

AdventHealth October 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: Oct. 1
Key Mention: Randy Haffner,
president and CEO of
AdventHealth Florida

Haffner was No. 1 in the Business category of the magazine's feature on the most powerful people in Orlando. Mentioning AdventHealth's investment in the community, it was noted that the organization underpins nearly a fifth of Central Florida's thriving economy.



Media Type: National
Date: Oct. 1
Key Mention: Vincent Hsu,
MD, infectious disease
specialist and infection control
officer for AdventHealth

Dr. Hsu, who was extensively quoted in the article that explored the connection between emerging infections and climate change, emphasized that health care has to be a part of the solution.



Media Type: Local
Date: Oct. 2
Key Mention: Cindy Poirier,
assistant vice president of
Women's and Children's at
AdventHealth Ocala

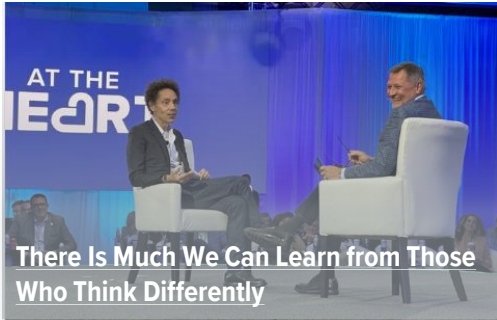
The AdventHealth Ocala team delivered the Turner family's third daughter in four years, all born on the same day, Sept. 3. The rare event was also covered by many other media outlets, including the Washington Post.



Media Type: Owned
Date: Oct. 2
Key Mention: Milly Rodriguez,
AdventHealth University
faculty and clinical director of
Hope Clinic

Faculty at AdventHealth University's Hope Clinic received national recognition for a yearlong study published in the American Journal of Occupational Therapy showing the positive impact of free long-term occupational therapy on low-income patients.

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LinkedIn

Media Type: Social
Date: Oct. 4
Key Mention: Terry Shaw,
president/CEO for
AdventHealth

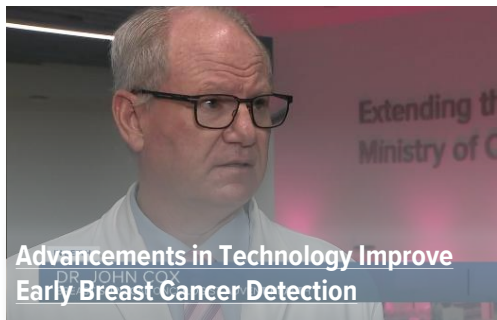
From a conversation with Malcolm Gladwell, Shaw shared that he was grateful for the reminder that staying curious and open is an intentional act that can lead to new ideas.



Medscape

Media Type: National
Date: Oct. 5
Key Mentions: Michele
Johnson, chief nursing officer
for AdventHealth Fish
Memorial

Johnson shared that the nursing pilot program at AdventHealth Fish Memorial was started to address workload intensity, and that one of the biggest rewards has been staff retention and job satisfaction.



abc ACTION NEWS WFTS TAMPA BAY

Media Type: Local
Date: Oct. 5
Key Mentions: John Cox, MD,
surgical oncologist at
AdventHealth Tampa

Dr. Cox shared that with advanced screening tools, better outcomes can be expected for breast cancer in the future.



CBS NEWS COLORADO

Media Type: Local
Date: Oct. 5
Key Mention: Jackie Cooper,
registered nurse at
AdventHealth Parker

A nurse at AdventHealth Parker Cancer Center for 10 years, Cooper continued to work and treat others while she was being treated. She said it feels good to be able to tell patients it's going to get better.



