

# AdventHealth November 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.



Cada segundo cuenta: sistema hospitalario de Florida Central usa inteligencia artificial

**Media Type:** Local  
**Date:** Nov. 1  
**Key Mentions:** Victor Herrera, chief clinical officer for AdventHealth Central Florida, and Rob Purinton, vice president of analytics and performance improvement for AdventHealth

The news segment highlighted how AdventHealth is using technology and its impact on patients and team members.



AdventHealth Leaders Recognized for Influential Role in Health Care

**Media Type:** Owned  
**Date:** Nov. 1  
**Key Mentions:** Terry Shaw, president/CEO for AdventHealth; Audrey Gregory, PhD, RN, executive vice president and CEO for AdventHealth's East Florida Division

Shaw and Gregory were included on Becker's Hospital Review list of 60 Health System CEO Influencers for 2023.



Killeen Hospital Raises Funds for New Equipment at Annual Gala

**Media Type:** Local  
**Date:** Nov. 2  
**Key Mention:** Kevin Roberts, president/CEO of AdventHealth Central Texas

An estimated 500 people attended the AdventHealth Foundation Board's 28th annual Gold Star Gala. The newspaper reported later in November that the gala raised more than \$120,000, which will go toward the purchase of a new 3-D mammography machine and a Hana orthopedic surgery table.



AdventHealth ER Rises on Holy Land Experience Site

**Media Type:** Local  
**Date:** Nov. 2  
**Key Mention:** Kari Vargas, president/CEO for AdventHealth Northwest Market

The article, which included a photo gallery of the site, emphasized AdventHealth's commitment to increasing medical care access for residents.

# AdventHealth November 2023 Media Snapshot



DALTON DAILY CITIZEN  
SERVING NORTHWEST GEORGIA SINCE 1847

**Media Type:** Local  
**Date:** Nov. 3  
**Key Mention:** AdventHealth

AdventHealth Gordon, Murray and Redmond honored the community's veterans by hosting a free Veterans Breakfast in Chatsworth at Bojangles and a Veterans Lunch in Calhoun and Rome at Chick-fil-A. All veterans and Patriot Guard members were invited to enjoy a free meal.



healthcare  
design

**Media Type:** National  
**Date:** Nov. 3  
**Key Mention:** AdventHealth West Florida Division

The design industry publication included news of the topping out of AdventHealth's emergency department in Winter Haven, the first phase of a 42-acre development project on the campus.



AdventHealth

**Media Type:** Owned  
**Date:** Nov. 3  
**Key Mentions:** AdventHealth

AdventHealth earned top marks from the College of Healthcare Information Management Executives (CHIME), including Level 10 achievement for IT in ambulatory settings and Level 9 for acute settings.

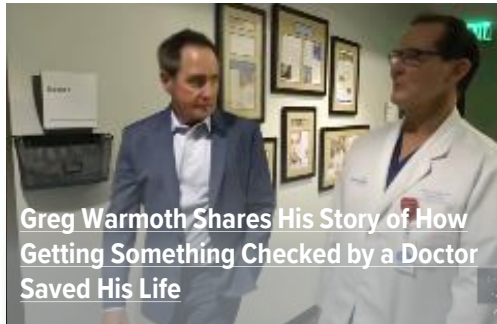


BECKER'S  
CLINICAL LEADERSHIP

**Media Type:** National  
**Date:** Nov. 3  
**Key Mentions:** Peggy Maguire, director of risk management for AdventHealth ZephyrHills and AdventHealth Dade City

AdventHealth ZephyrHills and AdventHealth Dade City won 2023 Safety Excellence Award recognition from ECRI and the Institute for Safe Medication Practices for "outstanding patient safety initiatives."

# AdventHealth November 2023 Media Snapshot



**Media Type:** Local  
**Date:** Nov. 3  
**Key Mention:** Bruce Haughey, MD, otolaryngologist with the AdventHealth Cancer Institute

Dr. Haughey shared that Greg Warmoth's decision to get checked by a doctor led to his lip cancer diagnosis, which, ultimately, may have saved his life. Warmoth's story also appeared on the Central Florida Division and AdventHealth newsrooms.



