



Holy Cross Health Media Coverage Report

November 13-26, 2024

Prepared by

PERSONA
GRANT

Holy Cross Health

November 13th 2024 to November 26th 2024

Generated on November 26th 2024 at 11:38 AM ET.

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COVERAGE REPORT

LINKS

5

UVM

5,281,442

Insights by

 similarweb

TOTAL AVE

\$59,503.33

ARTICLES

Holy Cross Partners In Breast Health Save Lives of Patients Who Cannot Afford Care (shared link to Westside Gazette)

<https://spotonflorida.com/southeast-florida/5504146/holy-cross-partners-in-breast-health.html>

Since 2011, the Holy Cross Health Partners in Breast Health (PIBH) program has provided outreach education, clinical breast exams, screening mammograms and diagnostic procedures for uninsured, lower income and minority women over...

MEDIA OUTLET Spot On Florida

PUBLISHED Nov. 13, 2024, midnight

SIMILARWEB UVM  4,184

COMSCORE UVM 

AUDIENCE

CAMPAIGN

AVE \$38.70

DOMAIN AUTHORITY  33

PAGE AUTHORITY  41

Holy Cross Health Begins Construction of Free-Standing Emergency Department in Deerfield Beach

By Carma Henry, Fort Lauderdale

<https://thewestsidegazette.com/holy-cross-health-begins-construction-of-free-standing-emergency-dep...>

The 25,000-square-foot medical facility will offer emergency services, diagnostic imaging, lab testing and more. Submitted by Paige Feigenbaum DEERFIELD BEACH, FL — Mallets shattered concrete blocks marking the “ceremonial groundbreaking” of the Holy Cross Health Free-Standing Emergency Department (FSED) in Deerfield Beach, only the second in Broward County.

MEDIA OUTLET The Westside Gazette

PUBLISHED Nov. 13, 2024, 11:09 a.m.

SIMILARWEB UVM  8,609

COMSCORE UVM 

AUDIENCE 29,600

CAMPAIGN

AVE \$79.63

DOMAIN 49

AUTHORITY MOZ

PAGE 48
AUTHORITY MOZ

Holy Cross Partners In Breast Health Save Lives of Patients Who Cannot Afford Care

By Carma Henry, Fort Lauderdale

<https://thewestsidegazette.com/holy-cross-partners-in-breast-health-save-lives-of-patients-who-cann...>

Submitted by Paige Feigenbaum FORT LAUDERDALE, FL — Since 2011, the Holy Cross Health Partners in Breast Health (PIBH) program has provided outreach education, clinical breast exams, screening mammograms and diagnostic procedures for uninsured, lower income and minority women over the age of 40 in Broward County who lack access to healthcare services and who are living at or below 200% of the federal poverty level.

MEDIA OUTLET The Westside Gazette

PUBLISHED Nov. 13, 2024, 12:21 p.m.

SIMILARWEB UVM  8,609

COMSCORE UVM 

AUDIENCE 29,600

CAMPAIGN

AVE \$79.63

DOMAIN AUTHORITY MOZ 49

PAGE AUTHORITY MOZ 48

Free-standing ED in Deerfield Beach


By Brian Bandell


<https://pierson-grant-pr.muckrack.com/link/eslSk3/historic-miami-beach-hotel-could-be-rebuilt-with-...>

By the Numbers: 25,000 square feet Size of free-standing emergency room that Holy Cross Hospital broke ground on in Deerfield Beach

MEDIA OUTLET South Florida Business Journal

PUBLISHED Nov. 17, 2024, midnight

SIMILARWEB UVM  Data Not Applicable

COMSCORE UVM  Data Not Applicable

AUDIENCE 16,383

CAMPAIGN Data Not Applicable

AVE \$10,650.00

DOMAIN AUTHORITY MOZ Data Not Applicable

PAGE AUTHORITY MOZ Data Not Applicable

Free-standing ED in Deerfield Beach



By Brian Bandell

MEDIA OUTLET South Florida Business Journal

PUBLISHED Nov. 17, 2024,

<https://www.bizjournals.com/southflorida/news/2024/11/17/deauville-hotel-miami-beach-condo-rebuilt...>