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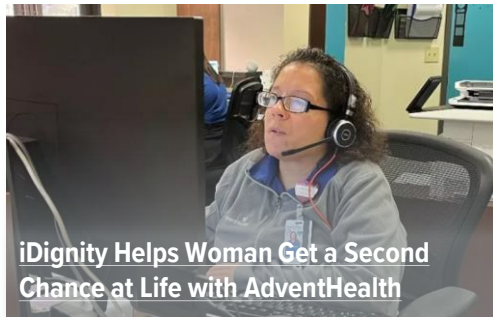


Hospital Celebrates Its Community Thrift Shop in DeLand



Media Type: Local
Date: Oct. 5
Key Mentions: Eric Lunde, president/CEO for AdventHealth DeLand

Elite Repeat Boutique, the auxiliary-run thrift shop that supports the hospital in DeLand, celebrated its 60th anniversary.



iDignity Helps Woman Get a Second Chance at Life with AdventHealth



Media Type: Owned
Date: Oct. 5
Key Mention: AdventHealth

With the help of iDignity, an AdventHealth community partner, Karelyn Rodriguez, who'd lost everything during the pandemic, got back on her feet and joined the AdventHealth team.

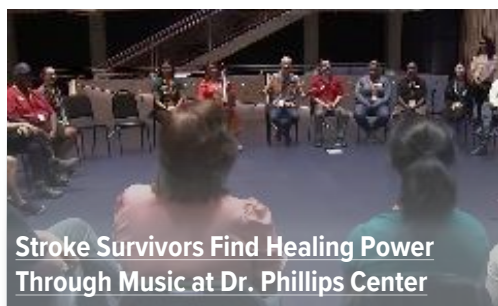


Foundation Gets Hospice Grant



Media Type: Local
Date: Oct. 5
Key Mention: Thor Thordarson, president/CEO of UChicago Medicine AdventHealth Great Lakes Region

Midwest Health Foundation was awarded a \$100,000 grant from Elea Institute for a charity hospice care program through UChicago Medicine AdventHealth St. Thomas Hospice in Hinsdale.



Stroke Survivors Find Healing Power Through Music at Dr. Phillips Center



Media Type: Local
Date: Oct. 6
Key Mention: Rich Moats, director of creative arts and music therapy for AdventHealth

The news segment showcased the partnership between AdventHealth and the Dr. Phillips Center to bring Strokestra, a program developed by the Royal Philharmonic Orchestra to help stroke survivors heal, to the area again for its only U.S. offering.

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Pink on Parade Raises Almost \$20,000 for AdventHealth Palm Coast Foundation



Media Type: Local
Date: Oct. 8
Key Mention: John Subers, foundation director at AdventHealth Palm Coast

The money raised will stay in Flagler County to help people get early detection screenings, cancer-related education materials and cancer diagnostic testing.



Doctors Hopeful Recently Approved Pill for Postpartum Depression Will Save Lives
DR. SHELLEY HOLMSTROM
ADVENTHEALTH



Media Type: Local
Date: Oct. 9
Key Mention: Shelly Holmstrom, MD, an ob-gyn at AdventHealth Tampa

Dr. Holmstrom called the new treatment for postpartum depression revolutionary and said that it will change the way the potentially life-threatening condition is treated.



Younger Women are Getting Breast Cancer, Local Doctor Says Solution is Nutrition



Media Type: Local
Date: Oct. 9
Key Mention: Amber Orman, MD, a radiation oncologist at AdventHealth Celebration and board-certified lifestyle medicine specialist

In a story spotlighting one of the first graduates of HEAL – Healthy Eating and Active Lifestyle – Dr. Orman shared how she combines nutrition strategy with traditional treatments — radiation and chemotherapy — in HEAL, a program she developed.



From Data to Diagnosis: AI in Healthcare



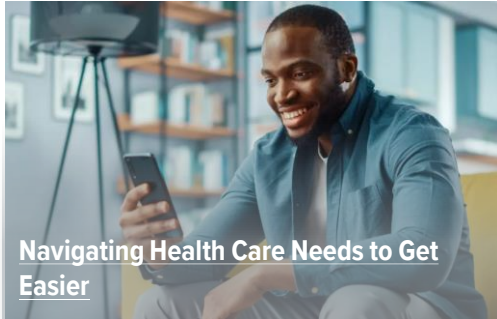
Media Type: National
Date: Oct. 10
Key Mentions: Rob Purinton, vice president of analytics & performance improvement at AdventHealth; David Sinclair, MD, chief medical officer for AdventHealth Daytona Beach

Dr. Sinclair and Purinton discussed how the various capabilities at AdventHealth's Daytona Beach locations are already benefiting from AI.



