



Holy Cross Health Media Coverage Report

September 17-October 1, 2024

Prepared by




Holy Cross Health

September 17th 2024 to October 1st 2024

Generated on October 1st 2024 at 3:54 PM ET.

MUCK RACK

COVERAGE REPORT





LINKS	UVM	TOTAL AVE
18	446,245,213	\$4,127,768.2
	Insights by	3
		

ARTICLES

Internal Medicine Physician Rafael Gutierrez, M.D. Joins Holy Cross Medical Group

By None




<https://www.citybiz.co/article/602225/internal-medicine-physician-rafael-gutierrez-m-d-joins-holy-c...>

MEDIA OUTLET	citybiz
PUBLISHED	Sept. 18, 2024, midnight
SIMILARWEB UVM 	35,578
COMSCORE UVM 	
AUDIENCE	
CAMPAIGN	
AVE	\$329.10
DOMAIN AUTHORITY 	43
PAGE AUTHORITY 	46

Internal Medicine Physician Rafael Gutierrez, M.D. Joins Holy Cross

By None

<https://patch.com/florida/boca-raton/internal-medicine-physician-rafael-gutierrez-m-d-joins-holy-cr...>

MEDIA OUTLET	Patch
PUBLISHED	Sept. 18, 2024, midnight
SIMILARWEB UVM 	9,371,490
COMSCORE UVM 	12,026,389
AUDIENCE	
CAMPAIGN	
AVE	\$86,686.28
DOMAIN AUTHORITY 	91

PAGE 70
AUTHORITY MOZ

Holy Cross Medical Group Welcomes Breast Surgical Oncologist Anouchka Coste, D.Do.

By Carma Henry, Fort Lauderdale

<https://thewestsidegazette.com/holy-cross-medical-group-welcomes-breast-surgical-oncologist-anouchk...>

FLORIDA, FL – Breast surgical oncologist Anouchka Coste, D.O. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. She focuses on breast cancer, benign breast disease and providing care to women who are at high-risk for developing breast cancer.

MEDIA OUTLET The Westside Gazette

PUBLISHED Sept. 18, 2024, 1:07 p.m.

SIMILARWEB UVM  8,638

COMSCORE UVM 

AUDIENCE 29,600

CAMPAIGN

AVE \$79.90

DOMAIN AUTHORITY MOZ 50

PAGE AUTHORITY MOZ 47

INTERNAL MEDICINE PHYSICIAN RAFAEL GUTIERREZ, M.D. JOINS HOLY CROSS MEDICAL GROUP

<https://southfloridahospitalnews.com/internal-medicine-physician-rafael-gutierrez-m-d-joins-holy-cr...>

MEDIA OUTLET South Florida Hospital News

PUBLISHED Sept. 19, 2024, midnight

SIMILARWEB UVM  15,723

COMSCORE UVM 

AUDIENCE

CAMPAIGN

AVE \$145.44

DOMAIN AUTHORITY MOZ 39

PAGE AUTHORITY MOZ 46

HOLY CROSS MEDICAL GROUP WELCOMES INTERNAL MEDICINE PHYSICIAN SHILPA RAVAL, D.O.

<https://southfloridahospitalnews.com/holy-cross-medical-group-welcomes-internal-medicine-physician-...>

MEDIA OUTLET South Florida Hospital News

PUBLISHED Sept. 20, 2024, midnight

SIMILARWEB 15,723

UVM 

COMSCORE
UVM 

AUDIENCE

CAMPAIGN

AVE \$145.44

DOMAIN
AUTHORITY MOZ 39

PAGE
AUTHORITY MOZ 46


Internal Medicine Physician Shilpa Raval, D.O. Joins Holy Cross

By None

<https://patch.com/florida/boca-raton/internal-medicine-physician-shilpa-raval-d-o-joins-holy-cross-...>

MEDIA OUTLET Patch

PUBLISHED Sept. 20, 2024,
midnight

SIMILARWEB
UVM  9,371,490

COMSCORE
UVM  12,026,389

AUDIENCE

CAMPAIGN

AVE \$86,686.28

DOMAIN
AUTHORITY MOZ 91

PAGE
AUTHORITY MOZ 70

Holy Cross Medical Group Welcomes Internal Medicine Physician Shilpa Raval, D.O.

By Kevin Parker

<https://www.citybiz.co/article/603253/holy-cross-medical-group-welcomes-internal-medicine-physician...>

Internal medicine physician Shilpa Raval, D.O. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. Her focus areas include adult medicine, annual wellness visits, primary prevention, pre-operative evaluation, chronic disease management and hospital discharge follow-up.

MEDIA OUTLET citybiz

PUBLISHED Sept. 20, 2024,
4:52 p.m.

SIMILARWEB
UVM  35,578

COMSCORE
UVM 

AUDIENCE

CAMPAIGN

AVE \$329.10

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PAGE 46

AUTHORITY MOZ

Holy Cross Medical Group Welcomes Internal Medicine Physician Shilpa Raval, D.O.

<https://communitynewspapers.com/featured/holy-cross-medical-group-welcomes-internal-medicine-physic...>

Internal medicine physician Shilpa Raval, D.O. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. Her focus areas include adult medicine, annual wellness visits, primary prevention, pre-operative evaluation, chronic disease management and hospital discharge follow-up.

MEDIA OUTLET Miami's Community Newspapers

PUBLISHED Sept. 23, 2024, 11:32 a.m.

SIMILARWEB UVM  27,938

COMSCORE UVM 

AUDIENCE

CAMPAIGN

AVE \$258.43

DOMAIN AUTHORITY MOZ 57

PAGE AUTHORITY MOZ 53

Research Is Crucial To The Improvement Of Breast Care: Holy Cross Medical Group Welcomes Breast Surgical Oncologist Anouchka Coste, D.O.