**Media Type:** Local  
**Date:** Nov. 4  
**Key Mention:** AdventHealth

Nearly 20,000 took part in the 2023 Greater Orlando Heart Walk to celebrate survivors and honor those who have lost their lives to heart disease and stroke. AdventHealth collaborates with the American Heart Association to increase awareness of heart disease.



**Media Type:** Church  
**Date:** Nov. 5  
**Key Mention:** AdventHealth

The feature article mentioned AdventHealth's CREATION Life program as one of the programs used to lead people of all nationalities to a healthier life.



**Media Type:** Local  
**Date:** Nov. 6  
**Key Mention:** Brandon Nudd, president/CEO for AdventHealth Hendersonville

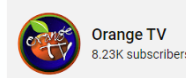
The article shared that AdventHealth Hendersonville earned its 15th consecutive "A" Hospital Safety Grade from The Leapfrog Group.



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# AdventHealth November 2023 Media Snapshot



**Media Type:** Local  
**Date:** Nov. 6  
**Key Mentions:** Mark Socinski, MD, a thoracic medical oncologist and executive director of AdventHealth Cancer Institute

During Lung Cancer Awareness Month, Dr. Socinski discussed in a “Healthy Connections” episode lung cancer screening and new treatment options that are changing patient outcomes. The American Journal of Managed Care also featured an interview with Dr. Socinski.



**Media Type:** Local  
**Date:** Nov. 6  
**Key Mention:** AdventHealth for Children

AdventHealth for Children was one of the featured stops for horses from Honey’s Mini Therapy Adventures who travel to hospitals to bring smiles to patients and team members.



**Media Type:** Social  
**Date:** Nov. 7  
**Key Mention:** Terry Shaw, president/CEO for AdventHealth

Shaw shared his belief that when you care for the whole person, including the spirit, you begin to see health care differently, and asked his LinkedIn followers where they feel most whole.



**Media Type:** Owned  
**Date:** Nov. 7  
**Key Mention:** Eric Lunde, president/CEO for AdventHealth DeLand

AdventHealth DeLand received the Exceptional Community Partner of the Year award from the city of DeLand, which recognized the hospital for efforts to address health needs in the Spring Hill Community.



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## Harker Heights Herald

**Media Type:** Local  
**Date:** Nov. 8  
**Key Mention:** AdventHealth Central Texas

AdventHealth Central Texas celebrated the opening of a new 10,000-square-foot Primary Care+ Clinic in Harker Heights that will provide, along with primary and specialty care services, behavioral health care and spiritual screening.



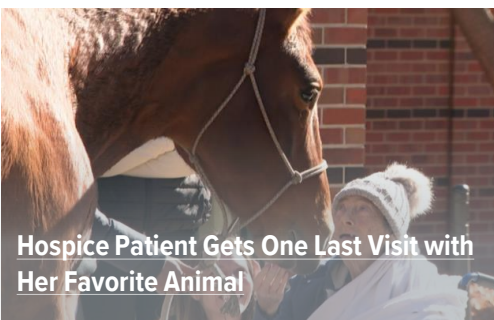
**Media Type:** Podcast  
**Date:** Nov. 9  
**Key Mentions:** Steven Smith, MD, senior vice president and chief scientific officer at AdventHealth, and Bret Goodpaster, PhD, senior scientific director at AdventHealth's Translational Research Institute

The Inspiring Wholeness podcast focused on the research being done to discover more about the health benefits of exercise and why people's bodies respond differently to exercise.



**Media Type:** Local  
**Date:** Nov. 9  
**Key Mention:** AdventHealth Porter

AdventHealth Porter team members helped arrange a visit from a horse for a hospice patient with a lifelong love of horses. The story was picked up by multiple local and national media outlets.



**Media Type:** Church  
**Date:** Nov. 9  
**Key Mention:** AdventHealth

AdventHealth and the Andrews School of Architecture & Interior Design introduced an internship that will be available to one SAID student annually, offering an opportunity to work with top firms in the field.



