

T A M P A B A Y ' S

# Health & Wellness<sup>®</sup> MAGAZINE

April 2021

South Tampa Edition - Monthly

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**FREE**



**BAYCARE  
INTRODUCES  
A NEW MODEL  
OF HEALTH CARE**

See Page 6

**NEW TREATMENTS  
FOR KNEE ARTHRITIS**

**NOW AVAILABLE**

See Page 8

**TIPS FOR  
RELIEVING STRESS**

See Page 14

**LIVES UPENDED  
BY THE PANDEMIC-  
NOBODY  
IS IMMUNE**

See Page 12





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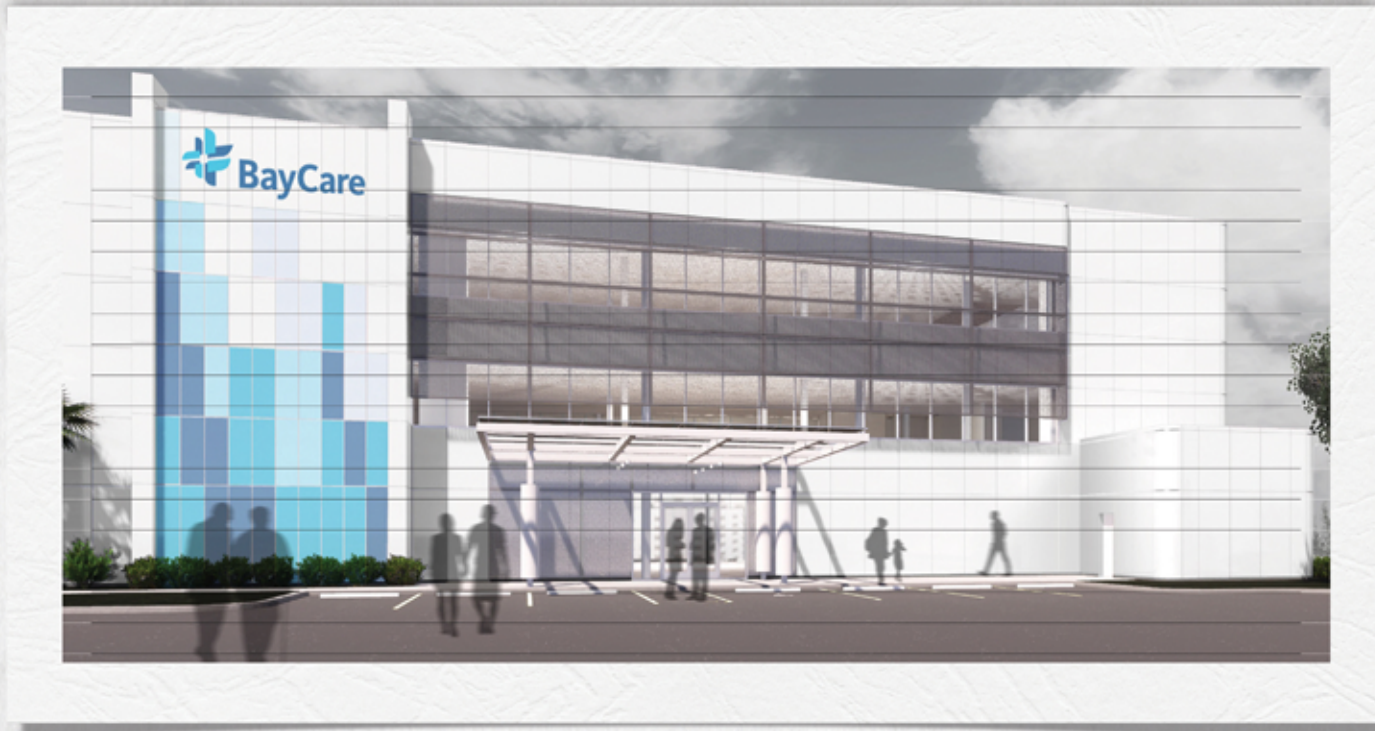


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# Tips For Relieving Stress

**S**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.

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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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# CONTENTS