By None

<https://www.southfloridasuntimes.com/news/research-is-crucial-to-the-improvement-of-breast-care:-ho...>

MEDIA OUTLET South Florida Sun Times

PUBLISHED Sept. 26, 2024, midnight

SIMILARWEB UVM  6,078

COMSCORE UVM 

AUDIENCE

CAMPAIGN

AVE \$56.22

DOMAIN AUTHORITY MOZ 20

PAGE AUTHORITY MOZ 29

Health roundup: Holy Cross Health now offers a new treatment for atrial fibrillation (shared Sun Sentinel article)

<https://wealthcreationinvesting.com/health-news/high-cholesterol-isnt-always-a-bad-thing-new-study-...>



Earlier this month, the cardiology team at Holy Cross Health in Fort Lauderdale

MEDIA OUTLET Wealth Creation Investing

PUBLISHED Sept. 26, 2024, midnight

SIMILARWEB 2,908

performed its first procedure with the newly approved FARAPULSE Pulsed Field Ablation (PFA) System to treat a patient with atrial fibrillation, the most common type of heart arrhythmia. An estimated 38 million people globally have atrial fibrillation. "Instead of using cold or heat energy, the FARAPULSE PFA System uses short bursts of high energy targeting the heart tissue, which will lead to a normal rhythm," said Adrienne Wolfson, executive director of nursing administration at Holy Cross Health. "It's safer and faster than conventional ablations." In a 12-month randomized clinical trial, researchers found the FARAPULSE PFA System to be as safe and effective as conventional thermal ablation. It also had benefits. For example, the procedure could be performed quicker, the risks associated with thermal ablation were minimized, and physicians' learning curves for operating the equipment were shorter. "This new technology gives us the ability to increase our procedure volume in a safer, more efficient way," said Dani Echarte, nurse manager of the Holy Cross Health Heart and Vascular Program. "We are excited to be able to accommodate our patients and the community by using PFA, which is currently only offered in selective hospital systems."



UVM 	
COMSCORE	
UVM 	
AUDIENCE	
CAMPAIGN	
AVE	\$26.90
DOMAIN AUTHORITY <small>MOZ</small>	27
PAGE AUTHORITY <small>MOZ</small>	37

Health roundup: Holy Cross Health now offers a new treatment for atrial fibrillation

By Cindy Krischer Goodman

<https://www.sun-sentinel.com/2024/09/26/high-cholesterol-isnt-always-a-bad-thing-new-study-finds/>

Earlier this month, the cardiology team at Holy Cross Health in Fort Lauderdale performed its first procedure with the newly approved FARAPULSE Pulsed Field Ablation (PFA) System to treat a patient with atrial fibrillation, the most common type of heart arrhythmia. An estimated 38 million people globally have atrial fibrillation. Holy Cross Health is using FARAPULSE Pulsed Field Ablation to treat patients with atrial fibrillation (Holy Cross Health/Courtesy) "Instead of using cold or heat energy, the FARAPULSE PFA System uses short bursts of high energy targeting the heart tissue, which will lead to a normal rhythm," said Adrienne Wolfson, executive director of nursing administration at Holy Cross Health. "It's safer and faster than conventional ablations." In a 12-month randomized clinical trial, researchers found the FARAPULSE PFA System to be as safe and effective as conventional thermal ablation. It also had benefits. For example, the procedure could be performed quicker, the risks associated with thermal ablation were minimized, and physicians' learning curves for operating the equipment were shorter. "This new technology gives us the ability to increase our procedure volume in a safer, more efficient way," said Dani Echarte, nurse manager of the Holy Cross Health Heart and Vascular Program. "We are excited to be able to accommodate our patients and the community by using PFA, which is currently only offered in selective hospital systems."



MEDIA OUTLET	South Florida Sun Sentinel
PUBLISHED	Sept. 26, 2024, midnight
SIMILARWEB UVM 	1,499,951
COMSCORE UVM 	2,837,011
AUDIENCE	82,121
CAMPAIGN	
AVE	\$13,874.55
DOMAIN AUTHORITY <small>MOZ</small>	88
PAGE AUTHORITY <small>MOZ</small>	62

Health roundup: Holy Cross Health now offers a new treatment for atrial fibrillation (shared Sun Sentinel article)

By Cindy Krischer Goodman

<https://www.yahoo.com/news/high-cholesterol-isn-t-always-080000643.html>

Earlier this month, the cardiology team at Holy Cross Health in Fort Lauderdale performed its first procedure with the newly approved FARAPULSE Pulsed Field Ablation (PFA) System to treat a patient with atrial fibrillation, the most common type of heart arrhythmia. An estimated 38 million people globally have atrial fibrillation. "Instead of using cold or heat energy, the FARAPULSE PFA System uses short bursts

MEDIA OUTLET	Yahoo
PUBLISHED	Sept. 27, 2024, midnight
SIMILARWEB UVM 	425,854,118
COMSCORE UVM 	197,440,048
AUDIENCE	


of high energy targeting the heart tissue, which will lead to a normal rhythm," said Adrienne Wolfson, executive director of nursing administration at Holy Cross Health. "It's safer and faster than conventional ablations." In a 12-month randomized clinical trial, researchers found the FARAPULSE PFA System to be as safe and effective as conventional thermal ablation. It also had benefits. For example, the procedure could be performed quicker, the risks associated with thermal ablation were minimized, and physicians' learning curves for operating the equipment were shorter. "This new technology gives us the ability to increase our procedure volume in a safer, more efficient way," said Dani Echarte, nurse manager of the Holy Cross Health Heart and Vascular Program. "We are excited to be able to accommodate our patients and the community by using PFA, which is currently only offered in selective hospital systems."

CAMPAIGN	
AVE	\$3,939,150.59
DOMAIN AUTHORITY <small>MOZ</small>	93
PAGE AUTHORITY <small>MOZ</small>	79

SURGICAL ONCOLOGIST JOSHUA SHAW, M.D., MPA, FASC JOINS HOLY CROSS MEDICAL GROUP

By None

<https://southfloridahospitalnews.com/surgical-oncologist-joshua-shaw-m-d-mpa-fasc-joins-holy-cross-...>

MEDIA OUTLET	South Florida Hospital News
PUBLISHED	Oct. 1, 2024, midnight
SIMILARWEB UVM 	15,723

COMSCORE UVM 	
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AUDIENCE	
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CAMPAIGN	
AVE	\$145.44
DOMAIN AUTHORITY <small>MOZ</small>	39
PAGE AUTHORITY <small>MOZ</small>	46

HOLY CROSS MEDICAL GROUP WELCOMES BREAST SURGICAL ONCOLOGIST ANOUCHKA COSTE, DO

By None

<https://southfloridahospitalnews.com/holy-cross-medical-group-welcomes-breast-surgical-oncologist-a...>

MEDIA OUTLET	South Florida Hospital News
PUBLISHED	Oct. 1, 2024, midnight
SIMILARWEB UVM 	15,723

COMSCORE UVM 	
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AUDIENCE	
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CAMPAIGN	
AVE	\$145.44
DOMAIN AUTHORITY <small>MOZ</small>	39
PAGE AUTHORITY <small>MOZ</small>	46

AUTHORITY MOZ

WINNING IS QUITTING WHEN IT COMES TO SMOKING

By None

<https://southfloridahospitalnews.com/winning-is-quitting-when-it-comes-to-smoking/>

