

## SPECIAL EDITION

### UP CLOSE WITH WAEL BARSOUM, MD, CLEVELAND CLINIC FLORIDA PRESIDENT



*Cleveland Clinic Florida is committed to transforming the practice of medicine and offering our patients the best treatment outcomes. To meet the growing demand for excellent primary and specialty care services, we must expand our facilities and staff now.*

To accomplish this, we have embarked on the Campaign for Cleveland Clinic Florida, an unprecedented philanthropic initiative that will expand facilities and allow our hospital and centers to provide the most advanced treatment available. With Phase I of the expansion completed, Phase II will achieve the following:

- Increase the Emergency Department's capacity
- Create a new Women's Center in Weston
- Build a Family Health and Ambulatory Surgery Center in Coral Springs
- Add hospital beds and critical care areas to accommodate surgical cases from medical specialty areas and the transplant program

Wael Barsoum, MD, President of Cleveland Clinic Florida, answers questions about the reasons for and scope of Florida's expansion:

#### **What is the goal behind the Campaign for Cleveland Clinic Florida, Phase II?**

The Campaign for Cleveland Clinic Florida is really going to kick-start the next phase of development and growth for our institution in Southeast Florida. It's our opportunity together with our supporters to continue to transform healthcare, to build the facilities, to provide the patient care and offer so many of the things that differentiate Cleveland Clinic from other healthcare systems in Southeast Florida.

#### **Why is the expansion necessary?**

We need to grow because the demand for our services has severely outstripped our resources. We are at the point today where we are literally bursting at the seams. Our hospital has 155 beds, and, on average, we have over 90 percent occupancy every day of the year. We're adding another 25 intensive care unit beds to take care of high-acuity patients who have had transplants and open heart surgeries—the complex surgical and medical patients who need high-level care.

#### **What will Phase II of the campaign encompass?**

One of our top goals is to continue serving our community in the best way possible. And the front door is the emergency department. We recognize that because we have one of the finest groups of emergency physicians, emergency room nurses, and emergency room technicians, the demand for our services is high. We need a larger facility that will increase the capacity of our emergency room to 40 bays, as well as an urgent care center and a walk-in center. This split-flow unit will allow us to triage patients to the appropriate level of care.

#### **Where do our patients come from?**

As our reputation in Florida has grown, so has the demand for our services, not only locally but from around the world. We now see a weekly average of 10 transfers into Cleveland Clinic Florida from the islands, other parts of Florida, other parts of Southeast America—all over the country and all over the world.

## YOUR EMERGENCY IS OUR EMERGENCY!

Providing critical care at a moment's notice is the foundation of Cleveland Clinic Florida's Emergency Department (ED). With more than 38,000 annual visits, the ED is staffed by board-certified emergency physicians, mid-level practitioners, specially trained nurses, paramedics, and support staff who provide lifesaving care 24 hours a day. This successful track record of providing exceptional care has put the department in high demand. The ED treats more than 100 patients per day, which has led to a critical need for expansion.

Expansion plans now underway include 40 private ICU-style exam rooms—which is an increase from our current 21 rooms—and 24 hospital observation spaces to create a better experience by improving patient flow and reducing emergency waiting times. The observation rooms also will feature windows looking out onto green space to support a healing environment.

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*“Cleveland Clinic Florida is a leader in emergency medicine, with special expertise in reducing waiting time and providing the highest-quality emergency care. The planned expansion will enhance the new emergency department, featuring a patient- and family-centered design that will help us improve the patient experience for the thousands who pass through our emergency department each year.”*

**–Mazyar Rouhani, MD, FAAEM**  
Chair, Department of Emergency Medicine  
Cleveland Clinic Florida

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***The ED is the front door to the hospital and the first step toward meeting the needs of our growing community.***

*Emergency Department staff from left: Nicole Shtunitzky, PA; Laurent Dreyfuss, MD; Mazyar Rouhani, MD; Jalil Thurber, MD; Pedro Perez, MD; Jasmine Oberman, PA; Craig Black, MD; and Jaclyn Weiss, PA*





Projected 180,000-square-foot hospital tower

**The Emergency Department expansion will feature leading-edge services that are unique locally and nationally, including:**

- **Emerging Pathogen Unit**, a private area with a separate outside entrance for patients who have been exposed to chemical, radiological or biological agents.
- **Convenient Stat Laboratory**, available 24/7.
- **Global Critical Care Transport Program**, to deliver intensive emergency care worldwide with Cleveland Clinic Florida's own Citation 560 Ultra jet, capable of cruising at 45,000 feet while traveling nearly 500 miles per hour. This team treats and transports patients, providing in-flight critical care by our own physicians, nurses and paramedics.
- **Leading-edge Resuscitation Suite**, a designated area designed to resuscitate patients with the most severe medical conditions.
- **Split-flow Unit**, a seven-bed triage area to allow patients to be screened on arrival to determine appropriate levels of care, which will reduce wait times.