## APRIL 2021

- 4 Tips For Relieving Stress
- 6 BayCare Introduces A New Model of Health Care
- 7 How Nancy Went from Excruciating Neck Pain All Day, Everyday .... to No Pain!
- 8 New Treatments For Knee Arthritis Now Available
- 10 Get The Most From Your Beauty Treatment Protocols and Regimens
- 11 This Isn't Your Grandma's Frozen Dinner Stick to Your Healthy Routine ... Conveniently
- 12 Lives Upended by the Pandemic. Nobody is Immune
- 14 This Isn't Your Grandma's Frozen Dinner Stick to Your Healthy Routine ... Conveniently
- 15 Spiritual Wellness: When You Are At Your Wits End

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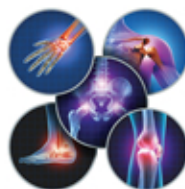
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# BayCare Introduces A New Model of Health Care



**B**ayCare has a new state-of-the-art HealthHub facility in South Tampa. This concept is a new model of care designed to make life better for residents in the South Tampa community.

The BayCare HealthHub (South Tampa), which opened to the community in 2020, is an integrated model of care that provides convenient access to multiple health care services under one location for patients and their families.

“We’re excited to offer services in a new way through the HealthHub in South Tampa,” said Jim Cote, senior vice president for Ambulatory Services at BayCare. “Through this new model, our goal is to provide access to multiple services under one roof. We know people are busy and we want to make health care convenient for them and their families.”

The 25,000-square-foot facility integrates multiple health care services such as adult and pediatric primary care, physical therapy, imaging, laboratories and sports medicine to provide high quality care with an enhanced patient experience.

The HealthHub, located at 711 S. Dale Mabry Hwy, Tampa, FL 33609, is designed to be a welcoming environment that’s open concept and vibrant. The design includes beautiful art and calming colors to help create a relaxing atmosphere for patients and their families. The facility also has a 167-space garage, which will make parking easier for South Tampa’s bustling community.

This is BayCare’s third HealthHub concept in the Tampa Bay area. The first location opened in 2017 in Largo and the second HealthHub opened in 2019 in the greater Brandon area.

For more information, visit  
[BayCareHealthHubSouthTampa.org](http://BayCareHealthHubSouthTampa.org)



[BayCareHealthHubSouthTampa.org](http://BayCareHealthHubSouthTampa.org)



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

**M**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.

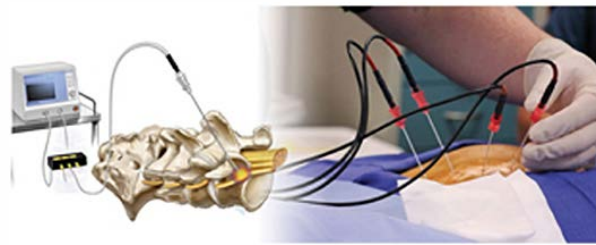
This procedure is entirely safe and effective. It has been used for many years, with long-lasting results for people suffering from pain. The entire process is performed and monitored under fluoroscopy, which is a moving X-ray that is visible to the surgeon on a digital screen. The nerve endings are 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 radiofrequency 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](http://www.nationalinstituteofpain.org), or call them at (813) 264-PAIN (7246).



## VIRTUAL VISITS AVAILABLE!

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# New Treatments For Knee Arthritis Now Available

