4Care in Palm Bay set
to expand with opening
of primary-care practice

By Ken Datzman

PALM BAY — Access to convenient health care in Brevard County’s largest city is increasing at a time when family practitioners, seen as the gateway in a patient–centered medical system, are slowly dwindling in number around the nation and the supply chain is not being replenished fast enough.

Not long after 4Care Walk–In–Clinic opened on Malabar Road two years ago, the business began noticing that many of the patients being treated there by physicians did not list a family practitioner on their registration forms.

“About 30 percent of the patients we saw did not have a primary–care relationship, a doctor who could provide care for their chronic illnesses — diabetes, hypertension and asthma, for example,” said Randy Schoenhaus, 4Care’s director of operations, whose business is responding to that need by adding a primary–care practice.

After a patient visits the clinic and is treated, 4Care typically follows up with a report to their family practitioner, said Schoenhaus, who has worked in health–care administration for the past 30 years, mainly in the northeast.

Medical Technology Transfer Corp., which operates the Harris Family Medical Center in Melbourne, expanded with the 4Care venture looking to tap the growth that many community walk–in–clinics and urgent–care centers are experiencing.

Roughly 100,000 people live in Palm Bay, the county’s largest city based on population, and they are embracing 4Care, which is building a repeat customer base.

4Care doctors recently saw 60 patients one day between the hours of 8 a.m. and 6 p.m. In August, 4Care doctors did 281 physicals for student athletes in the area.

The center recently conducted a seven–month survey to track 4Care’s busiest hours of the day. They are 8 to 11 a.m., and 4 to 6 p.m., Monday through Friday. The facility is open on weekends, too.

“We’re pleased with the way 4Care is being accepted in the community. The business continues to grow,” said Frank Bright, right, is vice president and chief operating officer of MTT Corp., the company that runs 4Care. Randy Schoenhaus is director of operations for 4Care.

Uptick in demand for cosmetic surgery signals an economic thaw

By Dee Depass
Scripps Howard Service

MINNEAPOLIS — Bryn Collins paid nearly $10,000 for a facelift and eyelid surgery 10 years ago. Now, at age 65, she could have another, but opted instead for “facial fillers” — at $1,500 injections that smooth eye wrinkles and marionette mouth lines for 18 months.

Though Collins’ psychology practice was still smarting from the recession, she found a way to finance the shots. She quit shopping, hoarded the change in her pockets, and set aside the first $20 of every ATM withdrawal until she had saved enough.

“Psychologically, it’s healthy for us to feel good about how we look,” Collins said. “When I look in the mirror and see my grandmother’s lips and all, I say, ‘No!’”

Collins’ willingness to part with hard–earned cash resonates with cosmetic clinicians who say demand for Botox, fillers, chemical peels, breast enlargements, nose jobs, Lasik eye surgeries, and other out–of–pocket procedures are creeping back after a dismal three years in the elective surgery business.

“We have heard some recent rumblings that things are on the upswing,” said Brian Hugins, a spokesman for the American Society of Plastic Surgeons. Although numbers for 2010 are hard to come by, anecdotes and industry surveys suggest a mild comeback.

And economists are keeping a close eye. “We saw one of the biggest pullbacks in consumer spending and confidence in 50 years,” said Wells Fargo senior economist Scott Anderson. “So the fact that this demand (for elective surgery) might be coming back is the first sign that the
‘Fight Like a Girl’ Team wins award at Susan Komen event

More than 7,500 individuals participated in the 14th annual Susan G. Komen “Race for the Cure,” held Oct. 17 at Bright House Networks Stadium in Orlando.

The “Fight Like a Girl” (FLAG) Team won the award for having the largest community team, comprised of 239 members ranging from ages 5 to 65 years old. Some members traveled from as far away as Texas and Virginia to participate with the team.

According to race chairperson Natalie Phillips, “This is the largest community team in our 14-year-history, and they led all teams with $15,150 in donations.”

Team captain Jay Rudy lost his wife Linda Sue in December 2009, after her eight-year battle against breast cancer.

“Linda Sue will always be my inspiration in raising awareness about breast cancer and raising money toward finding a cure,” he said. “Thank-you to the entire FLAG team and the community for the outstanding support in achieving this unprecedented award. This was truly a team comprised of an entire cross-section of the community that all want to find a cure to breast cancer.”

Through the efforts of everyone who participated and raised money for Komen Central Florida, this will directly assist women in Brevard, who face this disease on a daily basis. Brevard agencies that have received grants in 2010 are The Brevard County Health Department, The Cancer Care Centers of Brevard Foundation, and Jess Parrish Medical Center.

Donations are still being accepted through Nov. 30. For more information, visit www.komencentralflorida.org/komen-race-for-the-cure/donate.

National Realty recognizes top producers

Gale Bray, broker of National Realty of Brevard, has announced her firm’s top-producing associates for September. Top listers were: Mike Miller, of the Indialantic office; Michelle Moore, Indialantic; Robert Beatty, Palm Bay; Donna Sprague, Port St. John; and Cyndi Jones, Suntree–North Melbourne. Top sellers: Maria Kaps, Melbourne; Carolyn Martin, Indialantic; Pamela Harrell, Palm Bay; and Jones. Top producers: Lisa Ellison, Melbourne; Ivy Lawrence, Indialantic; Teri Blevins, Palm Bay; Tim Costello, Port St. John; and Jo Anne Oliver, Suntree–North Melbourne.

Local executives to raise money for MDA

The MDA Melbourne “Lock Up” to benefit the Muscular Dystrophy Association and “Jerry’s Kids” will be held on Thursday, Dec. 9, at The Chart House Restaurant in Melbourne. Business executives will be “locked up” serving the maximum sentence of one hour for “having a big heart.” The event is from 9 a.m. to 4 p.m. The Chart House Restaurant will be serving “gourmet” bread and water while “jailbirds” make calls to raise their bail. The Brevard County Sheriff’s Office has enlisted its volunteers to help apprehend the jailbirds by donating transportation. The event goal is to raise $80,000 for the Muscular Dystrophy Association. Anyone interested in volunteering to be “locked up” or wanting additional information should call Tara Sullivan at (407) 241–2370 or send an e-mail message to tsullivan@mdausa.org.
Sorensen Office Solutions adds account executives to local team

Sorensen Office Solutions, Brevard's exclusive Herman Miller dealer, has announced the addition of two account-support professionals to its team.

The newest members are Megan Webber and Dr. Bea Linda Jaffe.

Webber, a graduate of the Art Institute of Fort Lauderdale, has experience in commercial, hospitality, residential and yacht interior-design services. Though she is a Brevard County native, her work experience has taken her all over the United States. She has worked on hospitality projects in Tennessee, Florida, Texas and Virginia.

In her role as an account executive, Webber will work with area clients to develop or redevelop work spaces to be more efficient and appealing, and more integrated with technology.

As a member of the Sorensen Office Solutions team, she will facilitate the sales, layout, installation, and reconfiguration of interiors integrating Herman Miller office furniture products and systems.

“I am excited to join the team as an account executive,” Webber said. “I look forward to being a key contributor to the growth and success of Sorensen Office Solutions.”

Dr. Jaffe is a seasoned professional with years of experience in interior design. A licensed real-estate broker and University of Florida graduate with a doctorate degree, she has worked in a variety of industries over the years and was a design-team member with Design Poole Inc. While at Design Poole, her work was performed in locations from Florida to California.