The ED expansion will include onsite CT scans, X-rays and ultrasound to deliver the fastest diagnoses possible. Since all physicians are exclusively on staff at Cleveland Clinic Florida, physicians from all specialties are on call and readily available 24/7. These specialties include: cardiology; pulmonary; orthopaedics; ear, nose, and throat; gastroenterology; colorectal surgery; transplant; and neurology.

*"An expansion would give us peace of mind, knowing that our loved one is receiving the best possible care. This is the only place for our family in times of need," says Maria Morales, a longtime patient of Cleveland Clinic Florida.*

## NEW CONSTRUCTION IN CORAL SPRINGS

Construction plans for a new family health and ambulatory surgery center in Coral Springs include surgical and imaging services, four operating rooms, two procedure rooms, CT/MRI and X-ray imaging and 40 exam rooms. The standalone building will be easily accessible from the Sawgrass Expressway.



### GENEROUS GIFT PROVIDES FOOD FOR THOUGHT

#### Rick and Rita Case

When Hurricane Wilma raged in Weston, Florida in 2005, creating dangerous flooding and power outages, the area gas stations shut down. Rick Case quickly made

his Automotive Group's eight-pump, generator-operated gas station available only to the doctors and nurses of neighboring Cleveland Clinic Florida. He wanted to ensure that they could continue taking care of patients.

He and his wife, Rita, have had a longtime relationship with Cleveland Clinic in both Ohio and Florida and are avid supporters. They also have leadership roles in Cleveland Clinic Florida's fundraising campaign. Recently, they made a \$1 million gift toward the hospital's expansion, and their generosity is being recognized with the naming of the Rick Case Automotive Group Cafeteria in the soon-to-be expanded space on the Weston campus.

"We really care about helping people," Rick Case says. "We chose this because the cafeteria is a focal point, serving Cleveland Clinic Florida caregivers and their patients. Some of our dealership associates eat lunch there, too. It has a very positive reputation for providing good, healthy food."

The Cases are widely known as successful entrepreneurs and philanthropists. In 1962, Rick Case established his first auto dealership in his hometown of Akron, Ohio. When the couple moved to Ft. Lauderdale, Florida, in 1985, they opened two dealerships. Between 2002 and December 2015, they added six more in Weston, next door to Cleveland Clinic Florida. Today, they have a total of 15 dealerships in three states. They are major supporters of the Boys and Girls Club, and worked

alongside Edward Savage, MD, a cardiothoracic surgeon at Cleveland Clinic Florida, to co-chair the 2015 Broward County American Heart Association Heart Walk.

The couple sees a close connection between the health of their business and the business of healthcare.

"We have over 100,000 customers and over 1,000 employees in South Florida, and most are close to Weston," Rick Case says. "It's really great to have a world-renowned hospital like Cleveland Clinic Florida as our neighbor to serve our customers and associates."

Rita Case concurs. "Cleveland Clinic Florida offers amazing health services to the community, and a healthy community can't be accomplished without having excellent healthcare in our area."

### A MOPED KICK-STARTS 36-YEAR RELATIONSHIP

*The relationship between Rick Case and Wael Barsoum, MD, Cleveland Clinic Florida President, stretches back to Dr. Barsoum's childhood in Cleveland.*

*"I feel like I have known Rick Case my entire life, and in a way, I have. When I was about 11 I think, Rick Case had ads that used to run all the time. He was selling Roadmaster mopeds for \$99, and it took a lot of cajoling and arm-twisting and doing all kinds of chores around the house till I got my dad to go and buy me a \$99 Roadmaster Moped from Case Honda. That was 36 years ago. With that particular moped, you had to add oil to the gas and, unfortunately, I forgot to mix them, so I seized the engine. So, when I was 12, I went back to my dad and told him I would do more chores, and was able to scrounge up \$199 with some help from my dad and got this awesome red Tomos moped. All my buddies were jealous. Eventually we all had mopeds—we had a little moped gang, all thanks to Rick Case. It was great!"*

## NEW WOMEN'S CENTER IN WESTON PUTS PATIENTS FIRST



Breast specialists from left: Maria Artze, MD; Cassann Blake, MD; and Jomarie Cortes-Santos, MD

To make mammogram screenings more comfortable for patients, Cleveland Clinic Florida is taking the opportunity with the planned expansion to redefine and enhance the patient's experience. Over the past few months, patient focus groups have met with our architects and operations team to share their perspective on how we can create a private environment that is welcoming and supportive, and ensures efficient and comprehensive screenings with a clear course of action when needed.

The new Women's Center will incorporate a seamless clinical experience because the breast imaging team will be housed in one space, enabling physicians to collaborate easily with the Radiology team. Patients will receive same-day diagnostic results, and when needed, meet with a medical provider in a private consultation room.

The goal of the new Women's Center is to provide a holistic experience that puts the patient first. Whether a routine breast screening or cancer follow-up imaging, the patient will receive the most advanced mammography technology available in a relaxed and supportive environment.