By: Regenexx Tampa Bay, Non-Surgical Orthopedic Specialists

**K**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?

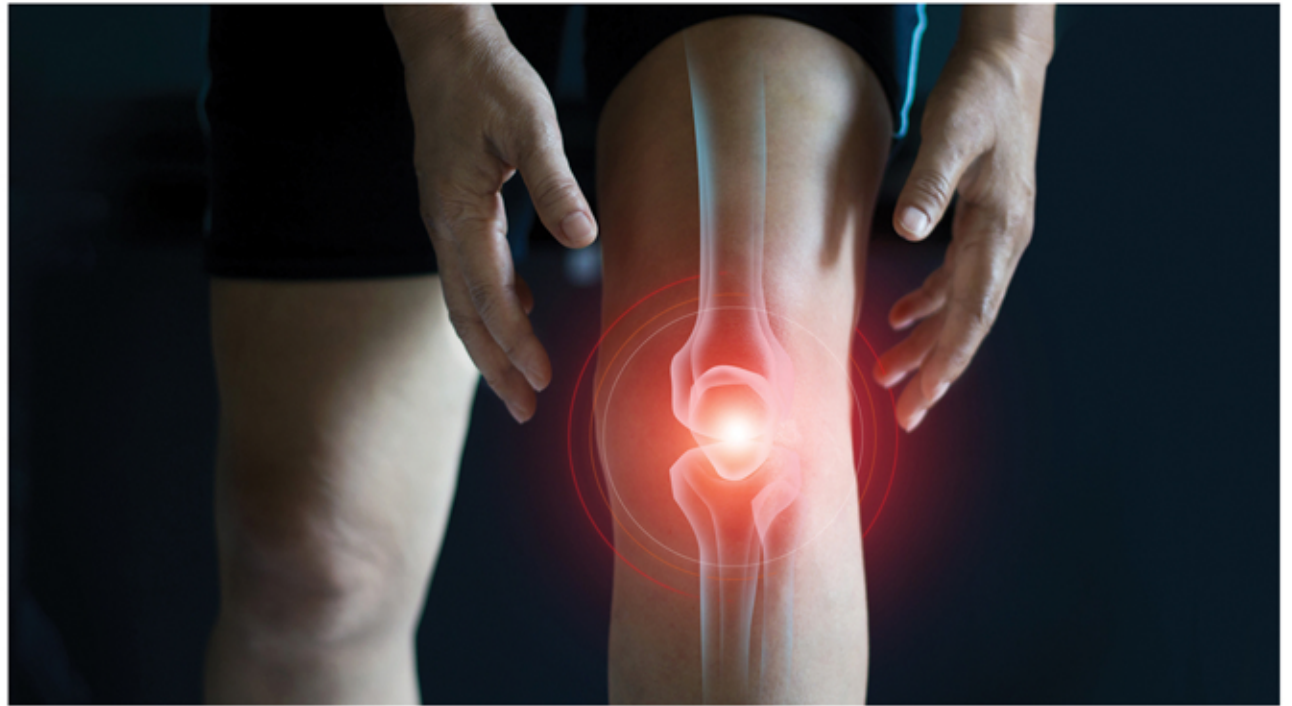
Arthritis of the knee, as with arthritis anywhere else in your body, is the result of chronic inflammation in your joints resulting in deterioration and degeneration of the structures in the knee. Common symptoms for knee arthritis include:

- 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.