# AdventHealth November 2023 Media Snapshot



**Media Type:** Church  
**Date:** Nov. 9  
**Key Mention:** AdventHealth Shawnee Mission

In partnership with American Clinic Juliaca, AdventHealth Shawnee Mission volunteers carried out a free medical clinic campaign in Madre de Dios.



**Media Type:** Owned  
**Date:** Nov. 10  
**Key Mentions:** Vladimir Curkovic, MD, cardiologist, and Paul Citrin, MD, surgeon, both at the AdventHealth Cardiovascular Institute West Florida

Thanks to the groundbreaking Barostim technology available at AdventHealth Zephyrhills, an Air Force veteran experienced a miraculous turnaround in his health. The local ABC news affiliate also featured the story.



**Media Type:** Owned  
**Date:** Nov. 13  
**Key Mention:** William Scharf, MD, executive clinical director of quality and safety for AdventHealth

The Leapfrog Group's Fall 2023 Hospital Safety Grades revealed that 74% of AdventHealth hospitals assessed by Leapfrog across the country earned an "A" for meeting the highest safety standards in health care. Local media outlets also covered news of individual markets' grades.

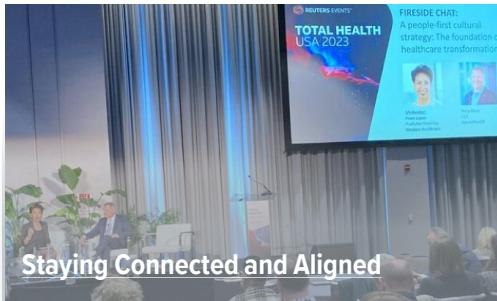


**Media Type:** Church  
**Date:** Nov. 13  
**Key Mention:** AdventHealth Porter

A palliative care nurse at AdventHealth Porter received the 2023 Magnet Nurse of the Year Award for Structural Empowerment for her contributions to improving palliative care delivery, among other things. News of the award was also featured on the AdventHealth Newsroom.



# AdventHealth November 2023 Media Snapshot



**Media Type:** Social  
**Date:** Nov. 14  
**Key Mention:** Terry Shaw,  
president/CEO for  
AdventHealth

At the Reuters Total Health Conference, Shaw shared his thoughts on how leaders can stay close to their team's experience and needs.



**Media Type:** Local  
**Date:** Nov. 14  
**Key Mentions:** Michael Patch,  
MD, emergency room  
physician at AdventHealth  
Tampa

Dr. Patch said that although there are ways to prevent the uptick in RSV this season, a new antibody treatment will help. He also shared simple tips for staying well.



**Media Type:** National  
**Date:** Nov. 14  
**Key Mentions:** Brad Hillmon,  
chief operating officer for  
AdventHealth Orlando

The Magic teamed up with AdventHealth and Habitat for Humanity to celebrate with a pre-K teacher and her three children their transition into a new home.



**Media Type:** Local  
**Date:** Nov. 14  
**Key Mentions:** Ali Tourchi,  
MD, surgeon at AdventHealth  
Palm Coast

With the help of a robot, the aquablation therapy performed by Dr. Tourchi uses precise mapping and a water jet to remove tissue. AdventHealth Palm Coast is the only hospital in the area to offer the procedure.



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# AdventHealth November 2023 Media Snapshot



## BECKER'S Hospital CFO Report

**Media Type:** National  
**Date:** Nov. 15  
**Key Mention:** Brian Stiltz, CEO of AdventHealth's primary care network

Stiltz noted that the aim of a primary care redesign is to offer a more balanced approach to health, and noted that the transition to full risk requires a dependable and innovative partner, like AdventHealth's with Wellvana.



## MedCityNews

**Media Type:** National  
**Date:** Nov. 15  
**Key Mention:** Terry Shaw, president/CEO for AdventHealth

Shaw discussed how AdventHealth fosters a culture in which team members feel heard and supported – including making necessary changes based on employee feedback and providing ample opportunities for career advancement.