## TREATING THE SICKEST OF THE SICK: A FOCUS ON COMPLEX CARE

As a leading facility known for treating patients with highly acute medical conditions, Cleveland Clinic Florida is focused on responding to the ever-increasing need for complex medical care. This is especially true for the areas of orthopedics, rheumatology, heart and vascular, transplant, neurosurgery, and digestive diseases.

To have the teams and space available for complex medical cases, it is vital to expand the number of acute care beds and surgical operating suites. Cleveland Clinic Florida's acuity case mix has escalated in the past three years, most notably because of a growing number of transplant procedures, says Fabio Potenti, MD, Chief Medical Operating Officer.

Cleveland Clinic Florida is a leader in providing specialty care, both tertiary (for patients referred by other physicians) and quaternary, which is highly advanced, specialized medicine that is not offered at most medical centers.

"As we gain a reputation for providing more tertiary and quaternary care in the community and region, we are seeing more patients in the intermediate, medical and surgical intensive care units," Dr. Potenti says.

### DID YOU KNOW?

Tertiary and quaternary care represent the most advanced forms of healthcare and may include complex surgery. This type of care is so specialized that very few institutions in the country are able to offer it.

Increasingly, patients are coming to Cleveland Clinic Florida's Weston campus from other countries for this high-level care, including the Caribbean, South America, the United Arab Emirates and Israel. Our global reach, coupled with the rising number of referrals from local residents and neighboring Martin County and The Keys, has contributed to a need for greater access. While most hospitals operate at between 60 and 65 percent capacity, Cleveland Clinic Florida runs on average over 90 percent occupancy every day of the year to meet the needs of the community, including transfers of very sick patients from nearby hospitals. More critical care beds and operating rooms will provide additional opportunities for Cleveland Clinic Florida physicians to perform more surgeries, which will enhance the quality of care for residents of South Florida and beyond, Dr. Potenti says.

### Cleveland Clinic Florida by the numbers...

#### Weston Expansion

	Current	New
Beds	132	158
ICU Beds	23	48
Observation Beds	0	24
Total Beds	155	230
ER Visits	38K	46K
Operating Rooms	15	18
Prep/Recovery Rooms	26	54
Emergency Dept. Exam Stations	26	40

The Power of Every *One*.

CAMPAIGN FOR CLEVELAND CLINIC

The Cleveland Clinic Foundation  
2950 Cleveland Clinic Boulevard  
Weston, FL 33331

Non-Profit  
Organization  
**US POSTAGE  
PAID**  
Ft. Lauderdale, FL  
Permit No. 4163

**SPECIAL EDITION**

**UPCOMING EVENTS**

**IT'S GROUNDBREAKING!**

Cleveland Clinic Florida breaks ground on Phase II of its Florida campaign to expand the Emergency Department and construct a new tower.

Tuesday, Sept. 27, 2016  
5:30 p.m.

Cleveland Clinic Florida  
2950 Cleveland Clinic Blvd.  
Weston

**RAISE THE ROOF!**

Friday, Nov. 18, 2016  
7 p.m.

Cleveland Clinic Florida  
2950 Cleveland Clinic Blvd.  
Weston

Food, Drinks, Music, Dancing and More

The evening will benefit the expansion of Cleveland Clinic Florida's hospital, Emergency Department and Women's Center

A formal invitation will follow. For further information, contact the Philanthropy Institute at 954.659.6238.



Weston Campus with future hospital expansion outlined in red

**LOCATIONS**

**ATLANTIS/LAKE WORTH CLINIC**

5507 S. Congress Avenue  
1st Floor Suite 110  
Atlantis, FL 33462  
Specializing in Cardiology  
561.434.3070

**KRUPA CENTER**

3250 Meridian Parkway  
Weston, FL 33331  
877.463.2010

**PALM BEACH GARDENS**

4520 Donald Ross Rd.  
Palm Beach Gardens, FL 33418  
561.904.7200

**PALM BEACH LAKES CLINIC**

1401 Forum Way  
3rd Floor Suite 300  
West Palm Beach, FL 33401  
Specializing in Cardiology  
561.478.1104

**PARKLAND**

7857 University Drive, Suite 401  
Parkland, FL 33067  
954.518.7000

**WESTON**

Cleveland Clinic Florida  
2950 Cleveland Clinic Blvd.  
Weston, FL 33331  
877.463.2010

**PALM BEACH COUNTY**

CityPlace Tower  
525 Okeechobee Blvd.,  
14th Floor  
West Palm Beach, FL 33401  
561.804.0200

**WESTON FAMILY HEALTH CENTER**

1825 N. Corporate Lakes Blvd.  
Weston, FL 33326  
954.349.1111

**CLEVELAND CLINIC FLORIDA IS GRATEFUL FOR EACH GIFT**

To learn how you can make a difference, contact the Philanthropy Institute at 954.659.6238 or [philanthropy@ccf.org](mailto:philanthropy@ccf.org).

To make an online gift to Cleveland Clinic Florida, visit [giving.ccf.org/florida](http://giving.ccf.org/florida)

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