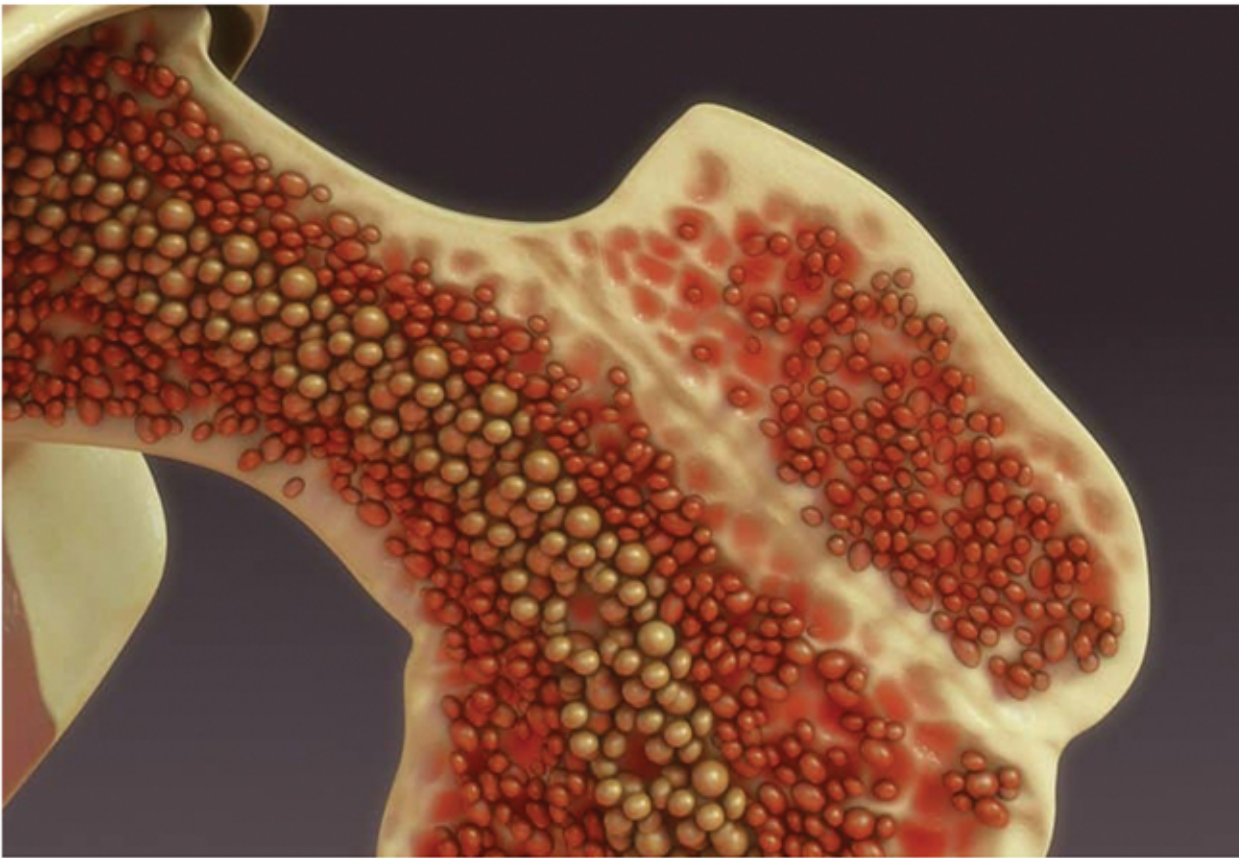
## Is Surgery the Right Answer For Knee Pain and Knee Arthritis?

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

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

**A**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);
3. 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
4. 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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# Lives Upended by the Pandemic. Nobody is Immune.

**R**emember toilet paper shortages? We knew even then that we'd look back and laugh at the absurdity. And we all had That Friend. The expert who could tell us where to buy toilet paper or even cans of Lysol. And remember that first day when those of a certain age could register for the vaccine on the county website between 2pm and 7pm? Waiting for our cursor to stop circling was not at all funny as we desperately tried to get an appointment for ourselves or a loved one. Now, those same friends were self-proclaimed Vaccine Appointment Experts. Instead of choosing the most popular nearby vaccine site, select the one in Plant City! Bam! Vaccine appointment set.

**How lucky we were to have these friends who kept abreast of the essential resources we all needed and took great pleasure in guiding us to them!**



Now as more of us get vaccinated, it feels like normal life is right around the corner. Although many can see the light at the end of the tunnel, Dr. Dan Culver at Cleveland Clinic notes that for many others, "there's still an awful lot of tunnel left." For numerous people just like us, the vaccine doesn't provide a "quick fix". We know them. They are the friendly grocery store cashier, our grandchild's pre-school teacher, our newly unemployed next-door neighbor - struggling to make ends meet for the first time in their lives through no fault of their own. They now need that friendly expert who can help connect them with essential resources that every one of us depends on for good health: nutritious food, safe housing, essential medical care, economic opportunity, and most importantly, hope.

Well before COVID-19, Katrina Osborne had been serving as that friendly expert to the countless people she's met as director of Pearlina's Adult Activity Center, named in memory of her beloved grandmother whose compassionate heart and spirit inspired her to help other seniors enjoy life to its fullest. This desire to serve others drove her to rally a small team of Resource Advocates dedicated to helping people find solutions to change their lives.