## UCF TODAY

**Media Type:** Local  
**Date:** Nov. 16  
**Key Mention:** Sotos Djiovanis, DEU liaison at AdventHealth East Orlando

The article spotlighted how UCF nursing students work alongside preceptors to gain real-world experience. News of the partnership was also featured on AdventHealth's Central Florida Division newsroom.



**Media Type:** Owned  
**Date:** Nov. 17  
**Key Mentions:** Rennie Shuler-McKinney, MS, LCP, administrative director of clinical services at AdventHealth Shawnee Mission

The article shared that the new procedure, which alleviates symptoms for those who have not found relief with medication or psychotherapy, is a great outpatient option for patients battling depression and obsessive-compulsive disorder.



# AdventHealth November 2023 Media Snapshot



**Media Type:** Local  
**Date:** Nov. 17  
**Key Mention:** Anita Cornett, MD, chief medical officer at AdventHealth Manchester

Dr. Cornett shared that AdventHealth Manchester is committed to being part of the solution and to improving the health and well-being of patients and families who are battling addiction and going through recovery, and as part of the initiative has established an Opioid Stewardship Committee and Subcommittee.



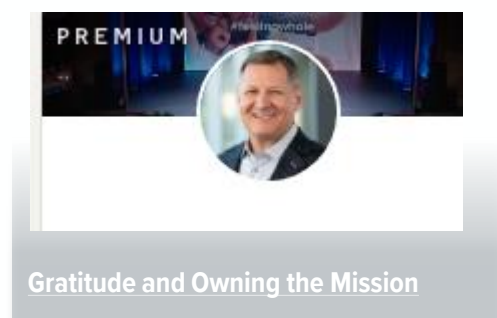
**Media Type:** Local  
**Date:** Nov. 17  
**Key Mentions:** Rich Abante Moats, director of integrative and creative arts therapies for AdventHealth's Central Florida Division

Moats was part of a panel sharing ideas about the importance of wholistic care, ways businesses can support and provide resources for their workforce, and more.



**Media Type:** Local  
**Date:** Nov. 20  
**Key Mentions:** Sabrina Prabakaran, MD, a gastroenterologist at AdventHealth Tampa

Dr. Prabakaran shared that greater accessibility to testing and more awareness about celiac disease may help explain the rising number of diagnoses.



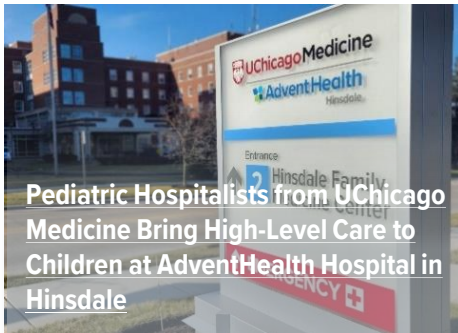
**Media Type:** Social  
**Date:** Nov. 21  
**Key Mentions:** Terry Shaw, president/CEO for AdventHealth

Shaw shared that he learned early in his career that an organization can prosper only if its team acts like owners, not renters.



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# AdventHealth November 2023 Media Snapshot



**Pediatric Hospitalists from UChicago Medicine Bring High-Level Care to Children at AdventHealth Hospital in Hinsdale**

**The Hinsdalean**  
Community journalism the way it was meant to be

**Media Type:** Local  
**Date:** Nov. 21  
**Key Mentions:** Bela Nand, MD, chief medical officer at UChicago Medicine AdventHealth Hinsdale and La Grange

It was announced that pediatric hospitalists from University of Chicago Medicine Comer Children's Hospital will provide 24/7 care for young patients at UChicago Medicine AdventHealth Hinsdale under a new agreement that enables suburban families to access high-level pediatric care close to home.