“We are excited to have these accomplished professionals as part of our organization,” said Sorensen, president and chief executive officer of Sorensen Office Solutions in Melbourne. “Our phenomenal growth with a legendary brand like Herman Miller has been a catalyst for us to add the best and brightest talent we can find.”

Mid-Florida Walk MS scheduled

The annual Mid-Florida Walk MS is scheduled from 8 a.m. to 12 p.m. on Saturday, March 19, at Lake Eola Park, 195 N. Rosalind Ave., in Orlando. Participants can register to walk as individuals, join a team or create a team. The cost is a minimum donation of $20 per walker. For full details about the fund-raiser, call Olivia Moriarty at (407) 478-8882 or e-mail olivia.moriarty@nmss.org, or walkflc.nationalmssociety.org.

Wilmarth makes President's Club

Steven Wilmarth, a Certified Estate Planner and Wealth Management Specialist at the 202 N. Harbor City Blvd. office of the Wilmarth Financial Planning Group of Raymond James & Associates Inc. in Melbourne, has been named to the firm’s 2011 President’s Club. The honor is in recognition of his “proven dedication to clients and a continued desire for professional growth,” according to Dennis Zank, president of Raymond James & Associates. President’s Club honors are presented only to those financial advisers who have demonstrated extraordinary commitment to personalized client service, Zank said.

Wilmarth, who joined Raymond James in 1998, has more than 12 years experience in the financial-services industry.
Students often feel call to certain careers years before graduating

By Cathy Keen

Far from being undecided about what direction to take in life, many students just starting in college already know their career callings, a new University of Florida study finds.

More than 40 percent of freshmen surveyed at a large East Coast university indicated they had a career calling and another 30 percent said they were searching for one, said Ryan Duffy, a UF psychology professor who led the research.

“I think often we have a stereotype of the typical student changing majors 10 times over the course of their college career,” he said. “That a sizeable minority of these undergraduate students, whose average age is about 19, believe they have a career calling dispels this idea.”

Believing one is meant for a particular profession often correlates with academic achievement in college and eventual success in the workplace, said Duffy, whose study is published in the September issue of “The Career Development Quarterly” journal.

“It provides students with meaning and purpose that can help guide them in their career path across the college years,” he said. “If you have a calling, you’re more likely to be satisfied in your major, feel comfortable with your career decisions and have a lot more self-clarity about how your interests and values relate to your life’s work.”

Duffy said he was surprised to find so many students with a career calling, expecting it to be closer to 10 percent. Career counselors should consider asking students if they have a career calling and let them take the lead, he said.

Making the right career decision has long lasting and even lifetime effects, Duffy said. “Work occupies the majority of our waking time as adults, so ideally we want people going into jobs that they enjoy, are productive at and perform well at,” he said.

Duffy and William Sweeney, an emeritus education professor at the University of Maryland, surveyed 5,523 students who were entering the university in 2006 or 2007. Forty-four percent said having a career calling was “mostly true” or “totally true” of themselves. Its presence was determined by how strongly respondents agreed or disagreed on a five-point scale with the statement “I have a calling to a particular kind of work.”

A century ago, the term “calling” meant a direct call by God to a religious vocation, Duffy said. In this study, students who searched for meaning in life were more likely to feel pulled to a particular profession, but it had little relationship to how religious they were, he said.

Those seeking advanced degrees, such as in medicine or law, or a doctorate in other fields, were more likely to feel called to a certain line of work, Duffy said. The opportunity for personal meaning in terms of helping others may make work as a professor, doctor or lawyer especially attractive to young people experiencing a career calling, he said.

Of all groups, students interested in pursuing medicine were most likely to endorse a calling, perhaps because doctors are such role models for community service, he said.

Surprisingly, students who reported a calling were only minimally more satisfied with their lives than those not drawn to a particular career, but that could be because they are several years away from full-time employment, Duffy said. “Unlike adults, students who have a calling aren’t doing it yet, so its impact on life satisfaction is not going to be that large,” he said.

By the time students graduate from college, though, there is no guarantee that the tough economy will allow them space in the field of their choice, Duffy said. “They’re probably going to be doing a job that’s either not their calling to start out with or is not completely their calling,” he said.

But all is not lost for these thwarted students because they could become accustomed to, and later greatly enjoy, the career that circumstances brought their way, he said.

“I think you can build a calling based on where you’re at,” he said. “If you’re stuck in a job because you can’t change, it’s not that great a job or for whatever reason, there are ways you can find meaning or make the job more pro-social so you will start viewing it as a calling.”

People are well-advised to rethink their careers to consider both personal and social aspects, Duffy said. Americans are so used to viewing occupational choice in terms of the most desirable personal fit, which is very much a Western idea, he said.

“What we don’t do much of is ask students what work could you do that would best meet society’s needs, taking into account both personal and social fit,” he said. “We know that people who pay attention to both these things are much happier in their jobs.”

Despite its relevance to people’s lives, the idea of a career calling has been the subject of little or no research, Duffy said. “In an ideal world, we would want everyone to have a calling because it’s such a motivating force in people’s lives,” he said.

Florida Tech is awarded $50,000 from the Community Foundation

The third $50,000 gift in three years was recently awarded to Florida Institute of Technology from the Community Foundation for Brevard’s Kenneth R. Finken and Dorothy Hallam Finken Endowment Fund for research into the cause and cure of Alzheimer’s disease.

The grant supports the work of Shaohua Xu, associate professor of biological sciences in the Florida Tech College of Science, who is using atomic force microscopy to test his unique theory of the origins of Alzheimer’s disease.

“Despite the investment of billions of dollars and decades of research, we lack an effective treatment for Alzheimer’s because no one really understands its cause,” Shaohua said. “This funding is most appreciated as we continue our work.”

Shaohua’s research is conducted at Florida Tech and the Space Life Sciences Laboratory, a unique research facility at Kennedy Space Center, operated by the state of Florida in partnership with NASA and Florida universities. At KSC, he uses a state-of-the-art atomic-force microscope, one of the few in Florida, to study the mechanism of Alzheimer’s.

Working together with him are several graduate and undergraduate students from Florida Tech, including Daniel Woodard, a physicist from Kennedy Space Center, and Sam Durrance, Florida Tech physics professor and former astronaut.

“Many drugs can produce temporary improvement in some Alzheimer’s patients, but so far none can prevent the eventual progression of the disease,” said Woodard.

He added, “Everyone is in a rush for a cure. It’s hard to persuade people that are coping with such immediate problems to invest in basic biochemical research—but without knowing what really causes the disease, we are just shooting in the dark. That’s why Dr. Shaohua’s ingenious new theory is so important, and why the support of the Community Foundation is vital in demonstrating that it is correct.”
St. Mark’s Episcopal Academy hires four new faculty and staff members

COCOA — St. Mark’s Episcopal Academy recently welcomed four faculty and staff members for the 2010–2011 school year.

They are Terrence “Terry” Parks, athletic director; Ralph Reader, music director; Cindy Flickinger, fourth-grade teacher; and Lynne Mims, office manager.

Retirement of several personnel as well as growing enrollment at the 55-year-old school prompted the need for the new positions and personnel, said Joi Robertson, head of St. Mark’s Academy.