By the Numbers: 25,000 square feet Size of free-standing emergency room that Holy Cross Hospital broke ground on in Deerfield Beach

	midnight
SIMILARWEB UVM 	5,260,040
COMSCORE UVM 	9,080,326
AUDIENCE	16,383
CAMPAIGN	
AVE	\$48,655.37
DOMAIN AUTHORITY <small>MOZ</small>	91
PAGE AUTHORITY <small>MOZ</small>	48

The following clips
were not recorded
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Holy Cross Partners In Breast Health Save Lives of Patients Who Cannot Afford Care

Submitted by
Paige Feigenbaum

FORT LAUDERDALE, FL – Since 2011, the Holy Cross Health Partners in Breast Health (PIBH) program has provided outreach education, clinical breast exams, screening mammograms and diagnostic procedures for uninsured, lower income and minority women over the age of 40 in Broward County who lack access to healthcare services and who are living at or below 200% of the federal poverty level.

The goal of PIBH is to reduce late-stage breast cancer diagnosis and decrease death in minority populations. According to the American Cancer Society, Black women who are diagnosed with breast cancer have a 38% higher mortality rate than white women mostly due to later diagnosis and less access to high-quality healthcare. In fact, Black women have the lowest survival rate for every known stage of breast cancer.

Two patients who credit PIBH for enabling them to receive lifesaving diagnosis and treatment are Romelia Catarino of Fort Lauderdale and northwest Broward County resident Beatriz Rodriguez.

Catarino first noticed a small rash on her chest and initially used natural creams to treat what she thought was a skin irritation. One to two months later, it grew and became increasingly painful. Growing concerned,



Romelia Catarino with her husband Baudilio and Skarleth Kauffmann, R.N., MSN, Breast Health Navigator.

her husband brought her to a doctor at a community clinic, which is where the 58-year-old was told about PIBH. It turns out the rash was a sign of breast cancer. Catarino is receiving chemotherapy infusions at the Michael and Dianne Bienes Comprehensive Cancer Center at Holy Cross Health.

"I wouldn't be able to have care if it wasn't for the PIBH program and charity," Catarino said. "They've guided me and helped me since day one. I'm so grateful."

Rodriguez felt a lump in one of her breasts, so she made her appointment for an annual mammogram. She was diagnosed with breast cancer and was scared for her future. Rodriguez underwent surgery and received infusions and radiotherapy.

"I couldn't have done all the treatment and care if it wasn't for the Holy Cross Partners in Breast Health,"

Rodriguez said. "Besides my family, the staff from the Holy Cross Health Cancer Center and Skarleth Kauffmann from Partners in Breast Health were my main support. I am forever grateful."

Although Breast Cancer Awareness Month has drawn to a close, PIBH is available year-round for those who meet the program's criteria. Uninsured symptomatic women who are younger than 40 also qualify for PIBH. The program includes follow up to assist patients with additional diagnostics, treatment and special needs. To learn more about PIBH, go to holy-cross.com or call 954-294-0582 or 954-542-1652.

Holy Cross Health has also extended their Breast Cancer Awareness Month special to include the entire month of November for uninsured patients. For a discounted rate of \$100, patients can receive

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SOUTH FLORIDA BUSINESS JOURNAL

SOUTH FLORIDA BUSINESS JOURNAL • November 15-21, 2024, Vol. 45, No. 18 • \$4.50

Breaking Ground



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BY THE NUMBERS

25K sq. ft.

Size of free-standing
emergency room that Holy
Cross Hospital broke ground
on in Deerfield Beach

Pg. 4 <https://www.bizjournals.com/southflorida/digital-edition/issue/41790>