When they learned about someone who'd fallen on hard times, they helped find affordable housing. When they learned that someone didn't have access to nutritious food, they got them enrolled for food stamps. When they learned that an elderly client couldn't afford his property taxes, they not only helped him arrange for a payment plan, but also dug deep to find the root cause, engaging a pro bono attorney to unravel his reverse mortgage and arranging for reimbursement after he'd been overcharged for Medicare Part B.

**"Time and again," Katrina shared, "the people we helped were so appreciative, they asked us to teach them so they could help others."**

– Katrina Osborne,

Resource Empowerment Centre

Then COVID-19 hit, and Katrina's small team was inundated with requests from people who were suddenly unemployed and, for the first time, desperately needed help. She reincorporated as a new nonprofit, The Resource Empowerment Center, with the mission to Connect, Transform and Empower Communities, and reached out to Seniors in Service of Tampa Bay, a nonprofit well-known for engaging volunteers to serve our community's most vulnerable. Seniors in Service CEO Robin Ingles immediately saw the benefits, stating:

**"Together, we are collaborating to mobilize an army of Resource Advocates - volunteers who are trained to help people navigate and receive the essential resources needed to get back on their feet."**

– Robin Ingles, Seniors in Service

**Imagine a woman. A devoted mother with a prestigious career.**

A dedicated employee for over 15 years with the same Fortune-500 company. As a single mom, she finds joy in being a strong role-model to her 2 teenaged daughters. Her solid, middle-class upbringing continues to guide her, even years after her parents' passing. With over 6 months of living expenses saved for a rainy day, she's all set to take on the predictable challenges of everyday life. Until the coronavirus hits. Her company attributes massive layoffs to the global pandemic.

**In an instant, she's lost her income, health insurance and professional identity.**

Still, she's a woman of action. She overcomes absurd hurdles applying for unemployment, receives notification that benefits are approved yet never receives a dime. She repeatedly gets put on hold or disconnected when she calls to find out why. She seeks new employment while overseeing her daughters' digital learning. Her 6-months of savings quickly evaporates.



**We know her. Her name is Annie.**

When she reaches out to The Resource Empowerment Centre, Katrina finds her living in a hotel and on donated meals. "Annie never received any of the \$11,000 in unemployment checks that were reportedly mailed to her," Katrina explains, "I'd seen this before and knew what to do." Katrina also finds Annie and her daughters temporary safe housing, helps them apply for food and medical benefits, and connects Annie with opportunities for employment. Most importantly, she follows up to make sure that this time, the benefits are received. Back on her feet, Annie volunteers as a Resource Advocate so she can help others just like her.

Deep down we all know. This can happen to us. But maybe if we divert our eyes, it won't. After all, we've done everything right. Yet as baseball's Yogi Berra once said, "It's tough to make predictions, especially about the future." No, none of us are immune.

**COVID-19 showed us how our own health is inextricably intertwined with the health of everyone else in our community.**

After all, wearing masks was not just for our own personal safety but to protect others who may be more vulnerable. It's evident that others will still need our protection during the pandemic and beyond. It's up to each of us to help shape our new normal.

**We are all Resource Advocates at heart.**

Just an hour of time per month is all it takes to help someone find a way past unimaginable challenges, relying on the resourcefulness within each of us. Because nobody is immune.

**BECOME A RESOURCE ADVOCATE!**

**WHAT:** Seniors in Service of Tampa Bay

**WHO:** Caring adult volunteers are trained as Resource Advocates to help people access the resources they need to live healthy, productive lives.

**REQUIREMENTS:** Able to communicate by phone, email and/or video-calling platforms such as Zoom. Ability to read/write English. Spanish a plus! Subject to background check.

**COMMITMENT:** Flexible to meet your schedule. Just 1 or more hours per month.

For more information, visit <https://seniorsinservice.org/> or call Chris Noble at 813-492-8916

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# This Isn't Your Grandma's Frozen Dinner

## Stick to Your Healthy Routine...Conveniently

**B**ack in the day convenient foods, such as TV dinners, chicken potpie and frozen lasagna were stocked in freezers of households near and far, but in today's world, we're smarter than that. We know that what we put into our bodies matters, and we definitely understand that the quality and taste of food is essential to sticking with any healthy routine.

