




Holy Cross Health Media Coverage Report

November 27-December 14, 2024

Prepared by

PIERSON
GRANT

Generated on December 14th 2024 at 2:04 AM ET.





LINKS	UVM	TOTAL AVE
25	214,771,630	\$1,986,637.61
	Insights by	
	 similarweb	

ARTICLES

HOLY CROSS HEALTH 2024 YEAR IN REVIEW

By None



<https://southfloridahospitalnews.com/holy-cross-health-2024-year-in-review/>

MEDIA OUTLET	South Florida Hospital News
PUBLISHED	Dec. 2, 2024, midnight
SIMILARWEB UVM 	18,122
COMSCORE UVM 	
AUDIENCE	
CAMPAIGN	
AVE	\$167.63
DOMAIN AUTHORITY 	41
PAGE AUTHORITY 	46

HOLY CROSS HEALTH BEGINS CONSTRUCTION OF FREE-STANDING EMERGENCY DEPARTMENT IN DEERFIELD BEACH

By None

<https://southfloridahospitalnews.com/holy-cross-health-begins-construction-of-free-standing-emergen...>

MEDIA OUTLET	South Florida Hospital News
PUBLISHED	Dec. 2, 2024, midnight
SIMILARWEB UVM 	18,122
COMSCORE UVM 	
AUDIENCE	
CAMPAIGN	
AVE	\$167.63

DOMAIN AUTHORITY	41
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PAGE AUTHORITY	46
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Holy Cross Health Presented with Equality Means Business Award

By None

<https://patch.com/florida/boca-raton/holy-cross-health-presented-equality-means-business-award-nodx>

MEDIA OUTLET	Patch
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PUBLISHED	Dec. 2, 2024, midnight
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SIMILARWEB UVM	9,437,174
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COMSCORE UVM	12,026,389
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AUDIENCE	
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CAMPAIGN	
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AVE	\$87,293.86
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DOMAIN AUTHORITY	91
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PAGE AUTHORITY	70
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Holy Cross Health Presented With Equality Means Business Award

By Paul Bluemner

<https://www.citybiz.co/article/631764/holy-cross-health-presented-with-equality-means-business-awar...>

Holy Cross Health was presented with the Equality Means Business Award during Equality Florida's Studio 54-themed gala.

MEDIA OUTLET	citybiz
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PUBLISHED	Dec. 2, 2024, 10:45 a.m.
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SIMILARWEB UVM	56,937
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COMSCORE UVM	
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AUDIENCE	
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CAMPAIGN	
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AVE	\$526.67
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DOMAIN AUTHORITY	43
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PAGE AUTHORITY	46
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CPA ELENA BARBERIS NAMED VP OF FINANCE AT HOLY CROSS HEALTH SHE WILL SERVE IN THE SAME ROLE AT ST. MARY’S HEALTH CARE SYSTEM, BOTH TRINITY HEALTH HOSPITALS

https://southfloridahospitalnews.com/cpa-elena-barberis-named-vp-of-finance-at-holy-cross-health-sh...

MEDIA OUTLET	South Florida Hospital News
PUBLISHED	Dec. 3, 2024, midnight
SIMILARWEB UVM	18,122
COMSCORE UVM	
AUDIENCE	
CAMPAIGN	
AVE	\$167.63
DOMAIN AUTHORITY	41
PAGE AUTHORITY	46

CPA Elena Barberis Named VP of Finance at Holy Cross Health

By None

https://patch.com/florida/boca-raton/cpa-elena-barberis-named-vp-finance-holy-cross-health-nodx

MEDIA OUTLET	Patch
PUBLISHED	Dec. 4, 2024, midnight
SIMILARWEB UVM	9,437,174
COMSCORE UVM	12,026,389
AUDIENCE	
CAMPAIGN	
AVE	\$87,293.86
DOMAIN AUTHORITY	91
PAGE AUTHORITY	70

Holy Cross Health Presented with Equality Means Business Award

By Carma Henry, Fort Lauderdale

https://thewestsidegazette.com/holy-cross-health-presented-with-equality-means-business-award/

FORT LAUDERDALE, FL — Holy Cross Health was presented with the Equality Means Business Award during Equality Florida’s Studio 54-themed gala.

