

AdventHealth July 2023 Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



Media Type: Local
Date: July 5
Key Mention: AdventHealth Celebration

A Reedy Creek firefighter who suffered a heart attack in April returned to AdventHealth Celebration to thank the emergency department team who saved his life and to present them with a plaque.



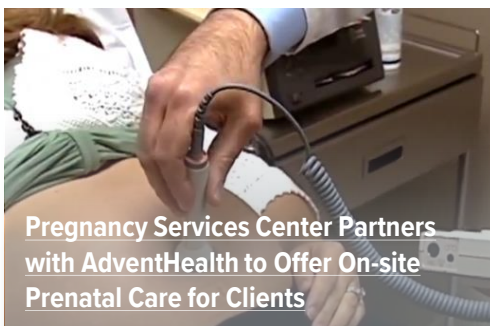
Media Type: National
Date: July 5
Key Mention: Richard Pratley, MD, medical director of the AdventHealth Diabetes Institute

Dr. Pratley discussed diabetes remission and the need for more information and clinical trials to understand the impact of remission for long-term outcomes.



Media Type: Local
Date: July 5
Key Mention: Christy Sneller, vice president of physician services for AdventHealth Hendersonville

AdventHealth Hendersonville has teamed up with Mountain Area Pregnancy Services, an outreach ministry that cares for, counsels and educates those impacted by at-risk or crisis pregnancy situations, to offer clients the option to meet on-site with a certified nurse midwife.



Media Type: Local
Date: July 5
Key Mention: AdventHealth East Orlando

The segment reported on plans to expand AdventHealth East Orlando's ER and to replace the parking lot with a multi-level parking garage.



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Media Type: State
Date: July 5
Key Mentions: Jose Alexander, MD, clinical microbiologist and director of microbiology, virology and immunology for AdventHealth Orlando

In his opinion piece, Dr. Alexander shared some of the ways to tackle antimicrobial resistance, which he said is one of the greatest health threats of our time. The article also ran on the AdventHealth Newsroom.



Media Type: Owned
Date: July 5
Key Mention: Ezequiel Vasquez, faith care partner coordinator for AdventHealth's Seminole County Market

The most recent of AdventHealth's Faith Care Partner Luncheons, a broad-based effort to foster spiritual relationships, focused on diabetes, obesity and kidney health.



Media Type: Podcast
Date: July 6
Key Mention: Jose Alexander, MD, clinical microbiologist and director of microbiology, virology and immunology for AdventHealth Orlando

Dr. Alexander discussed the work he and his team have done over the past 10 months to develop and further improve testing for the brain-eating amoeba.



Media Type: Owned
Date: July 6
Key Mention: Vincent Hsu, MD, infectious disease specialist and infection control officer for AdventHealth

Dr. Hsu shared his perspective that the malaria cases in Florida and Texas serve as a good warning to practice protection against mosquito bites.



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Media Type: Local
Date: July 7
Key Mention: Jose Alexander, MD, clinical microbiologist and director of microbiology, virology and immunology for AdventHealth Orlando

As temperatures rise – meaning rising water temperatures as well -- Steve and Shelly Smelski shared the experience of losing their son nine years ago to a brain-eating amoeba. They expressed the importance of catching it early, which led to their close relationship with Dr. Alexander, whose team has found a faster way to test for the amoeba.



Media Type: Owned
Date: July 7
Key Mention: Sissel Jacob, president/CEO for AdventHealth Manchester

After six months of dedicated work, the London Children's Museum announced its opening on July 1. Included in the engaging and educational offerings is the AdventHealth 'Doctor's Office' exhibit, which is designed to create an interactive and immersive experience for young visitors.



Media Type: Local
Date: July 7
Key Mention: Edma Diller, director of regulatory affairs at AdventHealth Redmond

A community partnership formed by the AdventHealth Redmond Oncology Committee and other community organizations collaborated to provide boxes of food to local families and patients affected by cancer.



Media Type: National
Date: July 10
Key Mention: Terry Shaw, president/CEO for AdventHealth

Shaw's June 6 LinkedIn post was the focus of the article that included that post as well as comments from four health system leaders who responded to Shaw's invitation to share words of wisdom they have learned from other leaders.