**9 Recruitment and Retention Strategies for Physicians and Advanced Practice Providers**

**healthleaders**

**Media Type:** National  
**Date:** Nov. 21  
**Key Mention:** Eric Deshaies, MD, MBA, chief physician executive of AdventHealth Medical Group in Orlando

Dr. Deshaies shared that putting career development, mentorship programs, wellness programs, as well as putting physicians and advanced practice providers (APPs) in the leadership of medical groups send a strong message that a medical group values its physicians and APPs.



**Here Are Substance Abuse Addiction & Mental Health Resources Across Central Florida**

**WFTV 9**

**Media Type:** Local  
**Date:** Nov. 21  
**Key Mention:** AdventHealth

AdventHealth's Hope and Healing Center was among the resources mentioned in the news segment.



**1,200 Team Up with 70+ Community Partners to Make an Impact During Week of Caring**

**AdventHealth**

**Media Type:** Owned  
**Date:** Nov. 21  
**Key Mention:** Courtney Snyder, community engagement manager for AdventHealth's Central Florida Division

AdventHealth team members in Florida volunteered nearly 2,500 hours to serve wherever the needs were the greatest, from serving meals to installing gardens, and everything in between during the Week of Caring.

# AdventHealth November 2023 Media Snapshot



**Media Type:** Local  
**Date:** Nov. 22  
**Key Mentions:** Sri Sundaram, MD, an electrophysiologist at AdventHealth Porter

After a harrowing experience and lifesaving care at AdventHealth Littleton and Porter, a patient and his family urged others with a family history of cardiac issues to get tested.



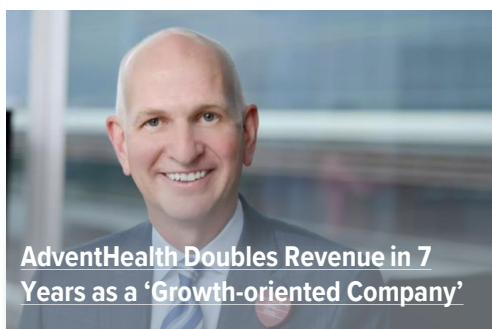
**Media Type:** Local  
**Date:** Nov. 22  
**Key Mention:** Samuel Fawaz, MD, primary care physician at AdventHealth Wesley Chapel

Dr. Fawaz urged people to pay attention and limit distractions while in the kitchen, noting that physicians see an increase in kitchen mishaps and cuts during the holidays.



**Media Type:** Local  
**Date:** Nov. 22  
**Key Mentions:** Rajan Wadhawan, MD, senior executive officer of AdventHealth for Children

A philanthropic group hosted a holiday event at AdventHealth for Children's West Lakes Early Learning Center, distributing 150 Publix gift cards and a new book to each child. The newswire release was shared broadly through the U.S.



**Media Type:** National  
**Date:** Nov. 22  
**Key Mention:** Randy Haffner, president/CEO for AdventHealth Florida

Haffner shared that AdventHealth develops hospital strategies relative to marketplace conditions and remains a "growth-oriented company," as leaders see many opportunities to foster success despite any local challenges.



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# AdventHealth November 2023 Media Snapshot



**Manna in Castle Rock Celebrates 10 Years in Restaurant Business in a Place You Might Least Expect**



**Media Type:** Local  
**Date:** Nov. 23  
**Key Mention:** Daniel Skay, head chef and operations manager of Manna

AdventHealth Castle Rock's Manna restaurant was featured for its reputation of providing delicious, affordable and award-winning food – in a hospital.



**AdventHealth EMS Hosting Toy Drive for Children**



**Media Type:** Local  
**Date:** Nov. 23  
**Key Mention:** AdventHealth Gordon

AdventHealth Gordon EMS partnered with a local volunteer organization to host an annual toy drive to ensure a merry Christmas for children in need.



**Media Type:** Local  
**Date:** Nov. 27  
**Key Mentions:** Kirk Erickson, lead researcher and director of translational neuroscience at the AdventHealth Neuroscience Institute

Erickson shared that the goal of the first-of-its-kind study, which the AdventHealth Neuroscience Institute will lead with the help of \$11 million from the National Institutes of Health, is to use data collected to project which people may be more likely to show cognitive declines. The story was also covered by the Orlando Business Journal and was featured on the AdventHealth and Central Florida Division newsrooms.