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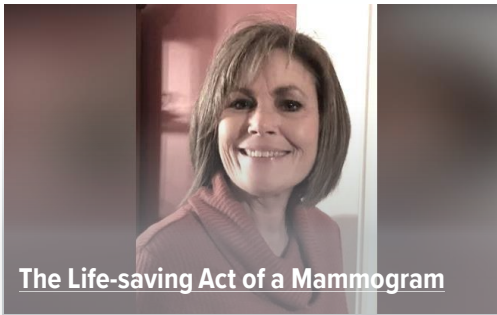
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LinkedIn

Media Type: Social
Date: Oct. 10
Key Mention: Terry Shaw, president/CEO for AdventHealth

Shaw shared that AdventHealth's #1 ranking on Gartner's Digital IQ Index serves to illustrate the importance of the health care system's ongoing work to make consumers' digital experience frictionless.



AdventHealth
Murray

Media Type: Owned
Date: Oct. 10
Key Mention: AdventHealth Gordon Cancer Center

Sherri Walls, a consumer access specialist at AdventHealth Murray, shared her story of having a lifesaving mammogram and overcoming breast cancer. The story was also featured in the Chatsworth Times.



AdventHealth
Manchester

Media Type: Owned
Date: Oct. 10
Key Mention: AdventHealth Manchester

AdventHealth Manchester received \$250,000 to aid in opioid treatment and recovery efforts in Clay County and will use the funding to expand its medication-assisted treatment program, which combines medication with counseling.



ORLANDO
BUSINESS JOURNAL

Media Type: Local
Date: Oct. 11
Key Mention: Parker Pridgen, president/CEO for AdventHealth Apopka

The article noted that AdventHealth Apopka has started to build out the fifth floor of the 120-bed hospital with 38 new acute care beds and four dialysis bays, which will bring the hospital to more than 158 beds. Becker's Hospital Review, La Prensa and the Apopka Chief also covered the expansion.

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BlueRidgeNow | Times-News

Media Type: Local

Date: Oct. 11

Key Mention: Brandon Nudd, president/CEO for AdventHealth Hendersonville

The state-of-the-art medical office building is designed to expand access to surgery and specialty care services in the community, as well as meet doctors' requests to have offices on the hospital campus.



Media Type: Local

Date: Oct. 11

Key Mention: Michele Axford, Child Life Specialist, AdventHealth for Children, AdventHealth Tampa

Children in AdventHealth Tampa's pediatric intensive care unit were surprised with a unique gift: virtual reality headsets from the Starlight Children's Foundation. The goal is help reduce stress and make hospital visits easier.



Media Type: Local

Date: Oct. 11

Key Mentions: AdventHealth Central Texas and AdventHealth Rollins Brook

Along with times for free vaccine clinics, the article also shared precautions for protecting against the flu. Another local station, FOX44 also shared information about the clinics.



Hospital Management

Media Type: National

Date: Oct. 12

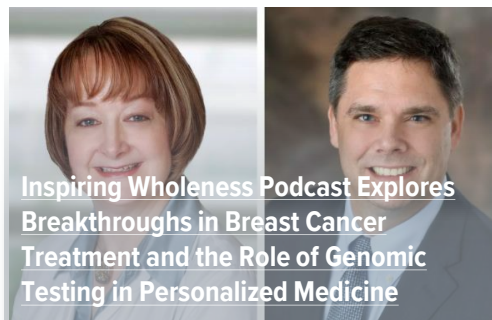
Key Mention: Brian Stiltz, CEO for AdventHealth's Primary Care Network

AdventHealth announced it will be partnering with value-based care enabler Wellvana for its Primary Care Network in Florida to provide comprehensive care for patients, improve outcomes and reduce health care expenses. Fierce Healthcare also covered the announcement.