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Patch

Media Type: Local
Date: July 10
Key Mentions: UChicago
Medicine AdventHealth
Bolingbrook

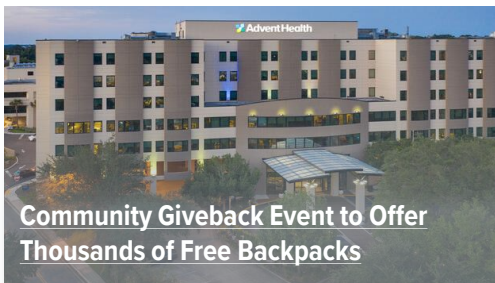
The hospital teamed up with the Bolingbrook Park District to host a free outdoor movie night.



WFTV 9

Media Type: Local
Date: July 10
Key Mentions: Andrew
Mwavua, executive director of
community advocacy

AdventHealth opened the application process for \$1.2 million in grant funding for Central Florida nonprofits that are working to address mental health concerns in the community. The Community Health Improvement Grants are aimed at improving access to resources and enhancing community wellness.



Ocala-News.com

Media Type: Local
Date: July 10
Key Mentions: AdventHealth
Ocala

For the second consecutive year, AdventHealth Ocala teamed up with Marion County Public Schools and the Community Foundation for Ocala/Marion County to give away thousands of backpacks filled with supplies to local students.



bloom
tampabay.com

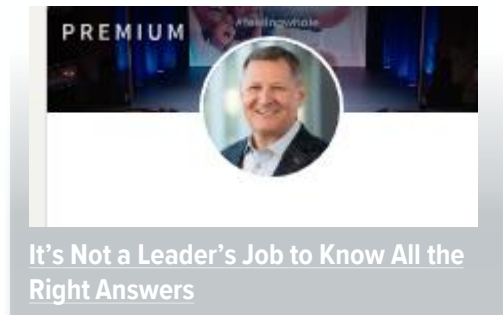
Media Type: Local
Date: July 10
Key Mention: Sharon
Rachapudi, MD, a pediatrician
at AdventHealth Care Pavilion
New Tampa

Dr. Rachapudi talked about the benefits of back-to-school safety and summer safety on the nationally syndicated health and wellness show.



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LinkedIn

Media Type: Social

Date: July 11

Key Mentions: Terry Shaw, president/CEO for AdventHealth

Shaw shared that a leader's job is to ask the next best question and trust the expertise of their team to take the next step.



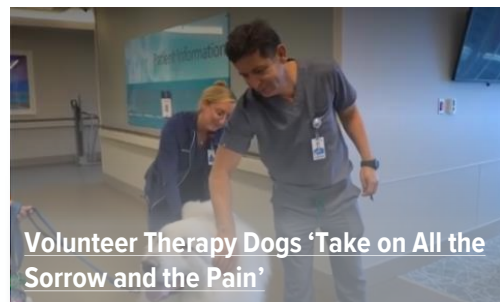
FlaglerLive.com

Media Type: Local

Date: July 11

Key Mentions: Denyse Bales-Chubb, president/CEO for AdventHealth Palm Coast and the Flagler/St. John's market; Wally De Aquino, president/CEO for AdventHealth Palm Coast Parkway

The Freytag Health Plaza, a 30,000-square-foot medical office building that will house a new cancer center, was unveiled as the latest expansion on the campus that includes a new medical office building and the 100-bed AdventHealth Palm Coast hospital. The story was featured in several other local media outlets, including the Observer and Jacksonville Business Journal.



Media Type: Local

Date: July 13

Key Mentions: AdventHealth Orlando

The segment shone a spotlight on the work Tiffany Beres does with her therapy dog, 4-year-old Duke McDreamy, to bring some cheer to patients – and team members – at AdventHealth Orlando.



TAMPA BAY
BUSINESS JOURNAL

Media Type: Local

Date: July 14

Key Mention: David Ottati, president/CEO for AdventHealth's West Florida Division

In a Q&A with the magazine, Ottati talked about how AdventHealth has settled into the Tampa Bay area and about how its services in Polk County are expanding.