What if you could have the convenience of freshly made, packaged foods from a local company that believes you deserve high-quality, healthy ingredients, and nutrients for your overall health needs? Well—you can.

**ReBuilt Meals** specializes in creating fabulous meals and packaging them for your convenience, but rest assured, they are NEVER frozen. They can be delivered to your home or office or you can also pick them up in any of their locations.



**ReBuilt Meals provides nutritious customized meals, that are healthy and won't derail your lifestyle goals? Whether you are Keto, Vegan, Plant-Based, or Gluten, Dairy, and Soy Free, ReBuilt Meals makes it easy to stick to your diet plan.**

### Love Your Life & Live More!

ReBuilt Meals provides natural and healthy prepared meals delivered right to your door. The only thing you have to do is heat and enjoy. All of the work has already been done for you, which leaves you with more time to work, exercise, and enjoy time with friends and family.

**ReBuilt Meals is based in Florida and conveniently delivers to all of Southeastern United States. They offer meals in increments of 5 or 7 days, and you can choose from 1, 2, or 3 meals per day depending on your schedule.**

ReBuilt Meals has a variety of plans to fit all lifestyles as well as a weekly rotating menu so that you won't get bored with the same meals.

### How it Works:

1. You choose the option and plan that fits your needs and lifestyle
2. Your meals are prepared by a world-class culinary team and delivered to your home or for pick up
3. You simply heat and enjoy your meals at your convenience

### 4 DIETARY OPTIONS TO CHOOSE FROM

You can notate any food allergies or specifications with the ReBuilt team, and you can mix and match meals from any of the plans; and if you need support, you can chat online, email, or call ReBuilt Meals.



#### #1 Lifestyle Plan (classic meals "ReBuilt")

*The Lifestyle Plan is a healthy twist on traditional meals inspired by ReBuilt Meals' skilled culinary team. It includes local menu favorites, celebrity dishes, and home cooked classics. Don't be fooled by the flavor, these meals are prepared with the freshest ingredients weekly, handpicked by their Executive Chef.*



#### #2 Keto/Low Carb Plan (gluten and soy free)

*Keto refers to a very low-carb, high-fat diet which involves drastically reducing one's carbohydrate intake and replacing it with fat. This reduction in carbs puts your body into a metabolic state called ketosis. Which means you become incredibly efficient at burning fat for energy. This diet is said to benefit many health ailments and produce helpful results, including lowering insulin levels in the body.*



#### #3 Performance Plan (gluten, dairy and soy free)

*These meals are prepared with a minimalistic approach and focused on pure nutrients for optimal performance in all areas of your life. Feeding your body nutrient dense foods can increase metabolism, improve brain cognition, improve muscular development, and result in higher sustained energy levels.*



**#4 Plant-Based Plan (soy free)**  
*The Plant Based plan is vegetarian and vegan friendly that includes vegetables, legumes and grains. 4 out of the 6 meals in each delivery are Vegan and the other 2 are vegetarian!*

### COOK LESS! LIVE MORE!

*Natural and healthy prepared meals delivered right to your door!*

### LOYAL CLIENTS ARE REWARDED!

ReBuilt Meals loves being able to give recurring clients multiple benefits. There are many ways you can earn points and take advantage of ReBuilt Rewards.

- Earn 1 point for every \$1.00 you spend
- Earn 100 points for sharing ReBuilt Meals on Facebook, Instagram, and Twitter
- Earn 100 points on your birthday!
- Earn 400 points for referring another client
- Every 750 points you earn can be redeemed for \$50 off!
- The longer you enjoy our service the more points you will accrue, which will bump you up into higher tiers. Each tier has additional incentives to make your experience with us even better.

### THERE ARE NO LONG-TERM COMMITMENTS

You can pause, cancel, or change your ReBuilt Meals plan at any time.

ReBuilt Meals delivers to your location of choice (home, office, etc.), and they also have numerous pick-up locations listed on their website for your convenience.

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# When You Are At Your Wits End

**H**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:

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

The 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.







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