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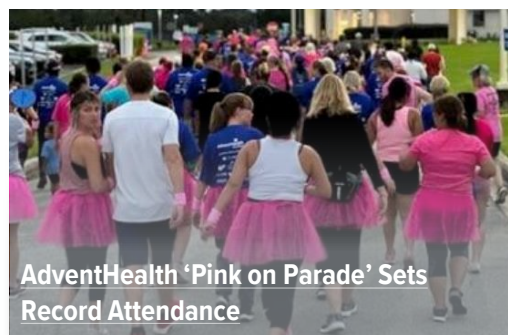
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Inspiring Wholeness Podcast Explores Breakthroughs in Breast Cancer Treatment and the Role of Genomic Testing in Personalized Medicine

Media Type: Podcast
Date: Oct. 12
Key Mentions: Lisa Minton, MD, general surgeon with AdventHealth Medical Group; Wes Walker, MD, director of genomics and personalized health at AdventHealth

Drs. Minton and Walker discussed breakthroughs in breast cancer research as well as the role of genomic testing in personalized medicine and preventive measures patients can take. The article linking to the podcast appeared on the Central Florida Division and AdventHealth newsrooms.



AdventHealth 'Pink on Parade' Sets Record Attendance



Media Type: Local
Date: Oct. 13
Key Mentions: Andrew Santos, chief operating officer at AdventHealth Sebring; Christen Johnson, hospital administrator at AdventHealth Wauchula

The 7th annual AdventHealth Sebring "Pink On Parade" event helped raise awareness, financially support the hospital's Breast Care Center with new technology needs, support breast cancer patients and their families, and purchase state-of-the-art equipment.



AdventHealth Gordon Earns Accreditation from American College of Radiology



Media Type: Local
Date: Oct. 14
Key Mentions: Kaycie Sutherland, radiology manager at AdventHealth Gordon

The AdventHealth Gordon radiology department received accreditation from the American College of Radiology – considered the gold standard in medical imaging – for the CT, MRI, ultrasound, breast ultrasound, mammography and nuclear medicine imaging departments.



Jobs for Those with Disabilities Bolster Our Economic Outlook

Orlando Sentinel

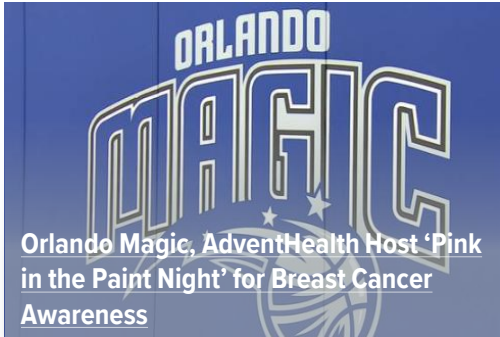
Media Type: Local
Date: Oct. 14
Key Mention: Doug Hilliard, chief financial officer for AdventHealth's Central Florida Division – South Region

In his op-ed piece, Hilliard shared his thoughts on how all of Florida benefits when disability employment is expanded.



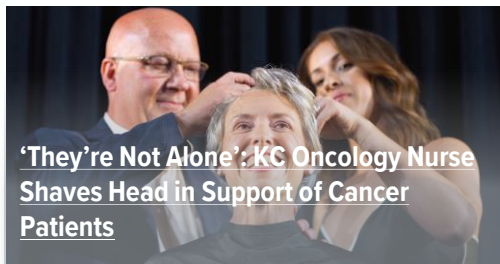
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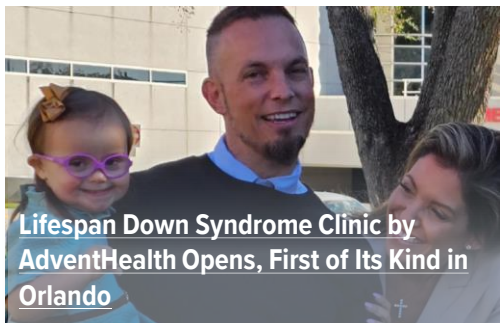
Media Type: Local
Date: Oct. 16
Key Mention: AdventHealth

Fans were encouraged to wear pink in honor of breast cancer awareness for the Orlando Magic vs. New Orleans Pelicans game, during which local breast cancer survivors and AdventHealth physicians were honored.