MEDIA OUTLET	The Westside Gazette
PUBLISHED	Dec. 4, 2024, midnight
SIMILARWEB UVM	8,609
COMSCORE UVM	
AUDIENCE	29,600

CAMPAIGN	
AVE	\$79.63
DOMAIN AUTHORITY	49
PAGE AUTHORITY	48

Holy Cross Health Appoints Elena Barberis As VP Of Finance

By Paul Bluemner

<https://www.citybiz.co/article/633122/holy-cross-health-appoints-elena-barberis-as-vp-of-finance/>

Elena Barberis, CPA, has accepted the role of Vice President of Finance for both Trinity Health Holy Cross Health in Fort Lauderdale, Florida and St. Mary’s Health Care System in Athens, Georgia. She and her ministry-based teams will provide financial and strategic planning and support to the CEOs, the regional CFO, boards and leadership teams in addition to Trinity Health’s finance department.

MEDIA OUTLET	citybiz
PUBLISHED	Dec. 4, 2024, 10:41 a.m.
SIMILARWEB UVM	56,937

COMSCORE UVM	
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AUDIENCE	
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CAMPAIGN	
AVE	\$526.67
DOMAIN AUTHORITY	43
PAGE AUTHORITY	46

HOLY CROSS HEALTH PRESENTED WITH EQUALITY MEANS BUSINESS AWARD

<https://southfloridahospitalnews.com/holy-cross-health-presented-with-equality-means-business-award/>

MEDIA OUTLET	South Florida Hospital News
PUBLISHED	Dec. 5, 2024, midnight
SIMILARWEB UVM	18,122

COMSCORE UVM	
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AUDIENCE	
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CAMPAIGN	
AVE	\$167.63
DOMAIN AUTHORITY	41
PAGE AUTHORITY	46

Trinity Health names VP of finance for 2 hospitals

By Madeline Ashley

<https://www.beckershospitalreview.com/hospital-executive-moves/trinity-health-names-vp-of-finance-f...>

- Livonia, Mich.-based Trinity Health has named Elena Barberis vice president of finance for both Fort Lauderdale, Fla.-based Trinity Health Holy Cross Health and Athens, Ga.-based St. Mary's Health Care System. In her new role, Ms. Barberis and her team will provide strategic and financial planning and support to the regional CFO, CEOs, leadership teams, boards and Trinity Health's finance department, according to a Dec. 4 news release shared with Becker's.





MEDIA OUTLET	Becker's Hospital Review
PUBLISHED	Dec. 5, 2024, 10:09 a.m.
SIMILARWEB UVM 	523,987
COMSCORE UVM 	92,312
AUDIENCE	18,500
CAMPAIGN	
AVE	\$4,846.88
DOMAIN AUTHORITY 	77
PAGE AUTHORITY 	56

Memorial Healthcare System to expand emergency services to Miramar, Pembroke Pines (Holy Cross Health Free-standing ED mentioned)

By Allen Cone

<https://www.cbsnews.com/miami/news/memorial-healthcare-system-to-expand-emergency-services-to-miram...>



Last month Holy Cross Health began constructing one in Deerfield Beach.

MEDIA OUTLET	WFOR-TV (Miami, FL)
PUBLISHED	Dec. 9, 2024, midnight
SIMILARWEB UVM 	57,764,853
COMSCORE UVM 	76,138,089
AUDIENCE	
CAMPAIGN	
AVE	\$534,324.89
DOMAIN AUTHORITY 	93
PAGE AUTHORITY 	68

December 19, 2024 Blood Drive calendar listing

By None

<https://www.eventbrite.com/e/blood-drive-at-holy-cross-health-on-december-19-tickets-1110478012629>

MEDIA OUTLET	Eventbrite
PUBLISHED	Dec. 10, 2024, midnight
SIMILARWEB UVM 	29,861,980
COMSCORE UVM 	10,934,426
AUDIENCE	