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Observer
Palm Coast. Ormond Beach.

Media Type: Local
Date: July 14
Key Mentions: Jody Sullivan, director of radiation oncology at AdventHealth Daytona Beach and AdventHealth Palm Coast

AdventHealth Daytona Beach hosted an oncology yoga training class with the Christina Phipps Foundation, certifying 15 yoga instructors so that they can teach yoga to cancer patients.



TAMPA
MAGAZINE

Media Type: Local
Date: July 14
Key Mention: Sharona Ross, MD, general surgeon at AdventHealth Tampa

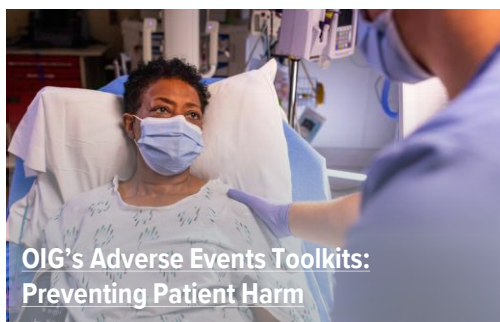
One of the first surgeons in the U.S. to offer single-incision laparoscopic surgeries, Dr. Ross was one of the doctors profiled in the lifestyle magazine's piece about doctors who are shaping the future of medicine and changing the world.



THE Transylvania
TIMES

Media Type: Local
Date: July 17
Key Mention: AdventHealth Hendersonville

The article noted that AdventHealth is the presenting sponsor of the annual apple festival, and that the organization's dedication to the health and well-being of the Hendersonville community aligns with the festival's focus on promoting togetherness, enjoyment and a shared appreciation for local traditions and agriculture.



Infection Control
TODAY*

Media Type: National
Date: July 17
Key Mention: Lee Adler, DO, senior advisor of safety, quality and innovation for AdventHealth

Dr. Adler participated in a discussion around the Adverse Events Toolkits recently published by the Department of Health and Human Services Office of Inspector General. The toolkits were created with the help of experts from many fields of study to get the best practices for ensuring patient safety.

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Monthly Health Topic: Think Sepsis

Calhoun Times

Media Type: Local

Date: July 17

Key Mentions: Daniel Treiyer, MD, chief hospitalist for AdventHealth Gordon; Joseph Joyave, MD, chief medical officer for AdventHealth Gordon and AdventHealth Murray

Dr. Treiyer shared that while sepsis remains the cause of death in about a third of hospitalizations, many instances can be prevented if people learn to recognize the signs and symptoms and don't delay in seeking treatment.

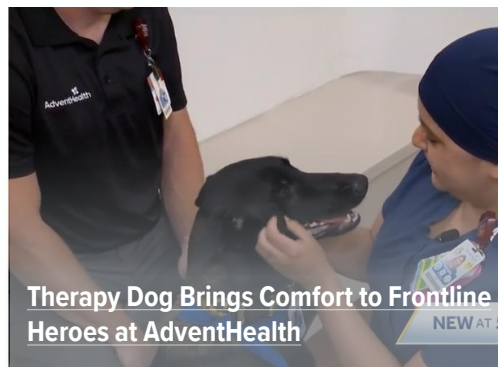


Media Type: Local

Date: July 17

Key Mention: Will Hall, EMS Liaison, AdventHealth Orlando

The segment featured Recon, a therapy dog whose handler is a former firefighter and paramedic, and the mission the team has to ease some of the stress and strain ER team members experience.



Therapy Dog Brings Comfort to Frontline Heroes at AdventHealth

ADVENTISTREVIEW

Media Type: Church

Date: July 17

Key Mentions: AdventHealth Shawnee Mission and AdventHealth Foundation Kansas City

The article showcased the Kyla Y. Hartong Memorial Sensory Garden AdventHealth Shawnee Mission Britain Development program initiative and how the Kyla Y. Hartong Memorial Sensory Garden, in particular, is helping young patients and their families by providing therapeutic and educational services for young children with disabilities.