“As our school continues to grow, we are proud to add even more talented teaching, coaching and administrative professionals to our faculty and staff. The level of experience that each of these individuals brings to St. Mark’s will certainly be a strong benefit to our students and also serves as a testament to our school’s reputation for quality education in the community,” Robertson said.

Each of the teachers at St. Mark’s holds a Florida Department of Education Professional Educator’s Certificate, in addition to other credentials.

Parks was formerly the head men’s basketball coach at Brevard Community College, 2005 through 2010. He is the founder of the Terry Parks BCC Summer Camp, Terry Parks Basketball Clinics and creator of the BCC High School Summer League.

Parks has been a guest speaker at area conferences, including the Summit of Seven, and Berman Hopkins Leadership Academy. Before coaching men’s basketball at BCC, Parks served as the assistant men’s basketball coach at The Citadel in Charleston, S.C., and at the University of North Florida in Jacksonville. He has a master’s degree in public administration from Columbus State University.

Reader comes to St. Mark’s with more than 40 years experience as a music teacher and vocal director. Most recently, he served as a music teacher at Ralph Williams Elementary in Rockledge from 2009 to 2010, and for 12 years was the intermediate music specialist at Gardendale Elementary Magnet School in Merritt Island.

Reader holds a master’s degree in education, with a concentration in music, from Indiana University–Purdue University in Indianapolis.

Flickinger has 22 years of teaching experience in Florida and Alabama. She holds a bachelor’s degree in elementary education and early childhood education from Auburn University.

Mims brings 26 years of administrative, management and marketing experience to her position at St. Mark’s. She most recently served as the director of marketing for SarahCare, an adult day-care facility in Melbourne.

Mims spent three years as an adjunct lecturer in the College of Business at Florida Institute of Technology, as well as a year and a half as an adjunct marketing lecturer at Loughborough University in England.

She relocated to the United States from England in 2005 after spending much of her career in sales, marketing and promotions for Bass Brewers. Mims has an M.B.A. degree from Bradford University, in England.

For more information about the school, call 639-5771 or visit www.stmarksacademy.org.

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‘Light Up UCF’ holiday event to run Nov. 12 through Jan. 1, in Orlando

ORLANDO — Back for a third season, “Light Up UCF,” which offers families an affordable place to celebrate the holidays, is set to open Nov. 12 and runs through Jan. 2 outside the UCF Arena.

The event features an outdoor ice-skating rink, rides, and holiday attractions.

Tickets are on sale exclusively through Ticketmaster at Ticketmaster.com, or by calling 1–800–745–3000, or at the UCF Arena box office. Skating is $12 per person, and rides start at $4.25.

There are also a number of free-of-charge attractions at Light Up UCF, including the Holiday Light Show, Holiday Film Festival, and convenient parking.

The Light Up UCF Ice Rink Pavilion has become a fan favorite over the years. Positioned directly in front of the UCF Arena, the pavilion serves as the centerpiece for the event.

Reminiscent of an old-fashioned town square, guests can enjoy Central Florida’s largest outdoor ice-skating rink while gliding along to their favorite holiday tunes, being spun by the resident disc jockey.

Light Up UCF features rides suitable for the entire family, ranging from the Ferris Wheel, “where riders can enjoy a panoramic view of the UCF campus,” to the Carousel, a favorite for all ages. Visitors can also check out the Arctic Glide Ice Slide, where they can climb to the top of the tower and glide on disc sleds across the 100-foot ice way.

New in 2010 is the “Holiday Santa Train,” where families can make their way through a “Winter Wonderland.”

Visitors can also take a break from the holiday hustle and bustle in “Santa’s Workshop,” where they can share their Christmas wishes and have a photo taken with Santa in a “unique North Pole environment.”

At Light Up UCF, families can enjoy a number of free activities, including the Holiday Film Festival and the Holiday Light Show. The Holiday Film Festival combines a “living–room” setting with the “feel of a drive–in movie,” allowing families to gather under the stars to view their favorite holiday films on a two–story movie screen.

The Holiday Light Show uses advanced Smart–Lite technology, with more than 75,000 individual lights dancing across the arena façade, palm trees, and ice–rink pavilion in synchronization and choreographed to various holiday songs.

Pricing and ticket information, hours of operation and light show and movie times can be found at www.LightUpUCF.com.

The Global Spectrum–managed UCF Arena is home to the UCF men’s and women’s basketball programs, as well as concerts, family shows and other attractions for the Central Florida area. For more information visit www.UCFarena.com.

Commission to meet Nov. 9

The Brevard County Historical Commission is scheduled to meet at 6:15 p.m. on Nov. 9 at the Historical Records Archive, 801 Dixon Blvd., Suite 1110, in Cocoa’s Byrd Plaza.

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‘The Drowsy Chaperone’ weaves way to Florida Tech, opens Nov. 5

Florida Institute of Technology’s College Players’ fall production is “The Drowsy Chaperone.” The musical comedy, based on the book by Bob Martin and Don McKellar, pays homage to American Jazz Age musicals and their influence on the audience.

The show times are 8 p.m. on Nov. 5, 11, 12, 13; and 3 p.m. on Nov. 7 at the Gleason Performing Arts Center on the Melbourne campus.

The musical is set in an apartment of a Broadway musical fanatic who suffers from an anxiety disorder. In a depressed state, he listens to a fictional 1928 musical, “The Drowsy Chaperone,” and suddenly his apartment transforms into a Broadway set as the characters of the musical appear.

Cast members include Miles Wallio as the Man in Chair, Alison May as the Drowsy Chaperone, and Brittany Kociuba is Janet Van Der Graaf.

The Nov. 5 performance is free of charge. Otherwise, tickets are $10 for adults; $5 for ages 55 and older, those with military or student IDs, and Florida Tech faculty and staff with ID; and free for Florida Tech students with IDs. The show on Nov. 11 will be free for those with military IDs.

For more information about the presentation, send an e–mail message to jgardn01@my.fit.edu or sireland@my.fit.edu, or visit http://cp.fit.edu.

Honor America presentation Nov. 6

Honor America and the Liberty Bell Memorial Museum in Melbourne will present a program titled “War Between the States: Encampment and Living History” from 10 a.m. to 4 p.m. on Saturday, Nov. 6. This is a free event hosted by the Confederate Sons Association of Indian River Camp 47, with donations going to Honor America. For more details about the event, send an e–mail message to susan@honoramerica.org.

Garasi to make debut as conductor

The Brevard Symphony Youth Orchestra will present the opening concert of its 27th season at 3:30 p.m. on Sunday, Nov. 7, at Holy Trinity Episcopal Academy Upper School in Melbourne. The address is 5625 Holy Trinity Drive (off the Pineda Causeway). The “Center Stage” concert will feature performances by the top–level Philharmonic and Symphony Orchestras, with musical selections to include Leonard Bernstein’s “Overture to Candide” and Reinhold Gliere’s “Russian Sailor’s Dance.”

