your loved one can be as confident as we are in our strategies to combat the spread of this virus.

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