		CAMPAIGN	
		AVE	\$276,223.32
		DOMAIN AUTHORITY	93
		PAGE AUTHORITY	79

December 19, 2024 Blood Drive calendar listing

<https://thecoastalstar.com/events/blood-drive-at-holy-cross-health-on-december-19>

MEDIA OUTLET	The Coastal Star
PUBLISHED	Dec. 10, 2024, midnight
SIMILARWEB UVM	9,949
COMSCORE UVM	
AUDIENCE	
CAMPAIGN	
AVE	\$92.03
DOMAIN AUTHORITY	36
PAGE AUTHORITY	41

December 19, 2024 Blood Drive calendar listing

By None



<https://www.yelp.com/events/fort-lauderdale-blood-drive-at-holy-cross-health-on-december-19>

MEDIA OUTLET	Yelp
PUBLISHED	Dec. 10, 2024, midnight
SIMILARWEB UVM	91,307,750
COMSCORE UVM	69,415,040
AUDIENCE	
CAMPAIGN	
AVE	\$844,596.69
DOMAIN AUTHORITY	93
PAGE AUTHORITY	46

December 19, 2024 Blood Drive calendar listing

By None



MEDIA OUTLET	AllEvents
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https://allevents.in/fort%20lauderdale/blood-drive-at-holy-cross-health-on-december-19/800013487228...	PUBLISHED	Dec. 10, 2024, midnight
	SIMILARWEB UVM 	6,697,964
	COMSCORE UVM 	2,556,695
	AUDIENCE	
	CAMPAIGN	
	AVE	\$61,956.17
	DOMAIN AUTHORITY <small>MOZ</small>	78
	PAGE AUTHORITY <small>MOZ</small>	62

December 19, 2024 Blood Drive calendar listing

https://patch.com/florida/miami/calendar/event/20241219/48079a6d-78ba-47bc-86c3-2e5069ec9b92/blood-...	MEDIA OUTLET	Patch
	PUBLISHED	Dec. 10, 2024, midnight
	SIMILARWEB UVM 	9,437,174
	COMSCORE UVM 	12,026,389
	AUDIENCE	
	CAMPAIGN	
	AVE	\$87,293.86
	DOMAIN AUTHORITY <small>MOZ</small>	91
	PAGE AUTHORITY <small>MOZ</small>	70



December 19, 2024 Blood Drive calendar listing

https://communitynewspapers.com/event/blood-drive-at-holy-cross-health-on-december-19/	MEDIA OUTLET	Miami's Community Newspapers
	PUBLISHED	Dec. 11, 2024, midnight
	SIMILARWEB UVM 	46,870
	COMSCORE UVM 	
	AUDIENCE	
	CAMPAIGN	

AVE	\$433.55
DOMAIN AUTHORITY <small>MOZ</small>	57
PAGE AUTHORITY <small>MOZ</small>	53



December 19, 2024 Blood Drive calendar listing

<https://palmbeach.floridaweekly.com/events/fw-events/blood-drive-at-holy-cross-health-on-december-1...>

MEDIA OUTLET	Palm Beach Florida Weekly
PUBLISHED	Dec. 11, 2024, midnight
SIMILARWEB UVM 	10,804
COMSCORE UVM 	
AUDIENCE	180,000
CAMPAIGN	
AVE	\$99.94
DOMAIN AUTHORITY <small>MOZ</small>	62
PAGE AUTHORITY <small>MOZ</small>	46

December 19, 2024 Blood Drive calendar listing


<https://www.lasolasboulevard.com/event-details/blood-drive-at-holy-cross-health>

MEDIA OUTLET	Las Olas Boulevard and Isles Magazine
PUBLISHED	Dec. 11, 2024, midnight
SIMILARWEB UVM 	18,926
COMSCORE UVM 	
AUDIENCE	12,500
CAMPAIGN	
AVE	\$175.07
DOMAIN AUTHORITY <small>MOZ</small>	43
PAGE AUTHORITY <small>MOZ</small>	49

December 19, 2024 Blood Drive calendar listing



By None

<https://www.954area.com/florida/fort-lauderdale/events/672116/blood-drive-at-holy-cross-health-on-d...>