Therapists Provide Sensory Garden for Kids with Special Needs

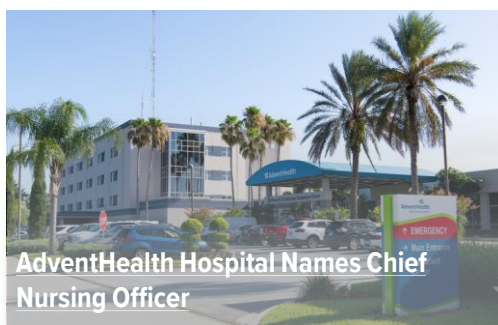
**BECKER'S
HOSPITAL REVIEW**

Media Type: National

Date: July 18

Key Mention: Darla Fish, MSN, RN, chief nursing officer for AdventHealth New Smyrna Beach

Becker's shared the news of Fish's appointment to chief nursing officer at AdventHealth New Smyrna Beach. She previously served as executive director of cardiovascular, cardiopulmonary and neuroscience services at AdventHealth Daytona Beach.



AdventHealth Hospital Names Chief Nursing Officer



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Media Type: Local
Date: July 18
Key Mention: Scott Hill, vice president of physician enterprise for the AdventHealth Georgia Market

Clinic staff, patients, AdventHealth team members and community members celebrated the clinic's grand opening, which included a tour of the exam rooms. The story was also featured in The Polk County Standard Journal.



BlueRidgeNow | Times-News

Media Type: Local
Date: July 19
Key Mentions: Victoria Dunkle, director of communications and PR for AdventHealth Hendersonville

In an article about COVID-19 cases continuing to decline, Dunkle shared that AdventHealth Hendersonville continues to see a steep decline in COVID-19-positive patients requiring hospitalization.



Media Type: Local
Date: July 20
Key Mentions: Sara Kirby, MD, medical director of the pediatric ER at AdventHealth Tampa

Dr. Kirby shared her excitement over a newly approved drug designed to protect all babies from RSV and the big difference it should make in decreasing hospitalizations.



Modern Healthcare

Media Type: National
Date: July 20
Key Mention: Rob Purinton, vice president of analytics and performance improvement for AdventHealth

AdventHealth was among the health systems featured in the article about how organizations are investing in AI to achieve a faster and more accurate care delivery model.



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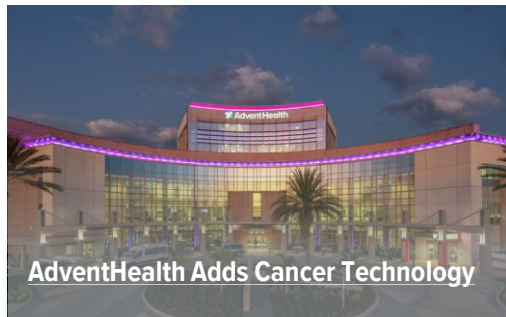
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HEALTHCARE BREW

Media Type: National
Date: July 21
Key Mention: Lamata Mitchell, chief learning officer for AdventHealth

In the article that touched on many facets of AdventHealth's dynamic learning community, Mitchell shared that her position is a dream role for someone who "lives and breathes" learning.



Media Type: Local
Date: July 21
Key Mention: AdventHealth Wesley Chapel

The AdventHealth Wesley Chapel Foundation provided more than \$400,000 in donations for the purchase of new technology for the hospital's hematology department. The new lab technology will expedite turnaround time for cancer results.



Media Type: Local
Date: July 24
Key Mentions: Timothy Hendrix, MD, medical director for AdventHealth Centra Care

With the season of risk of heat exhaustion getting longer, Dr. Hendrix shared that in the two weeks since July 4, patients with heat-related illnesses coming into AdventHealth Centra Care locations across Central Florida doubled.



Media Type: State
Date: July 24
Key Mentions: Mark Socinski, MD, thoracic medical oncologist and executive medical director of the AdventHealth Cancer Institute

The FMA piece highlighted the JAMA article, co-written by Dr. Socinski, about the results of a monoclonal antibody treatment that correlates with patients with advanced non-small cell lung cancer living longer.