Michael Garasi, newly appointed BSYO conductor and artistic director, will lead the Philharmonic Orchestra, while the Symphony Orchestra will be conducted by Ian Schwindt. The family event is appropriate for all ages. Tickets are $10 for adults and $5 for students and senior citizens, and may be purchased at the door the day of the program or by calling 652–6895. Executive Director Marti Upton said the BSYO is a talented group of musicians. “I am constantly amazed at the level of musicianship and professional discipline shown by these young people. The addition of talented new conductors this year has really inspired the kids to greater artistic heights. Their audience is growing in size and appreciation.” To view a complete season schedule of performances, visit www.BSYO.us.
Surfside Players to showcase British comedy ‘Funny Money’

Surfside Players in Cocoa Beach will present “Funny Money,” by British farce Ray Cooney, on select dates in November.

The storyline: “Mild–manned Henry Perkins accidentally picks up the wrong briefcase — one containing 750,000 British pounds in unmarked bills — and decides to keep it, telling his confused wife to leave everything behind and flee the country with him.”

Performance dates at Surfside for “Funny Money” are Nov. 5–21 (three weekends), on Fridays and Saturdays at 8 p.m., and Sundays at 2 p.m.

Tickets are $18 for adults, $16 for seniors and active military personnel, and $13 for students. Call 783–3127 to make reservations for the shows.

Surfside has partnered with the Surf Restaurant on the corner of Highway A1A and Minuteman Causeway, in Cocoa Beach, to offer a dinner and show discount package. Enjoy one of the $15 dinners offered at Surf Restaurant, then present your receipt at Surfside box office that night and your adult or senior ticket is $15.

Also, Surfside is offering a “buy–one–get–one–free opening–night special” on Friday, Nov. 5. Patrons who buy one “Funny Money” ticket will receive the second ticket of equal or lesser value free of charge. This promotion may not be combined with other group rates or use of season tickets, but it does combine with the dinner and show offering.

On opening night of “Funny Money,” Surfside Playhouse will be serving hors d’oeuvres at 7:30 p.m.

The show is directed by Troy Jones and presented by special arrangement with Samuel French Inc.

Surfside Playhouse is on the corner of Brevard Avenue and Fifth Street South. Call 783–3127 or go to www.surfsideplayers.com for more information about the scheduled performances.

‘Bikers for Babies’ fund–raiser set

On Nov. 7, “die–hard bikers and weekend warriors” will ride together to raise needed funds to help every baby be born healthy. “Bikers for Babies” will start at Space Coast Harley–Davidson with registration at 8:30 a.m. The 65–mile ride fund–raiser cruises through the Space Coast and is escorted by the Brevard County Sheriff’s Office. Individual riders as well as motorcycle clubs will hit the road to support March of Dimes research and programs to help mothers have full–term pregnancies and babies begin healthy lives. Last year, more than 250 riders participated in the event, with family and friends there to join in the fun. Sign up at www.bikersforbabies.org or call 775–0205.

Dave Mottarella, Space Coast March of Dimes board chairman, says, “Seeing the riders set out together in support of the smallest members of our community is always an incredible sight. The roar of the bikes moving in unison speaks to the power this group has to help babies.”

Veterans Day Parade Nov. 11

Honor America will host its annual Veterans Day Parade through downtown Melbourne beginning at 10 a.m. on Thursday, Nov. 11. The parade will finish at the Liberty Bell Memorial Museum. For more details about the event, e–mail susan@honoramerica.org.

Answer this challenge and join 100 other businesses in making a $100 corporate or personal contribution to the 2010 United Way campaign.

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Moffitt CEO Dr. William Dalton set to keynote the Nov. 20 Cancer Symposium hosted by Space Coast Cancer Center at Radisson in Cape Canaveral — SCCC’s Dr. Cynthia Bryant one of the presenters

By Ken Datzman

TITUSVILLE — The top executive of one of America’s leading hospitals for cancer treatment and research has committed to be the keynote speaker for a local symposium hosted by the physicians of Space Coast Cancer Center.

Dr. William Dalton, president and chief executive officer of Tampa-based H. Lee Moffitt Cancer and Research Center, will headline a roster of program presenters for the Nov. 20 Cancer Symposium. The Saturday event is from 8 a.m. to 2 p.m. at the Radisson Resort at the Port in Cape Canaveral.

“We are very excited to have Dr. Dalton as our keynote speaker,” said Dr. Richard Levine, president of Space Coast Cancer Center, whose institution has had an affiliation agreement with Moffitt since 2001.

“Moffitt held a cancer symposium on the West Coast, in Naples, earlier this year. We thought maybe we could do it on the East Coast. They were supportive.”

SCCC participates in quality-assurance studies and clinical trials with Moffitt, and “we refer patients to them and they refer patients to us for collaborative care. It has been a great relationship,” Dr. Levine said.

The symposium is open to the medical community and allied-health professionals. It offers continuing medical-education units for physicians and continuing-education units for health-care professionals. The fee to attend the Cancer Symposium is $50 for physicians and $25 for allied-health professionals. Registration is available at www.spacecoastcancer.com or call 268-4200.

Dr. Dalton’s appearance here is timely because he was just named the recipient of the 2010 Leadership in Personalized Medicine Award from the Personalized Medicine Coalition. The sixth annual award will be presented to him at the Harvard Personalized Medicine Conference in mid-November in Boston.

He is receiving the award in recognition of his leadership in advancing public policies designed to support personalized medicine innovation and clinical application, and for Moffitt’s pioneering work to implement personalized-medicine concepts both to improve patient outcomes and lower costs.

SCCC’s symposium is being marketed statewide, Dr. Levine said. The program topics include “PET/CT in Oncology,” “Genetic Risk Assessment,” “Surgical Management of Melanoma,” “Nipple-Sparing Breast Cancer Surgery,” “Endocrine Malignancies,” and “Stereotactic Radiosurgery.”

Moffitt faculty members will make presentations as well as national consultant Dr. Robert Birdwell, an expert on PET/CT imaging, and Dr. Cynthia Bryant of SCCC.

Dr. Bryant, who completed a five-year residency in radiation oncology at Emory University School of Medicine in Atlanta, is going to present an update on stereotactic radiosurgery and stereotactic body radiotherapy at the symposium.

Stereotactic radiosurgery is a non-surgical procedure that delivers precisely targeted radiation at much higher doses than traditional radiation therapy while sparing healthy nearby organ tissue. SCCC uses Varian Medical Systems’ Trilogy machine, which makes it possible for physicians to adopt a truly personalized approach to cancer-care treatment, said Dr. Bryant.

The Trilogy technology incorporates an on-board imaging and respiratory-gating system that targets tumors precisely, synchronizing radiation with the patient’s breathing and “gating” radiotherapy to organs that move with respiration, reducing exposure to normal tissue, she said.

“As the person breathes, the beam will literally go off and on, following and tracking the respiratory cycle,” Dr. Bryant said.

The Real-time Position-Management system is a noninvasive video-based system that allows for “clean imaging” and treatment of lung, breast, and upper-abdominal sites.

Using an infrared tracking camera and a reflective marker, the system measures the patient’s respiratory pattern and range of motion, and displays them as a waveform, Dr. Bryant said. “The gating thresholds are set when the tumor is in the desired portion of the respiratory cycle.” She said these thresholds determine when the gating system turns the treatment beam on and off.

The system also enhances patients’ comfort with shorter treatment times, Dr. Bryant added.

SCCC is expanding from Titusville and plans to open a second full-service treatment facility in Viera Health Park this spring. The Viera facility also will be affiliated with Moffitt. For the Viera practice, SCCC has purchased Varian’s newest system called TrueBeam.