MEDIA OUTLET South Florida Hospital News

PUBLISHED Oct. 1, 2024, midnight

SIMILARWEB UVM  15,723

COMSCORE UVM 

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CAMPAIGN

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DOMAIN AUTHORITY MOZ 39

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HOLY CROSS MEDICAL GROUP WELCOMES INTERNAL MEDICINE PHYSICIANS

By None

<https://southfloridahospitalnews.com/holy-cross-medical-group-welcomes-internal-medicine-physicians/>

MEDIA OUTLET South Florida Hospital News

PUBLISHED Oct. 1, 2024, midnight

SIMILARWEB UVM  15,723

COMSCORE UVM 

AUDIENCE

CAMPAIGN

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DOMAIN AUTHORITY MOZ 39

PAGE AUTHORITY MOZ 46

HOLY CROSS HEALTH ER NURSES DELIVER REMARKABLE CARE

By None

<https://southfloridahospitalnews.com/holy-cross-health-er-nurses-deliver-remarkable-care/>

MEDIA OUTLET South Florida Hospital News

PUBLISHED Oct. 1, 2024, midnight

SIMILARWEB UVM  15,723

COMSCORE
UVM 

AUDIENCE

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DOMAIN
AUTHORITY MOZ 39

PAGE
AUTHORITY MOZ 46


Surgical Oncologist Dr. Joshua Shaw Joins Holy Cross Medical Group

By Paige Feigenbaum

<https://patch.com/florida/boca-raton/surgical-oncologist-dr-joshua-shaw-joins-holy-cross-medical-gr...>

MEDIA OUTLET Patch

PUBLISHED Oct. 1, 2024,
2:31 p.m.

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UVM  12,026,389

AUDIENCE

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AVE \$86,686.28

DOMAIN
AUTHORITY MOZ 91

PAGE
AUTHORITY MOZ 70

The following clips
were not recorded
by MuckRack.

*Pleading our cause & connecting our people since 1971***WESTSIDE GAZETTE***Broward County's Oldest and Largest African American Owned and Operated Newspaper***WWW.THEWESTSIDEGAZETTE.COM**www.thewestsidegazette.com*Deeply Rooted*

SEPTEMBER 19 - SEPTEMBER 25, 2024 • PAGE 5

Holy Cross Medical Group Welcomes Breast Surgical Oncologist Anouchka Coste, D.Do.

**Anouchka Coste***(Photo Credit: Holy Cross Health)*

FLORIDA, FL – Breast surgical oncologist Anouchka Coste, D.O. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. She focuses on breast cancer, benign breast disease and providing care to women who are at high-risk for developing breast cancer.

With advanced expertise in techniques such as hidden scar lumpectomies utilizing oncoplastic techniques, nipple- and skin-sparing mastectomies, nipple delay procedures, aesthetic flat closure mastectomy, Goldilocks mastectomy and axillary surgery, Dr. Coste is committed to achieving the best possible cosmetic outcomes for her patients while ensuring comprehensive care.

She has a particular interest in treating women with pathogenetic mutations, triple-negative breast cancer and performing oncoplastic surgery for breast conservation. She is passionate on addressing healthcare disparities affecting Black and Hispanic women in breast cancer care. Her approach includes preventative measures, emphasizing the importance of exercise and stress relief. Additionally, she is well-versed in the use of various localization techniques and is well versed on performing breast-conserving measures

for breast cancer surgeries, which allow comfort and convenience for the patient and more precision in the operating room.

Prior to joining Holy Cross Health, Dr. Coste was a breast surgical oncologist at Minimally Invasive Center for Women in Boca Raton, Florida.

A Florida native, Dr. Coste graduated magna cum laude from the University of Central Florida in Orlando with a Bachelor of Science in Molecular Microbiology. She continued her education at A.T. Still University School of Osteopathic Medicine in Mesa, Arizona where she graduated as a member of the Sigma Sigma Phi honor society. She completed her general surgery training at New York Medical College Wyckoff Heights Medical Center in Brooklyn. During her residency, she was awarded a T-32 Research Grant and completed a research Fellowship in Surgical

Continue reading online at:
thewestsidegazette.com

<https://thewestsidegazette.com/holy-cross-medical-group-welcomes-breast-surgical-oncologist-anouchka-coste-d-do/>

Thu, Sep 19

Humid; a p.m. t-storm or two

High 93°

Low 73°

NEIGHBOR NEWS

Internal Medicine Physician Rafael Gutierrez, M.D. Joins Holy Cross

Posted by Paige Feigenbaum

[Read more »](#)

<https://patch.com/florida/boca-raton/internal-medicine-physician-rafael-gutierrez-m-d-joins-holy-cross-nodx>

SEPTEMBER 19, 2024

South Florida Hospital News and Healthcare Report
a Healthcare Media Company
Charles Felix
Publisher/ Owner

TODAY'S FEATURE ARTICLES



Internal Medicine Physician Rafael Gutierrez, M.D. Joins Holy Cross Medical Group

September 18, 2024 – Rafael Gutierrez, M.D. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. As an internal medicine physician, he focuses on adult medicine, annual wellness visits, primary prevention, pre-operative evaluation and chronic disease management.

Dr. Gutierrez recently completed the Holy Cross Health and University of Miami Miller School of Medicine Internal Medicine Residency Program and was elected as a class representative for the Graduate Medical Education Committee in 2022. He has served as a volunteer providing medical care to underserved populations at Light of the World Clinic in Oakland Park, Florida and with Medical Volunteers of UC, a student organization run through the University of Cincinnati. He also served as a medical assistant at Duke University Hospital in Durham, North Carolina.

Dr. Gutierrez earned his Doctor of Medicine from the University of Cincinnati, where he graduated from the Geriatric Medicine Student Scholars Program and was the Latino Medical Association Club leader. He's given presentations on chronic kidney disease, as well as diabetes and nutrition education in the Latino community. At the University of North Carolina at Chapel Hill he earned his Bachelor of Science degree in biology, graduating with honors, and associate of arts degree in biology, graduating with high honors from the Honors College Program.

[**READ MORE**](#)

<https://southfloridahospitalnews.com/internal-medicine-physician-rafael-gutierrez-m-d-joins-holy-cross-medical-group/>

Mon, Sep 23

Sunny to partly cloudy High 89° Low 77°

NEIGHBOR NEWS

Internal Medicine Physician Shilpa Raval, D.O. Joins Holy Cross

Posted by Paige Feigenbaum

[Read more »](#)

<https://patch.com/florida/boca-raton/internal-medicine-physician-shilpa-raval-d-o-joins-holy-cross-nodx>

SEPTEMBER 23, 2024

South Florida Hospital News and Healthcare Report
a Healthcare Media Company
Charles Felix
Publisher/ Owner



Holy Cross Medical Group Welcomes Internal Medicine Physician Shilpa Raval, D.O.