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**AdventHealth Chief Learning Officer
Draws on Her Background in Academia
to Help Employees Grow**

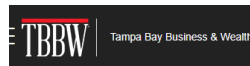
HR BREW

Media Type: National
Date: July 24
Key Mention: Lamata Mitchell,
chief learning officer for
AdventHealth

The article highlighted Mitchell's focus on making education accessible for the more than 90,000 team members across the system, with particular emphasis on making sure they are seen as more than a cog in the wheel.



**Community Giving is the Cornerstone
of the AdventHealth Foundation**



Media Type: Local
Date: July 25
Key Mentions: Kristen McCall,
president of the AdventHealth
Foundation West Florida

McCall shared that the Foundation works to ensure that the health care provided to patients is expert and exceptional through raising money for leading-edge programs and projects.



**AdventHealth Palm Coast Parkway Will
Open to Patients on Aug. 2**



Media Type: Local
Date: July 25
Key Mentions: Audrey Gregory,
president/CEO for AdventHealth
Central Florida Division – North
Region; Wally De Aquino,
president/CEO for AdventHealth
Palm Coast Parkway

The article emphasized that the new hospital will double the inpatient capacity and nearly double the emergency room capacity of Flagler County. Other local media outlets also covered the story.



**The Exec: Accommodating Population
Growth Top Priority for AdventHealth
Chief Clinical Officer**

healthleaders

Media Type: National
Date: July 26
Key Mention: Victor Herrera,
MD, chief clinical officer for
AdventHealth Central Florida
Division – South

Dr. Herrera talked about the challenges associated with population growth, addressing a number of topics including medical education and quality improvement initiatives.



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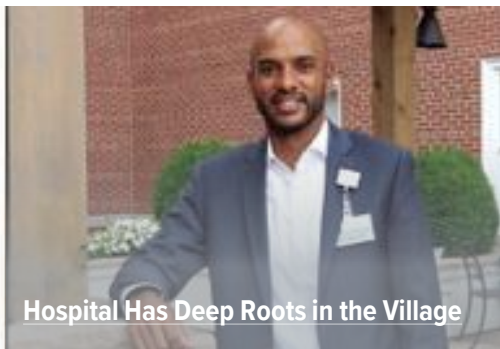
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The Enterprise

Media Type: Local
Date: July 26
Key Mention: AdventHealth Manchester

AdventHealth Manchester installed a GE Signa Voyager MRI scanner that will elevate patient care through improved quality, reduced study times and enhanced comfort for larger and claustrophobic patients.



The Hinsdalean
Community journalism the way it was meant to be

Media Type: Local
Date: July 26
Key Mentions: Adam Maycock, CEO of UChicago Medicine AdventHealth Hinsdale and La Grange

In the article highlighting the history of UChicago Medicine AdventHealth Hinsdale, Maycock shared that, more than a century later, the hospital continues to keep overall wellness at the center of its care.



31 ORLANDO

Media Type: Local
Date: July 26
Key Mentions: Javier Mariñez, MD, infectious disease specialist at AdventHealth Orlando

Dr. Mariñez shared important information with Telemundo about malaria prevention and what the community needs to know about the mosquito-borne illness.



Highlands News-Sun

Media Type: Local
Date: July 26
Key Mentions: Pamela Knickerbocker, DO, program director, and Donald Geldart, MD, medical director for the clinic

Launched three years ago, the AdventHealth Sebring Family Medicine Residency program celebrated the opening of a new clinic that combines the program with the medical group's Prompt Care Practice, reinforcing AdventHealth's commitment to the Highlands County community.

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LinkedIn

Media Type: Social
Date: July 27
Key Mention: Terry Shaw,
president/CEO for
AdventHealth

Shaw shared that most of health care today is still focused on sick care, and that as the population grows and ages, we're going to have to get better at both acute and preventive care.



Healthcare IT News

Media Type: National
Date: July 27
Key Mention: Rob Purinton,
vice president of analytics and
performance improvement at
AdventHealth

In the Q&A, Purinton discussed why the advisory board was created and how it's structured, as well as how machine learning is improving diagnostic accuracy and upholding patient safety.