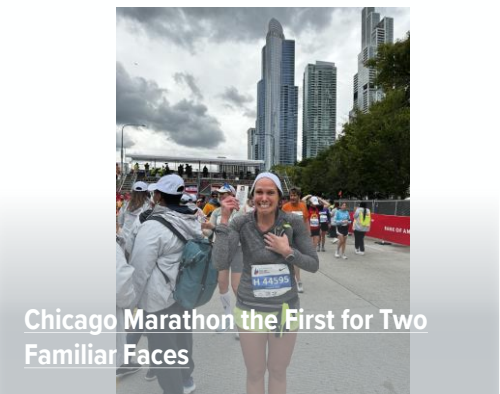
Media Type: Local
Date: Oct. 17
Key Mentions: AdventHealth Cancer Center Shawnee Mission

The article showcased Margaret Potter, an oncology nurse at AdventHealth Cancer Center in Kansas, who has shaved her head for the past 12 years to show support for her patients during Breast Cancer Awareness Month. Potter's story was also featured in the Shawnee Mission Post and Mid-America Outlook magazine.



Media Type: Local
Date: Oct. 18
Key Mention: Asef Mahmud, MD, an adult primary care physician at the Stella Tremonti Down Syndrome Clinic

AdventHealth opened the Stella Tremonti Down Syndrome Clinic, or SMILE, a first-of-its-kind, lifespan Down syndrome program in the Southeast U.S. The story was also featured on the Central Florida Division and AdventHealth newsrooms as well as internally on Connect and in several church publications.



Media Type: Local
Date: Oct. 18
Key Mentions: Laura Cronin, a nurse manager of NICU, pediatrics and lactation at UChicago Medicine Advent Health Hinsdale

For Cronin, one of two women featured in the article, the Chicago Marathon was not just a race; it was a heartfelt journey to pay homage to her late mother.



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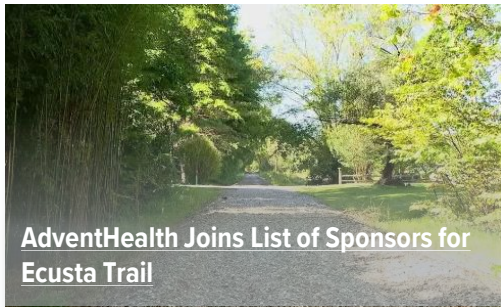


Nearer, My God, to Thee: Florida Christian Colleges Report Record Enrollment



Media Type: Local
Date: Oct. 18
Key Mention: Deena Slockett, interim provost at AdventHealth University

Slockett offered the perspective that, while AdventHealth University is providing academic rigor and clinical opportunities, there's also a transformative experience that happens at a Christian university.

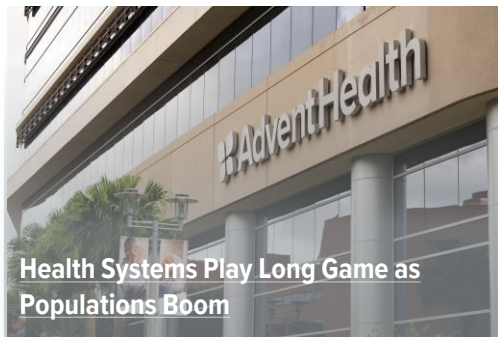


AdventHealth Joins List of Sponsors for Ecusta Trail



Media Type: Local
Date: Oct. 19
Key Mention: AdventHealth Hendersonville

AdventHealth Hendersonville's sponsorship of the 19.4-mile trail aligns with its promise to provide whole-person care – body, mind and spirit – both inside and outside of its health facilities across the region.