September 20, 2024– Internal medicine physician Shilpa Raval, D.O. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. Her focus areas include adult medicine, annual wellness visits, primary prevention, pre-operative evaluation, chronic disease management and hospital discharge follow-up.

Prior to joining Holy Cross, Dr. Raval completed her residency at Broward Health Medical Center in Fort Lauderdale, a 716-bed level one trauma center. During her residency, she gained valuable experience treating patients in the Intensive Care Unit in addition to overseeing a team of up to three interns caring for 20 patients at once.

Dr. Raval earned her Bachelor of Science in Neuroscience and Behavioral Biology from Emory University in Atlanta, Georgia. She then received her Master of Science in Biomedical Sciences and Doctor of Osteopathic Medicine from Philadelphia College of Osteopathic Medicine-Georgia in Suwanee, Georgia. While in medical school, she volunteered with Medical Students for Masks ATL, raising more than \$15,000 worth of personal protective equipment for healthcare workers across the state of Georgia. She also volunteered at the Ashley Station Health Fair to perform health screenings for senior citizens.

[READ MORE](#)

<https://southfloridahospitalnews.com/holy-cross-medical-group-welcomes-internal-medicine-physician-shilpa-raval-d-o/>



GREATER FORT LAUDERDALE CHAMBER OF COMMERCE

CHAMBER
CONNECTION

Weekly Events & News Update

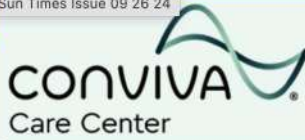
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Dr. Raval earned her...[Click Here for Full Story](#)



Senior-focused primary care that makes you feel heard, not hurried, 5A

Aventura Library Happenings.....	10A	Hollywood.....	11A
Classified.....	12A	Kids Got Talent Competition.....	9A
Dental Options.....	2A	Notice Of Public Sale.....	7A-8A
Hallandale Beach.....	11A	Start The Fun On BCT.....	4A



Sun Times Issue 09 26 24

Research Is Crucial To The Improvement Of Breast Care

Holy Cross Medical Group Welcomes Breast Surgical Oncologist Anouchka Coste, D.O.



Breast Surgical Oncologist Anouchka Coste, D.O.

Breast Surgical Oncologist Anouchka Coste, D.O. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. She focuses on Breast Cancer, Benign Breast Disease and providing care to women who are at high-risk for developing Breast Cancer.

With advanced expertise in techniques such as hidden Scar Lumpectomies utilizing Oncoplastic Techniques, Nipple-and Skin-Sparing Mastectomies, Nipple Delay Procedures, Aesthetic Flat Closure Mastectomy, Goldlocks Mastectomy and Axillary Surgery, Dr. Coste is committed to achieving the best possible cosmetic outcomes for her patients while ensuring comprehensive care.

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Black and Hispanic women in Breast Cancer Care. Her approach includes preventative measures, emphasizing the importance of Exercise and Stress Relief. Additionally, she is well-versed in the use of various localization techniques and is well versed on performing Breast-Conserving Measures for Breast Cancer Surgeries, which allow comfort and convenience for the patient and more precision in the operating room.

Prior to joining Holy Cross Health, Dr. Coste was a Breast Surgical Oncologist at Minimally Invasive Center for Women in Boca Raton, Florida. A Florida native, Dr. Coste graduated Magna Cum Laude from the University of Central Florida in Orlando with a Bachelor of Science in Molecular Microbiology. She continued her education at A.T. Still University School of Osteopathic Medicine in Mesa, Arizona where she graduated as a member of the Sigma Sigma Phi Honor Society. She completed her General Surgery Training at New York Medical College Wyckoff

Heights Medical Center in Brooklyn. During her Residency, she was awarded a T-32 Research Grant and completed a Research Fellowship in Surgical Oncology at Montefiore Albert Einstein College of Medicine in Bronx, New York. There, she conducted Vivo Research with a Multi-Photon Microscope to study Metastatic Breast and Melanoma Cancer and performed Thoracic Survival Surgeries for murine models. She completed her Breast Surgical Oncology Fellowship at the University of California Los Angeles.

Dr. Coste believes that Continuing Education and Research are crucial to the improvement of Breast Care. She has authored several peer-reviewed articles on the Tumor Microenvironment in Breast Cancer and has presented her Research on the topic of Metastatic Breast Cancer at several national meetings. She's contributed to several published articles on topics including Occult Breast Cancer and surgical outcomes in patients with Triple Negative Breast Cancer treated with

Immunotherapy and Surgeon-Performed US-Guided Localization for Breast Conservation Procedures. Her Clinical Research interests include improving outcomes in underserved populations and improving surgical outcomes on those who receive Neoadjuvant Chemotherapy.

Dr. Coste is an active member of various professional organizations including the National Consortium of Breast Centers, American Society of Breast Surgeons, Society of Surgical Oncology, Association of Academic Surgeons and Association of Women Surgeons. In her free time, Dr. Coste enjoys practicing Vinyasa Yoga and spending time with her husband and son.

Multi-lingual in English, Creole/French and Spanish, her office is located on the first floor of the Michael and Dianne Bienes Comprehensive Cancer Center at Holy Cross Health, 4725 North Federal Highway, Fort Lauderdale, Florida 33308. To schedule an appointment, call: (954) 542-6700. Or visit: www.holy-cross.com

Pg. 12 https://issuu.com/suntimesnewspaper/docs/sun_times_09.26.24
<https://www.southfloridasuntimes.com/news/research-is-crucial-to-the-improvement-of-breast-care%3A-holy-cross-medical-group-welcomes-breast-surgical-oncologist-anouchka-coste%2C-d.o>



Research Is Crucial To The Improvement Of Breast Care: Holy Cross Medical Group Welcomes Breast Surgical Oncologist Anouchka Coste, D.O.

Breast Surgical Oncologist Anouchka Coste, D.O. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. She focuses on Breast Cancer, Benign Breast Disease and providing care to women who are at high-risk for developing Breast Cancer.

[Read The Entire Article](#)

<https://www.southfloridasuntimes.com/news/research-is-crucial-to-the-improvement-of-breast-care:-holy-cross-medical-group-welcomes-breast-surgical-oncologist-anouchka-coste,-d.o.>

SunSentinel
LOCAL & STATE

YOUR HEALTH

High cholesterol isn't always a bad thing, new study finds

By **Cindy Krischer Goodman**
South Florida Sun Sentinel

Heart disease is the No. 1 killer of Americans. However, having high cholesterol levels doesn't always lead to heart disease, a South Florida cardiac specialist has discovered.