AllOnGeorgia

Media Type: Local
Date: July 27
Key Mentions: Scott Hill, vice
president of physician
enterprise for the
AdventHealth Georgia Market

AdventHealth Medical Group announced the opening of two new locations in Rome and one in Calhoun, providing residents of Northwest Georgia with more easily-accessible heart care provided by renowned cardiac specialists.



KC CHAMBER

Media Type: Local
Date: July 27
Key Mention: Lisa Hays, MD,
chief medical officer for
AdventHealth Shawnee
Mission

The Kansas City Chamber of Commerce newsletter noted that AdventHealth Shawnee Mission is one of only 11 hospitals in Kansas and one of seven in the Kansas City metro area to earn the highest rating.



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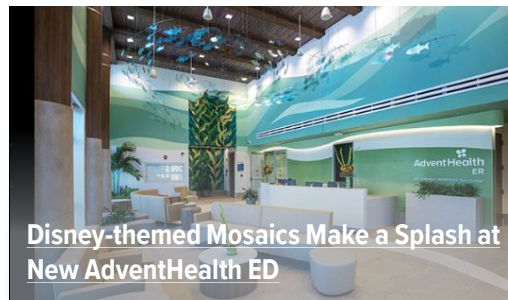


AdventHealth Gordon Introduces First-ever Obstetric Emergency Department in Northwest Georgia

the georgia sun

Media Type: Local
Date: July 28
Key Mentions: Reatha Clary, RN, director of The Baby Place at AdventHealth Gordon

AdventHealth Gordon opened a one-of-a-kind obstetric emergency department, offering 24/7 immediate access to an in-house physician and care team to pregnant and postpartum patients.



Disney-themed Mosaics Make a Splash at New AdventHealth ED

healthcare design

Media Type: National
Date: July 28
Key Mention: AdventHealth

The AdventHealth ER at FLAMINGO CROSSINGS Town Center was featured for the unique design of the first-of-its-kind emergency room facility, featuring iconic Disney characters and themes.



Thompson Joins AdventHealth Manchester for Discussion on Healthcare Workforce Needs

The **SENTINEL ECHO**

Media Type: Local
Date: July 29
Key Mention: Sissel Jacob, president/CEO for AdventHealth Manchester

The hospital welcomed Dr. Aaron Thompson, president of the Kentucky Council on Postsecondary Education, to the campus for a “walk and talk” to view the many initiatives underway at the hospital to ensure access to health care in the community.



Back-to-school Bash Kicks off at Raymond James Stadium

News Channel 8
on your side

Media Type: Local
Date: July 29
Key Mention: AdventHealth Tampa

AdventHealth was among the sponsors of the event that, aside from giving away 30,000 backpacks to Bay Area students, also included free physicals and eye exams.



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Media Type: Local
Date: July 31
Key Mentions: Isaac Sendros, president/CEO for AdventHealth Redmond

AdventHealth Redmond received two American Heart Association Get With The Guidelines achievement awards for following up-to-date, research-based guidelines for the treatment of heart disease and stroke, which ultimately leads to more lives saved and shorter recovery times.



Media Type: Church
Date: July/August issue
Key Mention: Kenneth Rose, president/CEO for Texas Health Mansfield

The article spotlighted the volunteer efforts of Texas Health Mansfield team members, noting that since opening their doors in 2020, the team has volunteered nearly 1,000 hours at local nonprofits in their community.



Media Type: Local
Date: July/August issue
Key Mention: Jeff Villanueva, president/CEO, and Jason Porter, chief medical officer, both for AdventHealth Altamonte Springs

The article presented a timeline of AdventHealth Altamonte Springs' growth and impact on the community since it opened its doors in 1973 as Florida Hospital North.



Media Type: Church
Date: July issue
Key Mentions: Deena Slockett, interim provost, and Julie Vincent, chief integration officer, both at AdventHealth University

AdventHealth University announced that it will begin offering an associate of science in nursing degree, with the first cohort set to begin in spring 2024.



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