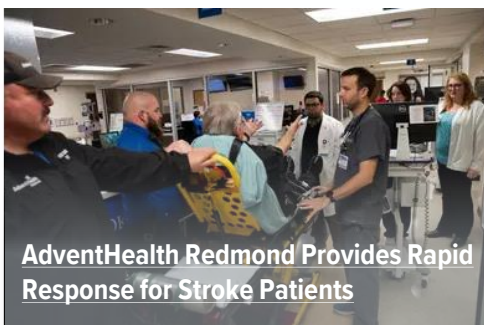


**AdventHealth Researcher Could Help Doctors Prescribe the Right Exercise to Battle Dementia**



**Media Type:** Local  
**Date:** Nov. 27  
**Key Mention:** Melody Wright, RN, BSN, AdventHealth Redmond stroke coordinator

The article highlighted how AdventHealth Redmond's "stroke box" – where patients are quickly assessed for stroke – has significantly improved treatment times, enabling the stroke team to deliver faster care than national standards.



**AdventHealth Redmond Provides Rapid Response for Stroke Patients**



**AdventHealth**

# AdventHealth November 2023 Media Snapshot



**Media Type:** Local  
**Date:** Nov. 27  
**Key Mention:** Sharon Line Clary, vice president of strategic marketing and communications for AdventHealth

Clary shared that the dazzling AdventHealth-sponsored holiday event, which includes talented artists and performers, is a unique, feel-whole experience for Central Florida families.



## Orlando Sentinel

**Media Type:** Local  
**Date:** Nov. 27  
**Key Mention:** Nadine Walker, executive director of women's services for AdventHealth Central Florida

As the push is on to get maternity hospitals Safe Sleep Certified, Walker shared that as research has advanced, understanding of safe sleeping practices has also evolved. AdventHealth for Women locations in Altamonte, Orlando, Celebration and Winter Park, as well as AdventHealth for Children, got certified this year.



**Media Type:** Local  
**Date:** Nov. 29  
**Key Mention:** David Weis, president/CEO for AdventHealth Daytona Beach

Signed by hundreds of team members, the final construction beam was installed on the 60-square-foot facility that will be home to a comprehensive array of medical specialties when it opens in spring 2024.



**Media Type:** Owned  
**Date:** Nov. 29  
**Key Mention:** Julie Sexton, executive director for AdventHealth Sports Medicine and Rehabilitation

Sexton joined Betsy Hughes, co-owner of Track Shack, to share with listeners how they can move their bodies to better health.



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# AdventHealth November 2023 Media Snapshot



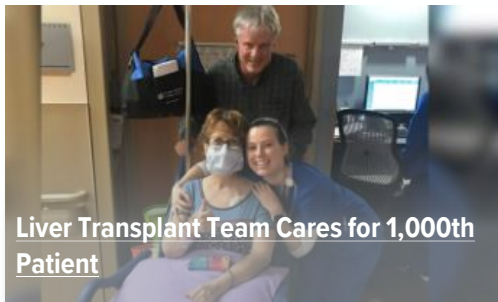
## Orlando Sentinel

**Media Type:** Local

**Date:** Nov. 29

**Key Mention:** Tim Hendrix, MD, medical director for AdventHealth Centra Care

The article noted that AdventHealth data showed a 30% increase in RSV cases at urgent care centers compared to the same time last year, with Dr. Hendrix sharing that it is also peak flu season. Express Healthcare Management also quoted Dr. Hendrix in an article about vaccination rates.



**Media Type:** Owned

**Date:** Nov. 30

**Key Mention:** Thomas Chin, MD, director of liver transplant at the AdventHealth Transplant Institute

The newsroom video about the milestone also shone a light on AdventHealth Transplant Institute's 716th patient who was cared for by a very special nurse – her daughter. Becker's Hospital Review also included coverage of the milestone.



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