Dr. Jonathan Fialkow, deputy director of clinical cardiology at Baptist Health Miami Cardiac & Vascular Institute, said a study of 80 people on the low-carbohydrate ketogenic (KETO) diet for nearly five years found that high levels of low-density lipoprotein cholesterol, LDL-C (often referred to as bad cholesterol), didn't always lead to coronary plaque buildup or heart disease.

"This is because they (participants on the KETO diet) are metabolically healthy," Fialkow said. "This shows that high LDLs might not be the risk for heart disease we thought it would be."

This study, published in the American College of Cardiology Journal, compared 80 people with an average age of 55 on low-carb, high-protein and fat diets with 80 people enrolled in a Miami heart study and not on a special diet.

"They had the same level of disease risk," Fialkow said. "The study found no increased progression in either group."

Researchers concluded there was no association between cholesterol levels and plaque burden in either group. So, as long as people do not consume lots of sugar and carbohydrates, they may not be at risk for heart disease, even if they have high cholesterol.

The results could influence how doctors approach cholesterol management in patients, Fialkow said. Doctors should not ignore high levels of LDL (bad cholesterol) when treating patients, but they now know other factors should be considered before prescribing medications. "Patient risk assessment should be personalized and precise," Fialkow said. "The pushback comes from generations who believe fat is bad and cholesterol is bad, but that is not substantiated by evidence," he said. "The results challenge the conventional wisdom of these markers being predictors of heart disease."

Researchers note that lipid-lowering medications, including statins, have been effective in reducing heart attacks in high-risk populations. However, they highlighted that most of the clinical trials involving treatments included patients mostly



Holy Cross Health is using FARAPULSE Pulsed Field Ablation to treat patients with atrial fibrillation. **HOLY CROSS HEALTH/COURTESY**

considered "metabolically unhealthy." Fialkow said he had a significant role in the Miami heart study and supplied the data to UCLA researchers who conducted the KETO study. "I keep the data clean and partner with academics," he said. As a South Florida cardiac specialist, Fialkow said anyone with high cholesterol or a genetic predisposition to heart disease should work with a doctor "early in the trajectory of a chronic disease" to develop a personalized approach to prevention.

A flu shot you can give yourself

If you want a flu vaccine, you will soon be able to get one without going to a health provider. The FDA has just approved FluMist to be self-administered or caregiver-administered by anyone 18 or older.

FluMist, the first at-home flu vaccine, is the same nasal spray vaccine you previously could receive only from a health provider.

The Food and Drug Administration initially approved FluMist in 2003 for use in individuals 5 through 49 years of age, and in 2007 for children 2 through 5.

FluMist's most commonly reported side effects are fever over 100°F in children 2 through 6 years of age, runny nose and nasal congestion in individuals 2 through 49 years of age, and a sore throat in adults 18 through 49 years of age.

Anyone interested in self-administering FluMist still will need a prescription. However, the vaccine manufacturer plans to make FluMist available through a third-party online pharmacy. You will need to complete a screening and eligibility assessment. The pharmacy will write the prescription and ship the vaccine to the address provided. The FDA said a caregiver

A QUESTION FOR YOU

Have you ever used an experimental treatment for a chronic or difficult to treat illness? Did it work? Share your experience with Sun Sentinel health reporter Cindy Krischer Goodman by emailing cgoodman@sunsentinel.com and we will publish the discussion in next month's Your Health feature.

should administer FluMist to individuals 2 through 17.

FluMist's manufacturer anticipates home delivery will be available for the 2025-2026 flu season.

Miami student is the new face of Macy's youth mental health campaign

Adison Schwartz, a University of Miami freshman, has been tapped by Macy's to be the face of its national campaign to raise funds and bring attention to youth mental health.

Schwartz, 18, gained the attention of Macy's as the founder of You Are Enough, a nonprofit organization that works to eliminate mental health stigma and remind young people they do not have to face challenges alone. You Are Enough's key initiative is the creation of wellness centers in schools staffed by trauma interventionists. Schwartz said she started her organization as a coping mechanism for her anxiety. Her organization aims to create safe spaces within all schools where students can relax, recharge, and reset without fear of stigma. "Everyone deserves to get the support they need to thrive."

Schwartz is on the youth advisory board of The Jed Foundation and spoke at its annual fundraising gala in Delray Beach. This is Macy's third year teaming up with The Jed Foundation (JED) and the National Alliance on Mental Illness (NAMI) for its youth mental health campaign. Over the past two years, Macy's has raised more than \$3.3 million for JED and NAMI in support of this cause.

"My connection to this is through my family," Schwarz told the South Florida Sun Sentinel. "My grandma died by suicide. I founded my organization in her honor."

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Health

from Page 23

Schwartz has appeared in social media posts and participated in a video to raise awareness for seeking mental health support.

"When more people talk about mental health, the less of a stigma there will be," she said.

Delray Beach study looks at Vitamin B1 for Alzheimer's prevention

The Delray Beach and Stuart locations of Brain Matters Research have launched an Alzheimer's disease clinical study for participants who have mild cognitive impairment or early Alzheimer's disease. The BenfoTeam study is funded by the National Institutes of Health's National Institute on Aging and is enrolling participants at 50 sites in the U.S.

For this phase 2 study, researchers will examine the effects of benfotiamine, a synthetic version of thiamine or vitamin B1, on cognitive function and potential improvement in daily routine activities.

"In the U.S., nearly seven million people are living with Alzheimer's disease, and it is the fifth leading cause of death in people over 65," said Dr. Paayal Patel, neurologist and principal investigator at Brain Matters Research. "We are urgently in need of new treatment options for people living with this devastating disease."

We know that the brain needs thiamine and that people with Alzheimer's disease have a thiamine deficiency in the brain.

Patel said benfotiamine is readily accessible, scientifically compelling, and cost-effective.

"That's a trifecta for a potential Alzheimer's disease therapy," he said.

To enroll, participants must be between ages 50 and 89 and have mild memory problems or mild dementia due to Alzheimer's disease.

For more information about participating in the study at Brain Matters Research, call 561-374-8461 (Delray Beach location)



Fialkow



Schwartz

or 772-223-7880 (Stuart location) or visit benfoteam.org.

Holy Cross Health now offers a new treatment for atrial fibrillation

Earlier this month, the cardiology team at Holy Cross Health in Fort Lauderdale performed its first procedure with the newly approved FARAPULSE Pulsed Field Ablation (PFA) System to treat a patient with atrial fibrillation, the most common type of heart arrhythmia. An estimated 38 million people globally have atrial fibrillation.