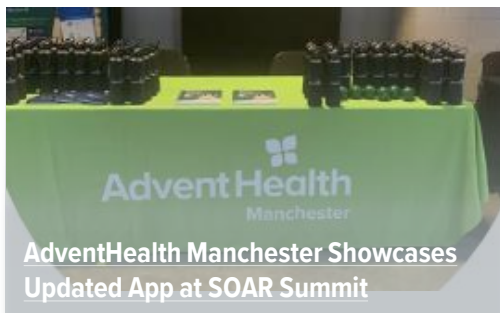


Health Systems Play Long Game as Populations Boom



Media Type: National
Date: Oct. 19
Key Mention: Randy Haffner, president/CEO of AdventHealth Florida

In the article talking about how hospital systems are planning to meet communities' changing needs, Haffner shared that AdventHealth has developed predictive models by service line to ensure that it stays in front of the growth curve.



AdventHealth Manchester Showcases Updated App at SOAR Summit



Media Type: Owned
Date: Oct. 19
Key Mention: AdventHealth Manchester

The AdventHealth App, which is designed to help consumers manage their wholeness journey, was showcased by AdventHealth Manchester at the 2023 Shaping Our Appalachian Region (SOAR) Summit.

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Bereavement Ceremony Sunday at AdventHealth Central Texas



Media Type: Local
Date: Oct. 19
Key Mention: AdventHealth Central Texas

AdventHealth Central Texas invited area families who have experienced the death of an infant or the loss of a pregnancy to a bereavement ceremony in honor of National Infant and Pregnancy Loss Awareness Month in October. The ceremony on Oct. 22 was covered by local news media.

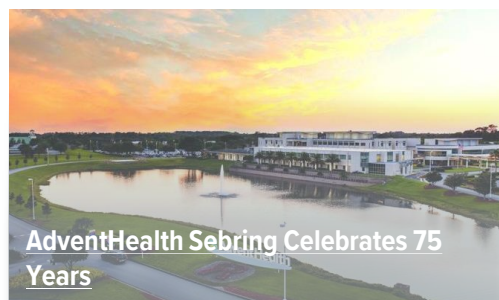


Jennie's Story: How Generosity and Kindness are Making a Difference



Media Type: Owned
Date: Oct. 19
Key Mentions: Gregory Ellis, executive director of mission and ministry for AdventHealth Central Florida Division

Jennie Campa, a communications coordinator with AdventHealth Foundation Central Florida, shared her personal experience with the Foundation's Hope Fund, an employee-supported program that helps team members amid unexpected financial crises.



AdventHealth Sebring Celebrates 75 Years



Media Type: Local
Date: Oct. 20
Key Mention: Jason Dunkel, president/CEO for AdventHealth Sebring

AdventHealth Sebring celebrated 75 years of "Health and Healing" with a homecoming celebration on the hospital campus, inviting the community to enjoy a night filled with music and history.



Opening of Winter Haven ER Intended to Keep Pace with Rapid Growth of City



Media Type: Local
Date: Oct. 23
Key Mentions: Tim Clark, president/CEO for the AdventHealth Polk Market

AdventHealth topped off its new emergency room, which is part of the planned 42-acre medical campus in Winter Haven. The Business Observer also featured the story.



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Media Type: Owned
Date: Oct. 23
Key Mention: Amber Orman, MD, radiation oncologist at AdventHealth Celebration and board-certified lifestyle medicine specialist

The article spotlighted the research of and recent media appearances by Dr. Orman to spread awareness about the role diet – specifically one that is plant-based – plays in the prevention of cancer.