“It’s a spectacular system,” Dr. Bryant said.

“Varian is only manufacturing 30 TrueBeam units this year. The first one is up and running, actually clinically, in Zurich (Zurich University Hospital in Switzerland). Space Coast Cancer Center is one of the 30 practices or medical facilities in the world to have this machine. That’s very exciting.”

TrueBeam, she said, “is like triple or quadruple the speed of how we deliver radiation now, which means less time for the patient on the treatment table, which also means less stress and anxiety for the patient and less chance for the patient to move out of position.”

Designed to advance the treatment of lung, breast, prostate, head and neck, and other types of cancer, TrueBeam’s platform for image-guided radiotherapy and radiosurgery was introduced in April.

“Intelligent” automation speeds treatments with an up to five-fold reduction in the number of steps needed for imaging, positioning, and treating patients, the company says. A standard intensity-modulated treatment that would normally take 10 minutes can be completed in less than two minutes.

At the Cancer Symposium, Dr. Birdwell, who consults for cancer centers, hospitals and universities, internationally, will talk about the latest trends in imaging technology in the field of oncology.

“He’s internationally known in his field,” Dr. Levine said. “Space Coast Cancer Center has a consulting arrangement with him. He reviews every PET/CT film for us, doing a quality assurance ‘over read.’ The physicians at Space Coast Cancer Center pay for the service out of the practice’s reimbursement for Medicare or insurance. There is no cost to the patient. It’s an extra level of quality we’re paying for.”

SCCC holds the American College of Radiology accreditation for PET/CT imaging.
Vanita’s Rehab offers non–pharmaceutical approach to treating bowel disorders — pelvic–floor rehabilitation put patients in better control; Gaglani to pursue M.D. at Johns Hopkins, Harvard M.B.A.

By Ken Datzman

The number of people who have bowel disorders, including fecal and urinary incontinence, is growing rapidly around the nation as the population ages.

Today, tens of millions of baby–boomers are nearing their golden years and many are experiencing these conditions.

In fact, more than 10 percent of the population, or roughly 50,000 people in Brevard County, suffer from fecal incontinence, according to the National Institutes of Health and The Mayo Clinic. This number is expected to increase as the average age of Brevard County residents rises.

Fecal and urinary incontinence — the inability to control bowel movements or urination, respectively — are conditions with ramifications that extend well beyond their physical manifestations. Many people with these conditions find themselves withdrawing from their social lives.

“We aim to help patients regain control of their lives without resorting to invasive surgeries or medications with side effects,” said Vanita Gaglani, founder of Vanita’s Rehab in Melbourne and a licensed physical therapist who has practiced for more than 30 years.

“Fecal incontinence and constipation are very common problems that often significantly decrease one’s quality of life. Fortunately, we are now able to treat both with our comprehensive therapy approach.”

Fecal incontinence affects people of all ages, but is more common in women and the elderly. There is a myth that laxatives and surgery are the only two ways to treat chronic constipation, said Gaglani, whose practice offers a full range of physical therapy services.

Vanita’s Rehab at 31 Nelson Ave. has been treating Brevard residents for more than a decade, and has helped hundreds of patients regain control of their bodies, she said.

Since 2005, the practice has specialized in treating overactive bladder and pelvic–floor disorders, such as urinary incontinence, in both males and females, using a combination of therapeutic exercise, behavior modification, nutrition, electrical stimulation, and biofeedback, Gaglani said.

In recent years, pelvic–floor rehabilitation (biofeedback therapy) has worked well for women with constipation due to pelvic–floor dysfunction, as reported in a recent “Mayo Clinic Health Letter.” Biofeedback involves using sensors to detect contractions and relaxation of the muscles used for bowel movements.

Working with a therapist, patients relearn how to control and coordinate the necessary muscles for a bowel movement, Gaglani said.

Constipation is defined as having bowel movements fewer than three times a week and is often caused by medications, improper nutrition, lack of exercise, and changes in routine or lifestyle, such as pregnancy, she said.

In severe cases, constipation may cause fecal incontinence. Since about 20 percent of patients with urinary incontinence are estimated to also suffer from fecal incontinence, Vanita’s Rehab has experience treating both conditions, “which often result from weaknesses in the pelvic–floor muscles,” she said.

Gaglani said her practice has modified its comprehensive therapy for overactive bladder and urinary incontinence and now offers specialized treatment, involving muscle strengthening and nutritional and behavioral modification, for constipation and fecal incontinence.

The embarrassing nature of these conditions poses a barrier to seeking professional treatment, resulting in a large number of unreported, untreated individuals, according to the National Institutes of Health.

Incontinence is more likely to affect the aging population, although it is not considered a normal consequence of aging. “Many people just accept the fact that this is part of aging, and there is nothing they can do about it,” said Gaglani.

Vanita Gaglani is married to Dr. Mukesk Gaglani, a family physician who recently retired after a long career in medicine. Their son, Shiv Gaglani, graduated this year from Harvard, where he earned his bachelor’s degree in biomedical sciences and engineering, with a minor in health policy.

He’s taking time off to help his mother in the practice before starting his four–year studies at Johns Hopkins School of Medicine in August. Shiv, a May 2006 graduate of West Shore in Melbourne, will be pursuing a combined program. He plans to squeeze in, uniquely, a Harvard M.B.A. and has worked a scheduling agreement with the two institutions.

“I will be going to Johns Hopkins School of Medicine for three years and then taking a break from medicine to attend Harvard Business School for two years. I plan to complete my two years of study at HBS, and then finish my last year of medical school at Hopkins,” said Shiv, who was involved in many leadership activities as a Harvard undergraduate.

“Typically, HBS accepts very few undergraduates directly into its M.B.A. program who do not have a couple of years experience in the business world. “I am especially proud of Shiv being accepted into the Harvard M.B.A. program upon graduation,” said his mother. He also applied for admission to Stanford University’s M.B.A. program and was accepted.

Shiv studied health policy at Harvard and “realized that over the next decades physicians will need to have some sort of business knowledge, whether they work in pharma, insurance, hospital administration, or private practice because the landscape is changing. So, I think, hopefully, the two degrees (M.D. and M.B.A.) will give me a good basis to move forward in health care.”

Shiv said he consulted with a number of professionals before making his decision, including Dr. Joseph McClure, the CEO of MIMA, a local multidisciplinary physician practice. McClure holds M.D. and Ph.D. degrees, as well as an M.B.A. from Florida Tech.

As he began to look at the various areas of study and career possibilities, Shiv said he became more interested in the “applications aspect as opposed to basic science. I’m interested in doing applied research and trying to bring products to the marketplace.”

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Local defense firm wins contract from Boeing Co., U.S. Air Force

Mnemonics Inc. in Melbourne has been awarded a contract from The Boeing Co. and the U.S. Air Force for the crypto-modernization of the Combat Track II Transceiver.

The contract for the phase—one development exceeds $3 million with additional contract work valued at more than $10 million over the next three years, the company said. “This contract award is important to Mnemonics and our customers and partners,” said Harry Thompson, Mnemonics’ chief operating officer. “First, it demonstrates the Air Force and Boeing’s confidence in Mnemonics’ ability to deliver this state-of-the-art communications system. Secondly, it perpetuates the ‘must-have’ Combat Track II system into the 2020 timeframe for the war-fighter.”