"Instead of using cold or heat energy, the FARAPULSE PFA System uses short bursts of high energy targeting the heart tissue, which will lead to a normal rhythm," said Adrienne Wolfson, executive director of nursing administration at Holy Cross Health.

"It's safer and faster than conventional ablations."

In a 12-month randomized clinical trial, researchers found the FARAPULSE PFA System to be as safe and effective as conventional thermal ablation. It also had benefits. For example, the procedure could be

performed quicker, the risks associated with thermal ablation were minimized, and physicians' learning curves for operating the equipment were shorter.

"This new technology gives us the ability to increase our procedure volume in a safer, more efficient way," said Dani Echarte, nurse manager of the Holy Cross Health Heart and Vascular Program.

"We are excited to be able to accommodate our patients and the community by using PFA, which is currently only offered in selective hospital systems."

How to save money on prescription drugs

Last month, the South Florida Sun Sentinel asked readers for their methods for saving money on prescription medications. Consumers, doctors, and pharmacists contributed tips for lowering costs as drug prices soar.

An article with the results included ideas such as shopping around, using coupons and turning to online pharmacies.

South Florida Sun Sentinel health reporter Cindy Goodman can be reached at cgoodman@sunsentinel.com.

Pgs. 23 and 25 <https://enewspaper.sun-sentinel.com/html5/desktop/production/default.aspx?num=23&edid=a59e976b-239a-4e0e-a136-720f03c019de>

<https://www.sun-sentinel.com/2024/09/26/high-cholesterol-isnt-always-a-bad-thing-new-study-finds/>



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INTERNAL MEDICINE PHYSICIAN RAFAEL GUTIERREZ, M.D. JOINS HOLY CROSS MEDICAL GROUP

Rafael Gutierrez, M.D. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. As an internal medicine physician, he focuses on adult medicine, annual wellness visits, primary prevention, pre-operative evaluation and chronic disease management.

Dr. Gutierrez recently completed the Holy Cross Health and University of Miami Miller School of Medicine Internal Medicine Residency Program and was elected as a class representative for the Graduate Medical Education Committee in 2022. He has served as a volunteer providing medical care to underserved populations at Light of the World Clinic in Oakland Park, Florida and with Medical Volunteers of UC, a student organization run through the University of Cincinnati. He also served as a medical assistant at Duke University Hospital in Durham, North Carolina.

Dr. Gutierrez earned his Doctor of Medicine from the University of Cincinnati, where he graduated from the Geriatric Medicine Student Scholars Program and was the Latino Medical Association Club leader. He's given presentations on chronic kidney disease, as well as diabetes and nutrition education in the Latino community. At the University of North Carolina at Chapel Hill he earned his Bachelor of Science degree in biology, graduating with honors, and associate of arts degree in biology, graduating with high honors from the Honors College Program.

A member of the American College of Physicians and American Medical Association, Dr. Gutierrez is fluent in English and Spanish. His office is located at Holy Cross Medical Group – Rio Vista, 1309 S. Federal Highway in Fort Lauderdale. To schedule an appointment, call 954-463-4383 or visit holy-cross.com for more information.

ABOUT HOLY CROSS HEALTH

A member of Trinity Health, Fort Lauderdale-based Holy Cross Hospital, dba Holy Cross Health, is a full-service, not-for-profit, Catholic, teaching hospital operating in the spirit of the Sisters of Mercy. Holy Cross has been recognized for six Types of Care in U.S. News and World Report's 2024-25 Best Hospital rankings and was named among the 2024 America's Best-In-State Hospitals by Newsweek. Through strategic collaborations and a commitment to being a person-centered, transforming, healing presence, the 557-bed hospital offers progressive inpatient, outpatient and community outreach services and clinical research trials to serve as our community's trusted health partner for life. Holy Cross Health also encompasses Holy Cross HealthPlex outpatient facility, an urgent care center and more than 40 Holy Cross Medical Group physician practices. To learn more about Holy Cross Health, visit holy-cross.com. Connect @holycrossfl.



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HOLY CROSS MEDICAL GROUP WELCOMES INTERNAL MEDICINE PHYSICIAN SHILPA RAVAL, D.O.

Internal medicine physician Shilpa Raval, D.O. has joined Holy Cross Medical Group, a multi-specialty physician employed group of more than 130 physicians providing services throughout Broward County. Her focus areas include adult medicine, annual wellness visits, primary prevention, pre-operative evaluation, chronic disease management and hospital discharge follow-up.

Prior to joining Holy Cross, Dr. Raval completed her residency at Broward Health Medical Center in Fort Lauderdale, a 716-bed level one trauma center. During her residency, she gained valuable experience treating patients in the Intensive Care Unit in addition to overseeing a team of up to three interns caring for 20 patients at once.

Dr. Raval earned her Bachelor of Science in Neuroscience and Behavioral Biology from Emory University in Atlanta, Georgia. She then received her Master of Science in Biomedical Sciences and Doctor of Osteopathic Medicine from Philadelphia College of Osteopathic Medicine-Georgia in Suwanee, Georgia. While in medical school, she volunteered with Medical Students for Masks ATL, raising more than \$15,000 worth of personal protective equipment for healthcare workers across the state of Georgia. She also volunteered at the Ashley Station Health Fair to perform health screenings for senior citizens.

Dr. Raval has presented on topics including acute myeloid leukemia and Takotsubo cardiomyopathy at the Florida American College of Physicians and Broward Health Research Symposium. Additionally, she's conducted research on platelet transfusions and the pathological mechanism of tau aggregation in neuronal and glial cells.

Board-eligible with the American Board of Internal Medicine, Dr. Raval is a member of the American College of Physicians and American Osteopathic Association. Fluent in English, Hindi and Punjabi and proficient in Spanish, her office is located at 2850 N.



Federal Hwy., 2nd floor, in Lighthouse Point. To schedule an appointment, call 954-542-8177 or visit holy-cross.com for more information.

ABOUT HOLY CROSS HEALTH

A member of Trinity Health, Fort Lauderdale-based Holy Cross Hospital, dba Holy Cross Health, is a full-service, not-for-profit, Catholic, teaching hospital operating in the spirit of the Sisters of Mercy. Holy Cross has been recognized for six Types of Care in U.S. News and World Report's 2024-25 Best Hospital rankings and was named among the 2024 America's Best-In-State Hospitals by Newsweek. Through strategic collaborations and a commitment to being a person-centered, transforming, healing presence, the 557-bed hospital offers progressive inpatient, outpatient and community outreach services and clinical research trials to serve as our community's trusted health partner for life. Holy Cross Health also encompasses Holy Cross HealthPlex outpatient facility, an urgent care center and more than 40 Holy Cross Medical Group physician practices. To learn more about Holy Cross Health, visit holy-cross.com. Connect @holycrossfl.