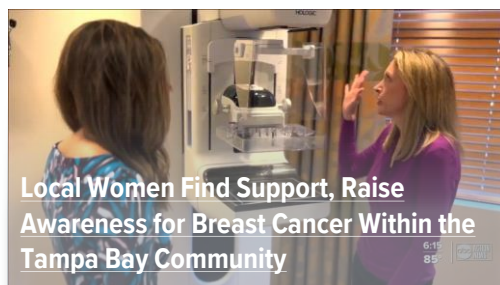
Media Type: Church
Date: Oct. 25
Key Mention: AdventHealth Porter

A recent graduate of AdventHealth University's Denver campus, Tera Khazanov shared how she learned to live and thrive despite her ADHD. The story also appeared on the AdventHealth Newsroom and internally on Connect.



Media Type: Owned
Date: Oct. 25
Key Mention: AdventHealth

AdventHealth was one of only 15 health systems in the U.S. to be recognized by Healthiest Employers on its list of the 2023 Healthiest 100 Workplaces in America.



Media Type: Local
Date: Oct. 26
Key Mention: Rachel Burke, MD, breast radiologist with AdventHealth West Florida

Dr. Burke shared that while women of color are in general less likely to be diagnosed with breast cancer than white women, when they are diagnosed, unfortunately, there is an unacceptable disparity in their survival rate.



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Media Type: Local
Date: Oct. 26
Key Mention: AdventHealth Waterman

The news segment featured Gracie DaSilva, an oncology social worker at AdventHealth Waterman Cancer Institute, and her breast cancer journey and the creation of a support group for Spanish speakers. DaSilva's story was also published on the Central Florida Division and AdventHealth newsrooms.



Media Type: Owned
Date: Oct. 26
Key Mentions: UChicago Medicine Advent Health

More than 200 volunteers teamed up to offer a wide variety of medical services as well as resources for continuing care at the free medical clinic held at a Western Springs high school.



Media Type: Church
Date: Oct. 27
Key Mentions: Branislav "Branko" Dedic, chaplain at AdventHealth St. Thomas Hospice in Hinsdale

The 78-year-old chaplain explained why after 52 years of service he still is not ready to retire: "I feel so blessed and called by God to do what I am doing, and I cannot imagine not being active." The story also appeared in the Lake Union Herald.



Media Type: Owned
Date: Oct. 31
Key Mention: Amat Parikh, MD, medical director for AdventHealth Manchester

AdventHealth Manchester started offering Tele-Critical Care Multi-Disciplinary Rounds, an innovative technology that allows for remote monitoring of ICU patients by highly trained intensivist physicians and critical care nurses.



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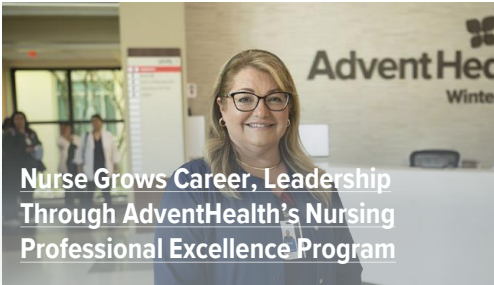


Media Type: Owned

Date: Oct. 31

Key Mention: Mohamedtaki Tejani, MD, medical director of the gastrointestinal oncology program at the AdventHealth Cancer Institute

Dr. Tejani and Amber Orman, MD, a radiation oncologist at AdventHealth Celebration, shared their perspectives on how the concerning trend of cancer in younger patients is related to lifestyle. Both doctors participated in a Becker's Healthcare podcast.



Media Type: Church

Date: October Issue

Key Mention: AdventHealth Winter Park

Registered nurse Betsy Conley shared how the Professional Excellence Program has helped her grow professionally as well as personally, with an ultimate goal to be a nurse educator.



Media Type: Local

Date: October

Key Mentions: George Everett, MD, academic chair, Internal Medicine Residency, AdventHealth Orlando; Deena Slockett, interim provost at AdventHealth University

Dr. Everett and Slockett shared their perspectives on the shortage of physicians and how important it is to bolster the pipeline of young talent with advanced educational opportunities and training.



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