The Combat Track II Program will require the addition of both engineering and manufacturing staff in the Melbourne facility, said Thompson.

Mnemonics delivers systems, subsystems and components to all elements of the Department of Defense and other U.S. government agencies.

For more information about the company, visit www.mnemonics-inc.com or send an e-mail message to CS@mnemonics-inc.com.

Henderson speaker for Pioneers banquet

Scott Henderson, director of mission assurance for SpaceX, will be the guest speaker for the Nov. 12 Fall Banquet of the Pioneers. The event starts with a social hour at 6 p.m. at the Hilton Cocoa Beach. The SpaceX Falcon 9 team at Cape Canaveral Air Force Station will be recognized at the dinner. Tickets are available at www.rocketreunion.com.

ABl completes project for Symetrics

American Business Interiors has completed the interior design, furnishings and furnishings installation of Symetrics Industries LLC’s new 6,800-square-foot Dudley E. Garner Engineering and Technology building at NASA Palms Professional Center in Melbourne. The facility is near Symetrics corporate office. ABI’s team leaders for the project included Pam Oliveira-Jackson, senior account executive; Diana Gonzalez-Villamil, vice president of design; and Ronnie Adams, project manager. ABI, founded in 1969, is a multifunctional commercial interior design and contract—furnishings firm in downtown Melbourne. The business serves the Space Coast and Treasure Coast. The firm operates four divisions: commercial interior design, product sales, facility services and GSA services.

Crisafulli visits Brevard Achievement Center

District 32 Rep. Steve Crisafulli recently visited the Brevard Achievement Center. During his 90-minute tour of the facility, he expressed his “concern for those in our county who have disabilities.” In addition, Crisafulli acknowledged the necessity of quality programs and services to assist individuals within this population group. He said he left the Brevard Achievement Center “with a better understanding of what we are doing every day to improve the quality of life for those in the community who have a disability.”
Florida Tech students to deploy their project in 40 feet of water

Students in Florida Institute of Technology’s Department of Marine and Environmental Systems (DMES) will deploy their culminating engineering project, the Wing Wave Ocean Energy Generator, on Saturday, Nov. 6.

They’ve chosen a sandy location two miles off the coast, in 40 feet of water, just north of Fort Pierce for a one-week test. Deployment will be off the R/V Thunderforce.

The seven–member team designed their project as a primary way to produce electrical power from wave energy. Team members are Thomas Carney, Mark Christian, Jennifer Draher, Fadi Fahs, Christopher Hodgkins, Ravall Ramsaroop and Jhenelle Williams.

“The wildlife–friendly Wing Wave Ocean Energy Generator demonstrates that a hydrokinetic ocean wave energy system has practical applications for the Atlantic coast of Florida,” said the team’s academic adviser Stephen Wood, chair of the ocean engineering program.

“This completely submerged test system will provide us with important data for implementing a full–scale deployment of hundreds of these devices to power entire counties, such as Brevard,” he added.

The project created a lot of “buzz” during the DMES field projects 2010 symposium last July, Wood said.

The Wing Wave has attracted the attention of corporate sponsors SebaiCMET and Clean Green Enterprises Inc., both of Tallahassee. Additional sponsors are looking at mass producing the Wing Wave and possibly linking it to the power grid off Brevard or Indian River counties.

“Recently, representatives of Melbourne, Brevard County and Kennedy Space Center have expressed support in commercializing Wing Wave,” said Wood.

For more information about the project, contact Wood at 674–7244 or swood@fit.edu.

Melbourne Light Parade accepting entries

The Melbourne Light Parade, a nonprofit organization, is accepting applications for its 18th annual holiday parade. The event is scheduled for 6 p.m. on Dec 11. Applications are available by sending an e–mail message to melbournelightparade@yahoo.com, or pick one up at Jessup’s, 912 E. New Haven Ave., in downtown Melbourne. The organization also is seeking monetary donations to support the parade. Donations can be made to: The Melbourne Light Parade Inc. The mailing address is 912 E. New Haven Ave., Melbourne, Fla., 32901.

Stahl joins Merritt Island Title & Escrow

Noreen Stahl has joined the Merritt Island Title & Escrow’s team of real–estate professionals. Her past experience includes several paralegal positions with real–estate law firms. She has comprehensive title–insurance services experience. “We are very excited that Noreen has joined our team. In these difficult economic times it is exciting for us to expand our company and continue growing,” said real–estate attorney Ken Dawson of Dawson Law P.A. “Noreen is looking forward to putting her 25–plus years of experience to work for the real–estate professionals of Brevard County and their valued clients.” Stahl will be serving the Titusville, Mims, Port St. John, and Cocoa areas. For more information about the business, call Cheryl Dawson at 986–8949.

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Area artists to take part in Brevard CARES benefit scheduled for Nov. 13 at the Cocoa Elks Lodge

ROCKLEDGE — Artists from Brevard County will be putting their inspirations and talents to good use, creating one-of-a-kind artwork on chairs that will be auctioned off during “Chairs for CARES,” an event to benefit Brevard CARES on Saturday, Nov. 13, from 6 to 8 p.m. at The Cocoa Elks Lodge, 315 Florida Ave., in Cocoa Village.

The event is free of charge to attend and also will showcase artistic works from children throughout Brevard, including children in foster care who reside at Country Acres, a group home in Titusville. There will be a silent auction, door prizes, food, cash bar, and music and entertainment by “Karaoke Tony.”

Chairs for CARES is the brainchild of Carolyn Seiler, owner of Carolyn Seiler Studios in Cocoa Village, who supports Brevard CARES and the positive effect the organization has had in reducing the incidences of child abuse and neglect on the Space Coast.

“I’ve been teaching art to children in my studio for about 12 years,” said Seiler. “Every year we host an art show to raise money for some worthy cause. One day a student arrived at class with his two new foster brothers. I immediately called his mother and said, ‘Who needs our money?’ She told me about Brevard CARES and the connection was instant. This is kids helping kids, and we know that any money we raise will go directly to those who are our friends, schoolmates, and neighbors.”

Chairs available for auction will be on display during Cocoa Village’s biannual Gallery Walk on Saturday, Nov. 6. Sponsors of Chairs for CARES include Bad Birds Gallery, Cocoa Village Merchant’s Association, Carolyn Seiler Studios, Max Trainer Studio, and Studio in Blue. All proceeds from the event will be donated to Brevard CARES.

Visit www.studioinblue.com/emailoffers/chairsforcares.html or contact Seiler at 637–0444. Her e-mail address is carolyn@carolynseiler.com.

SCORE workshops at Cocoa Beach Chamber

Space Coast SCORE Chapter 400 and the Florida Small Business Development Center will present small-business counseling workshops from 11 a.m. to 2 p.m. on Tuesdays, through Dec. 30, at the Cocoa Beach Area Chamber of Commerce, 400 Fortenberry Road, on Merritt Island. The workshops are free of charge. For more information about the workshops, call 459–2200 or send an e-mail message to scorechapter400@bellsouth.net.

Strawbridge Art League ‘Go Green’ exhibition

The Brevard Art Museum will be showcasing the Strawbridge Art League’s juried exhibition “Go Green,” selected works from more than 100 entries related to environmental concerns. The opening reception is from 3 to 5 p.m. on Saturday, Nov. 6, at the Brevard Art Museum. The event is open to the public. The exhibition, juried by UCF art professor Kevin Haran, will be on view through Nov. 28 at the museum, 1463 Highland Ave., in the Eau Gallie Arts District in Melbourne. For details about the program, call 242–0737.