Pg. 8 <https://www.calameo.com/read/0027917219998ba6d64a9>

<https://communitynewspapers.com/featured/holy-cross-medical-group-welcomes-internal-medicine-physician-shilpa-raval-d-o/>

HELPING HANDS SOUTH FLORIDA

Businesses, and organizations committed to charitable and empowering efforts

1. Diamond Angels Fairy Tale Ball: Joe DiMaggio Children's Hospital Foundation's 20th Annual Diamond Angels Fairy Tale Ball will be held on Saturday, Nov. 23 at The Diplomat Beach Resort in Hollywood. It will include a cocktail reception, silent auction, dinner, live auction, entertainment, dancing and a performance by Private Stock Entertainment that spans the decades. The Diamond Angels of Joe DiMaggio Children's Hospital Foundation is a membership group formed in 2004. Contact Kim Carbo at KCarbo@mhs.net or (954) 265-6304.



Diamond Angels Fairy Tale Ball

2. Holy Cross Health's Philanthropy Gallery: Holy Cross Health revealed and dedicated a new Philanthropy Gallery to recognize the outstanding contributions of individuals and organizations who have generously supported the Holy Cross mission over the years. The gallery symbolizes the rich history of philanthropy at Holy Cross, initiated by the Sisters of Mercy when they established Holy Cross in 1955. (Photo Credit: Downtown Photo)



Holy Cross Health - Mark Doyle, Dr. Jason Coavers, Linda Carter, Dr. Karan Munuswamy, Paul McGourty

3. Miami Marlins Foundation: The Miami Marlins Foundation recently distributed 250 refurbished laptops and backpacks filled with school supplies to local students in need. AT&T and CompuDopt provided the laptops and backpacks for the initiative. Marlins President of Business Operations Caroline O'Connor and Miami-Dade County Mayor Daniella Levine Cava joined the effort to hand out the supplies.



Miami Marlins Foundation - Caroline O'Connor

4. Norman Bonchick Memorial Golf Tournament: NFL Hall of Famer and Miami Dolphins great Dwight Stephenson, in partnership with Gunther Automotive Group, organized the inaugural Norman Bonchick Memorial Golf Tournament at The Club at Weston Hills to raise funds for Broward Children's Center. The event drew over 130 golfers and raised over \$70,000 to benefit the center's crucial programs and medical, developmental and therapeutic services uniquely tailored to the needs of infants, children and young adults who are developmentally disabled and medically fragile, as well as their families.



Norman Bonchick Memorial Golf Tournament - Ki'Lara Carter, Dwight Stephenson and AkIn Ayoola

5. Handy's Back-to-School Shopping Spree: Handy (Helping Advance and Nurture the Development of Youth), a nonprofit organization that provides resources and programs to youth and families to achieve self-sufficiency, hosted its annual Back-to-School Shopping Spree at the Coral Ridge Mall in Fort Lauderdale. During the event, 100 Handy youth were each given \$100 to go on a fun-filled shopping spree and purchase essentials, including clothing, backpacks, school supplies and personal hygiene items.



5. Handy's Back-to-School Shopping Spree - Juliet Dell, Esther Gursic, Miran Spenser, Desiree Saunders

- Weston <https://edition.pagesuite.com/html5/reader/production/default.aspx?pubname=&edid=e719fd3c-c683-4cb1-9a8c-b3f93eb8c916>
- West Broward <https://edition.pagesuite.com/html5/reader/production/default.aspx?pubname=&edid=5768bb4f-b110-4895-a0ca-0d8f2fb0b734>
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- Parkland/Coral Springs <https://edition.pagesuite.com/html5/reader/production/default.aspx?pubname=&edid=10b5d1c1-d9d8-4b8c-8479-6aa23a389c73>
- Boca/Delray <https://edition.pagesuite.com/html5/reader/production/default.aspx?pubname=&edid=c4be85f8-349a-42b1-a933-8737116f2336>
- Aventura <https://edition.pagesuite.com/html5/reader/production/default.aspx?pubname=&edid=3ee771cd-990f-4331-a413-6c4c7961b383>

Holy Cross Health is Nationally Recognized for Heart Failure Care

Holy Cross Health has received the American Heart Association's Get With The Guidelines® - Heart Failure Gold Plus quality achievement award for its commitment to improving outcomes for patients with heart failure, meaning reduced readmissions and more healthy days at home.

About 6 million U.S. adults are living with heart failure (HF),

a number that is expected to increase to more than eight million by 2030. The Get With The Guidelines - Heart Failure quality achievement award is earned by hospitals that demonstrate a commitment to treating patients according to the most up-to-date guidelines as outlined by the American Heart Association, aligned with the latest research and evidence-based guidelines.

"We are so proud to once again receive the Get With The Guidelines Gold Plus award from the American Heart Association," said Mark Doyle, president and chief executive officer at Holy Cross Health. "Our physicians, nurses and staff are committed upholding the highest standard of care our patients deserve and have come to expect from us."



The Heart Failure Team at Holy Cross Health.

MAKING ROUNDS... MAKING ROUNDS... MAKING ROUNDS... MAKING ROUNDS... MAKING ROUNDS...

Holy Cross Medical Group Welcomes Internal Medicine Physicians

Internal medicine physicians Shilpa Raval, D.O., and Rafael Gutierrez, M.D., have joined Holy Cross Medical Group.

Prior to joining Holy Cross, Dr. Raval completed her residency at Broward Health Medical Center in Fort Lauderdale. During her residency, she gained valuable experience treating patients in the Intensive Care Unit in addition to overseeing a team of up to three interns caring for 20 patients at once.

Dr. Raval earned her Bachelor of Science in Neuroscience and Behavioral Biology from Emory University in Atlanta, GA. She then received her Master of Science in Biomedical Sciences and Doctor of Osteopathic Medicine from Philadelphia College of Osteopathic Medicine-Georgia in Suwanee, GA.

Dr. Gutierrez recently completed the Holy Cross Health and University of Miami Miller School of Medicine Internal Medicine Residency Program and was elected as a class representative for the Graduate Medical Education Committee in 2022. He has served as a volunteer providing medical care to underserved populations at Light of the World Clinic in Oakland Park, FL and with Medical Volunteers of UC, a student organization run through the University of Cincinnati. He also served as a medical assistant at Duke University Hospital in Durham, NC.

Dr. Gutierrez earned his Doctor of Medicine from the University of Cincinnati. At the University of North Carolina at Chapel Hill he earned his Bachelor of Science degree in biology and associate of arts degree in biology.