Erna Nixon Park to host ‘Moonlight Stroll’

The semi-annual “Moonlight Stroll” sponsored by Brevard County Parks and Recreation Department will be held from 7 to 10 p.m. on Saturday, Nov. 13, at Erna Nixon Park, 1200 Evans Road, in West Melbourne. Parking will be available at Melbourne Square Mall (pole 4 lot), on the west side of JC Penney. Admission is $3 per person. Children under age 3 will be admitted free of charge. Children must be accompanied by an adult. The Brevard Astronomical Society will be on hand with telescopes for stargazing and sky watching. Musical entertainment will be provided by Chris Kahl, Sharon Osuna, Tina Eno, Surf Road, Sunnyland Steve, and Al and Bob. For more information, call Erna Nixon Park at 952–4525.

Women’s group to host Expo Nov. 13 at PMC

A group known as the “Gathering of Interesting Women” will host an Expo from 10 a.m. to 2 p.m. on Saturday, Nov. 13, at Parrish Medical Center, 951 N. Washington Ave., in Titusville. An array of vendors all tailored to women will showcase their products and services in the PMC atrium. The event’s keynote luncheon speaker will be Monica Wofford, author of “Contagious Leadership.” A number of spaces are still available for business vendors. Registration is restricted to one table per business. The Expo area will be open to the public. Contact the Titusville Area Chamber of Commerce at 267–3036 to make your vendor reservation or for more information about the event. The luncheon is $25 per person and reservations are required. Sponsors of the Expo are Parrish Medical Center’s Spirit of Women, Women’s Business Center at Florida Tech, and the Titusville Area Chamber of Commerce.
‘Brain Game Challenge’ for all ages is set for Parrish Medical Center in Titusville on Nov. 14

TITUSVILLE — Individuals of any age will be challenged to take steps toward good brain health when Parrish Medical Center hosts the “Brain Game Challenge” from 2 to 4 p.m. on Sunday, Nov. 14, in the hospital’s conference center.

The address is 951 N. Washington Ave. No reservations are required to attend the event, which is offered to the public free of charge.

The Challenge is a collaborative partnership between Parrish Medical Center, Brevard Alzheimer’s Foundation, Benton House, and the Alzheimer’s Foundation of America.

These agencies are working together to provide the community with information, education, resources and support to those affected by, or caregivers for, loved ones with dementia or Alzheimer’s disease, said Dr. Pat Manning, PMC and Brevard Alzheimer’s Foundation board member.

“We are very excited to bring this event to the North Brevard community. Both my parents had Alzheimer’s disease, so this cause is near and dear to my heart,” she said.

Brain Game Challenge attendees can participate in puzzles, logic and memory games. Educational materials on how to make healthier lifestyle choices will also be available, she said.

The event is part of an initiative sponsored by the Alzheimer’s Foundation of America (AFA), a nonprofit organization composed of 1,400 member organizations that provide hands-on support to individuals with Alzheimer’s disease and related dementias and their families.

“It is never too early or too late to build up good health habits, including brain health,” said Eric Hall, AFA’s president and chief executive officer. “This event is designed to show that the path to successful aging can be both educational and entertaining.”

AFA developed the Brain Game Challenge around the concept that flexing and stretching your brain, just like flexing and stretching other parts of your body, is critical for a successful aging workout. So much so that experts suggest that people of all ages exercise both their brains and bodies on a daily basis.

For more information about the program, contact Parrish Senior Solutions, part of Parrish Medical Center, at 268–6800 or send an e-mail message to seniorsolutions@parrishmed.com.

Florida Tech musicians band together for performances

Florida Tech’s Department of Humanities and Communication will present two free performances, the Florida Tech jazz combo on Nov. 17 and a string, wind and choir showcase, “Sonic Mysteries,” on Nov. 19. The first concert, directed by College of Aeronautics Dean Winston Scott on trumpet, features Florida Tech’s jazz combo and advanced improvisation. In the second concert, the repertory will suggest sonic representations of timelessness and the immortal aspects of the human spirit. The Nov. 17 performance will be in the Denius Student Center’s Hartley Room on campus at 5 p.m. The Nov. 19 performance will be in the Gleason Performing Arts Center at 7 p.m. For more information, call Jamie Younkin, music director, at 674–7320, or send an e-mail message to younkin@fit.edu.

Space Coast Cancer Foundation event Nov. 21

The Space Coast Cancer Foundation will host its inaugural two-mile Run–Walk event with registration starting at 7 a.m. on Sunday, Nov. 21, at Chain of Lakes Park in Titusville. The park is behind Brevard Community College. The race is set for 8 a.m. Early registration is $17 and $20 after Nov. 12. All participants will receive a Run–Walk T-shirt and a goodie bag. Proceeds raised from the Run–Walk will benefit Space Coast Cancer Foundation, a nonprofit organization that helps needy cancer patients. To register for the event, call 268–4200 or visit spacecoastcancer.com.

Library to host dulcimer presentation

The Cocoa Beach Public Library’s free “Music on a Sunday Afternoon” series will present “The Appalachian Mountain Dulcimer” hosted by Amy Lucey on Sunday, Nov. 21, at 2 p.m. Lucey, singer–songwriter and former Cocoa Beach librarian, said she “has been in love with the mountain dulcimer,” a stringed instrument, “since she first heard it in Shenandoah National Park in the 1970s.” The library is at 550 N. Brevard Ave. For more information about the presentation, call 868–1104.
Cosmetic surgeries plummeted 9 percent in 2008 and another 9 percent in 2009, according to the 6,000–member plastic surgeons group. And more expensive procedures such as liposuctions, tummy tucks and breast augmentation surgeries dropped dramatically. Breast augmentations, for example, dropped 12 percent in 2008 and 6 percent in 2009. Liposuctions dropped 19 percent in 2008 and 2009.

Practitioners blame layoffs, stock–market declines, underwater mortgages, and tightened home–equity and other loans for throttling the $10 billion industry.

But the siege may be easing. An ASPS survey this year found that 15 to 29 percent of respondents nationwide acknowledged wanting a beauty procedure that was not covered by insurance. Another ASPS survey of physicians found that minimally invasive procedures, such as the facial filler injections that Collins received, rose 6 percent this year after climbing just 1 percent in 2009.

Several Minnesota surgeons now report that more patients are pairing insurance–covered procedures, such as deviated septum surgery, with out–of pocket cosmetic work like rhinoplasty or liposuction. Others find patients forgoing vacations, new cars and clothes, or working extra shifts to pay for the quick–fix surgery of their dreams.

The entire industry is coming back “a little bit by little bit,” said Dr. Joe Gryskiewicz, who performs about 500 breast surgeries, tummy tucks, rhinoplasties, and injections a year at the Minnesota Valley Surgery Center in Burnsville. “We are seeing more people go for the cheaper procedures. In the last two years, I would say business has tripled (for) lower–level entry procedures.”

To keep his revenues level throughout the recession, Gryskiewicz booked more shots and more patient consults. Before the recession, most of his clients qualified for surgery loans. Today five out of 10 discover just before the operation that they can’t get the loan because of poor credit or tighter lending guidelines, he said.

Still, some determined patients find a way to finance their procedures.

At the University of Minnesota Medical Center, plastic surgery chief Dr. Bruce Cunningham said he’s seeing more cosmetic patients because the economy’s improving and people finally feel comfortable taking sick leave again.

“Early this summer we suddenly had a lot of people who came in. (They) were putting off health care that they thought was elective,” Cunningham said. “They noticed a lump in their breast but put off doing anything about it because they were working overtime, people were getting laid off and they felt insecure about their jobs. They just didn’t want to take the time off. But now we suddenly have a lot more breast surgery patients” opting for out–of-pocket breast surgeries as well as insured procedures such as lumpectomies, and post–cancer reconstruction.

Steve Parente, a health economics professor at the University of Minnesota’s Carlson School of Management, said he is not surprised that several types of cosmetic surgeries appear to be improving. “There is probably a little bit of pent–up demand in the market for that type of element,” Parente said. “It’s not unlike a kitchen makeover. Once people have discretionary cash again, they may say, ‘It’s time to get tuned up.’”

LCA Vision Inc., one of the largest Lasik eye surgery centers in the country, sees pockets of growth and signs of stability nationwide after two years of pure misery.

The company shut 17 of 78 LasikPlus Vision Centers as recession–weary workers stuck with eyeglasses in lieu of corrective laser surgery that can run $2,100 an eye.

“Procedures at all of our vision centers declined throughout this recession. But now we do see signs of stabilization,” said CFO Michael Celebrezze. “We are just not sure it has been long enough for us to call it permanent.”
4CARE Medical Center Welcomes Dr. Daniel Hammond
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Nurses: The University of South Florida College of Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation. This activity is for 4.5 contact hours.
To fill a service gap in the market, 4Care is now expanding with a primary–care practice at the 590 Malabar Road location in Colonial Square. The business also is changing its name to 4Care Medical Center to better reflect its capability to serve a wider range of patients, said Bright, whose company over the years has been recognized nationally for its high patient–satisfaction scores at Harris Family Medical Center.

4Care has plenty of room to expand at the 9,000–square–foot complex on Malabar Road, where the business is evolving to meet the health–care needs of the community. A medical hub is being taken shape at the 4Care complex. Quest Diagnostics is a tenant in the building and offers phlebotomy services. Soon, 4Care will open its new family practice.

“We’re in the process of adding a primary–care practice adjacent to our urgent–care facility,” said Bright. “It will be a separate facility. At this location, we’ll be able to provide, in addition to urgent–care services, a continuity of care for patients. We’ll have a primary–care physician available if the patients want to choose our family physician.”

4Care Medical Center has recruited area practitioner Dr. Daniel Hammond, who will begin seeing primary–care patients at the Malabar Road facility in late November.

“Dr. Hammond is a well–established physician in the community,” said Bright. “We are pleased he has chosen to join us and help us initiate our family practice at 4Care Medical Center.”

He has practiced family medicine in Brevard for more than 20 years and is board–certified in this specialty. Dr. Hammond also specializes in anti–aging and wellness medicine, which is a growing market segment. He is certified in anti–aging medicine, as well.

4Care Medical Center’s anti–aging program includes a full slate of services. Nutritional assessment and counseling, full medical examinations, and consultation with a personal–fitness trainer are some of the services. The practice also offers several therapies to reduce wrinkles and maintain skin suppleness, including Botox injections and fillers.

Schoenhauss said 4Care Medical Center’s primary–care practice will offer patients flexible scheduling and easy access to services. He said this is an important feature because the workload of family doctors continues to grow and timely patient scheduling can be challenging.

sometimes taking two or three days to set an appointment.

“We plan to operate the primary–care practice using a concierge service philosophy,” Schoenhau said. “For example, if an individual calls at 10 o’clock in the morning and this person needs to see Dr. Hammond that day, the primary–care practice will accommodate the patient. We’re here to serve the patient.”

Bright says Harris Family Medical Center has been using “open scheduling for quite a while. It has been a very successful model for us.”

By 2020, studies suggest there could be a shortage of at least 35,000 primary–care physicians in America. Currently, primary–care doctors comprise 30 percent of the U.S. physician workforce. Specialists make up the other 70 percent. Industry experts say the out–of–balance ratio puts the American health–care system “upside down.”

National health–care reform likely will increase the demand for services in the primary–care area because millions of people are expected to be added to the insurance roles. “If 30 million more people gain access to health–care insurance that’s great, but where are they going to find a primary–care physician? This is a serious issue,” said Bright.

An even bigger issue is the lagging medical–student interest in primary care over the past 10 years. It has caused concern and has sparked debate.

“According to the American Medical Association, nearly 50 percent of individuals attending U.S. medical schools are shifting their concentrations away from primary care,” said Schoenhauss, who joined 4Care 10 months ago, coming here from the northeast where he was the director of a physician network with 12 facilities.

“I’m not being political, but many of these students are looking at areas of the medical profession that are going to receive higher reimbursement. So there is going to be, and there is now, a shortage of primary–care physicians in health–care settings across the nation,” he added.

The Center for Workforce Studies at the Association of American Medical Colleges has released new physician–shortage estimates that, beginning in 2015, are 50 percent worse than originally anticipated prior to national health–care reform.

Between now and 2015, the year after health–care reforms are scheduled to take effect, the shortage of doctors across all specialties will quadruple, the report says. While previous projections showed a baseline shortage of 39,600 doctors in 2015, current estimates bring that number closer to 63,000.

With the U.S. Census Bureau projecting a 36 percent growth in the number of Americans over age 65, and nearly one–third of all physicians expected to retire in the next decade, the need for access to high–quality medical care will be greater than ever.

“So with this type of model, we become the gateway to the health system,” said Schoenhauss about 4Care’s expansion into primary care.

“In addition to treating sprained ankles that kids suffer on Saturdays playing sports, and a host of general ailments of the population, we can now provide care for individuals who have hypertension, asthma, and other long–term illnesses. Many of these people are using emergency rooms because they can’t get a timely appointment to see a primary–care physician.”

A new study in the “Journal of the American Medical Association” found that emergency–room visit rates have increased at twice the rate of growth of the U.S. population from 1997 to 2007. Medicaid patients accounted for a large proportion of the increase, often coming with more severe illnesses and complications.

Nearly two–thirds of emergency departments were classified as “safety–net hospitals” in 2007 — defined as providing a “disproportionate share of services to Medicaid and uninsured patients” — which is nearly double the number classified as such in 1997.

The average length of stay in the nation’s emergency departments increased to four hours and seven minutes, according to Press Gainey’s “Pulse Record 2010” report. Nearly one–quarter of hospital ERs report periods of “ambulance diversion” because they are over their capacity.

“If you look at the pricing comparison of an emergency–room visit versus what urgent–care centers around the country charge to treat a patient, the urgent–care model is much cheaper. But if you face a life–threatening or serious situation, the ER of course is where you want to be,” said Bright.

The uplifting news is that the number of medical–school students continues to increase. The profession will add 7,000 graduates every year over the next decade, according to the Association of American Medical Colleges.

However, unless Congress supports at least a 15 percent increase in residency–training slots, adding another 4,000 physicians a year to the pipeline, access to health care will be out of the reach for many Americans, says the report by the American Association of Medical Colleges.
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