Dr. Shilpa Raval



Dr. Rafael Gutierrez

Holy Cross Medical Group Welcomes Breast Surgical Oncologist Anouchka Coste, DO

Breast surgical oncologist Anouchka Coste, D.O., has joined Holy Cross Medical Group.

Prior to joining Holy Cross Health, Dr. Coste was a breast surgical oncologist at Minimally Invasive Center for Women in Boca Raton, FL.

Dr. Coste graduated magna cum laude from the University of Central Florida in Orlando with a Bachelor of Science in Molecular Microbiology. She continued her education at A.T. Still University School of Osteopathic Medicine in Mesa, Arizona where she graduated as a member of the Sigma Sigma Phi honor society. She completed her general surgery training at New York Medical College Wyckoff Heights Medical Center in Brooklyn. During her residency, she was awarded a T-32 Research Grant and completed a research Fellowship in Surgical Oncology at Montefiore Albert Einstein College of Medicine in Bronx, New York. There, she conducted in vivo research with a multi-photon microscope to study metastatic breast and melanoma cancer and performed thoracic survival surgeries for murine models. She completed her breast surgical oncology fellowship at the University of California Los Angeles.



Dr. Anouchka Coste

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<https://southfloridahospitalnews.com/holy-cross-medical-group-welcomes-internal-medicine-physicians/>

<https://southfloridahospitalnews.com/holy-cross-medical-group-welcomes-breast-surgical-oncologist-anouchka-coste-do/>

SALUTE TO ER NURSES... SALUTE TO ER NURSES... SALUTE TO ER NURSES...

Holy Cross Health ER Nurses Deliver Remarkable Care



BY EVELYN CLARK-KULA, MSN, RN, CEN

BY EVELYN CLARK-KULA, MSN, RN, CEN

For almost 70 years, Holy Cross Health has been delivering remarkable care to Fort Lauderdale and surrounding communities – and our team just keeps getting stronger.

In the Emergency Department (ED), ever mindful of patient flow, we regularly evaluate and revise processes to improve the patient experience and get patients seen as quickly as possible. What worked yesterday may not be as effective today.

Holy Cross Health nurses, physicians and patient access representatives work together to serve our customers with the customary excellence generations of South Floridians

have come to expect from Holy Cross Health.

This constant focus on the patient experience has contributed to Holy Cross Health's steady #1 rating for ED Patient Satisfaction across Trinity Health Emergency Departments. Holy Cross Health is a member of Trinity Health, one of the largest not-for-profit, faith-based health care systems in the nation, with a presence in 27 states that includes 101 hospitals.

To further enhance the member experience, we recently launched MyChart functionality that gives patients the option to self-register in the ED. When the ED is especially busy, self-registration allows less acute patients to check in faster and frees team members up to assist those requiring greater assistance.

Because Holy Cross holds Geriatric Emergency Department Accreditation (GEDA), our nurses strive to improve the care of older people presenting to the emergency department. We promote quality of care for older people through enhanced staffing and education, follow geriatric-focused policies and protocols and create an optimal environment in which seniors can receive care.



Holy Cross Health Emergency Department Nurses
Photo credit: Robert Mayer, Holy Cross Health

The dedication, compassion and fortitude emergency nurses display even in the most challenging times is commendable. Often treating patients on the worst days of their lives, our nurses consistently provide the best possible care.

Evelyn Clark-Kula, Nursing Director, Emergency Services, Holy Cross Health, may be reached at (954) 542-3260 or evelyn.clark-kula@holy-cross.com.
Learn more about Holy Cross Health Emergency Services at holy-cross.com.

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<https://southfloridahospitalnews.com/holy-cross-health-er-nurses-deliver-remarkable-care/>

WHAT'S NEW...WHAT'S NEW...WHAT'S NEW...

Winning Is Quitting When It Comes to Smoking

According to the Centers for Disease Control and Prevention, cigarette smoking is the leading cause of preventable disease, disability and death in the U.S., and according to Forbes Health, quitting smoking was the seventh most common resolution for 2024. Despite it landing on the list year after year, it's one of the most difficult resolutions to keep due to the addicting nature of nicotine. Oftentimes, people who make this resolution resume smoking before the end of January.

Fort Lauderdale resident Lois Robertson is just one of our many success stories at Holy Cross Health who beat those odds. She had been smoking since she was a teenager, but with our help she finally curbed her habit in February.

"I had to stop smoking," said the 57-year-old who suffers from COPD with asthma overlap. "If you really want to quit, you will quit. I knew I wanted to live. I had to want to do it for me."

With the help of the team at the Catherine Yardley Comprehensive Pulmonary Center at Holy Cross Health, she completed smoking cessation classes, breathing treatments and yoga classes as her wheezing subsided. She encourages others to get the support needed to overcome smoking addiction.

"The breathing exercises they give you are helpful," Robertson explained. "As you are walking, you can do the breathing. When you're sitting down, you can do the breathing. You've got to put that pride aside. You have to ask for help."

Holy Cross Health in Fort Lauderdale helps people put the butt out for good. In conjunction with Nova Southeastern University's Area Health Education Centers (AHEC) program, Holy Cross Health offers evidence-based group smoking cessation classes on-site at the hospital in the COPD clinic and at the Women's Center. The Courage to Quit: Free Tobacco Cessation Program provides participants with the tools and techniques to quit and remain tobacco-free.

Robertson has encouraging words for others struggling with addiction. "Don't give up," she said. "I knew I wanted to live. Do you want to live? Do you love yourself? That's what it comes down to."

The free classes are designed to help develop a personalized quit plan and more than double the chances of success. Class topics include coping with triggers and withdrawal symptoms, managing addiction and preventing relapse. In partnership with Tobacco Free Florida, participants can receive a free full month's supply of nicotine replacement therapy, such as patches, gum or lozenges (if medically appropriate for those 18 years of age or older).

Fort Lauderdale resident Pilar Ward, now 66, also began smoking in her teens. Tired of the uncontrollable coughing and wheezing, she enrolled in Holy Cross Health's Courage to Quit: Free Tobacco Cessation Program last year. Initially doubtful the program would work for her, much to her pleasant surprise it did. She recently celebrated one year cigarette-free on August 20.



BY HELEN VISCO,
BSRT, CPFT, RRT

Anyone who wants to stop lighting up and start breathing easier can make an appointment at the Catherine Yardley Comprehensive Pulmonary Center by calling (954) 542-2440 or visiting Holy-cross.com/lungs. Helen Visco is COPD Clinic Manager, Holy Cross Health.