MEDIA OUTLET	954area.com
PUBLISHED	Dec. 11, 2024, midnight
SIMILARWEB	UVM 
COMSCORE	UVM 
AUDIENCE	
CAMPAIGN	
AVE	
DOMAIN	
AUTHORITY	<small>MOZ</small>
PAGE	
AUTHORITY	<small>MOZ</small>

December 19, 2024 Blood Drive calendar listing


<https://www.livingfla.com/event/blood-drive-at-holy-cross-health-on-december-19/>

MEDIA OUTLET	Living FLA
PUBLISHED	Dec. 11, 2024, midnight
SIMILARWEB	UVM 
COMSCORE	UVM 
AUDIENCE	
CAMPAIGN	
AVE	\$36.47
DOMAIN	
AUTHORITY	31 <small>MOZ</small>
PAGE	
AUTHORITY	36 <small>MOZ</small>

December 19, 2024 Blood Drive calendar listing

<https://fortlauderdale.macaronikid.com/events/6759b19ed884725d8014906f/blood-drive-at-holy-cross-he...>





Thursday 10:00 am - 3:30 pm The OneBlood Bloodmobile Phil Smith Neuroscience Institute at Holy Cross Health4725 N Federal HighwayFort Lauderdale FL 33308
Google MapRoll up your sleeve and give the gift of life.

MEDIA OUTLET	fortlauderdale.macaronikid.com
PUBLISHED	Dec. 11, 2024, midnight
SIMILARWEB	UVM 
COMSCORE	UVM 
AUDIENCE	

CAMPAIGN
AVE
DOMAIN AUTHORITY <small>MORE</small>
PAGE AUTHORITY <small>MORE</small>

December 19, 2024 Blood Drive calendar listing





https://bocamag.com/event/blood-drive-at-holy-cross-health-on-december-19/

MEDIA OUTLET	Boca Raton Magazine
PUBLISHED	Dec. 11, 2024, midnight
SIMILARWEB UVM 	14,042
COMSCORE UVM 	
AUDIENCE	22,000
CAMPAIGN	
AVE	\$129.89
DOMAIN AUTHORITY 	52
PAGE AUTHORITY 	47

December 19, 2024 Blood Drive calendar listing



https://www.soulofmiami.org/2024/12/10/blood-drive-at-holy-cross-health-12-19-24/

Blood Drive at Holy Cross HealthThursday, 12/19/2024-, 10:00 am-03:30 pmThe OneBlood Bloodmobile Phil Smith Neuroscience Institute at Holy Cross Health4725 N Federal Highway, Ft. Lauderdale, Florida, 33308WebsiteCost: FreeRoll up your sleeve and give the gift of life.

MEDIA OUTLET	The Soul of Miami
PUBLISHED	Dec. 11, 2024, midnight
SIMILARWEB UVM 	4,069
COMSCORE UVM 	
AUDIENCE	
CAMPAIGN	
AVE	\$37.64
DOMAIN AUTHORITY 	39.72
PAGE AUTHORITY 	

December 19, 2024 Blood Drive calendar listing

https://coralsprings.macaronikid.com/events/6759b1860c66d86604dcb84a/
blood-drive-at-holy-cross-heal...

MEDIA OUTLET	coralsprings.m aronikid.com
PUBLISHED	Dec. 11, 2024, midnight
SIMILARWEB	
UVM	
COMSCORE	
UVM	
AUDIENCE	
CAMPAIGN	
AVE	
DOMAIN	58
AUTHORITY	<small>MOR</small>
PAGE	39
AUTHORITY	<small>MOR</small>

The following clips
were not recorded
by MuckRack.

Holy Cross Health Begins Construction of Free-Standing ER

Mallets shattered concrete blocks marking the "ceremonial groundbreaking" of the Holy Cross Health Free-Standing Emergency Department (FSED) on November 6 in Deerfield Beach, only the second in Broward County.

The new 25,000-square-foot FSED will offer comprehensive emergency services, including advanced diagnostic imaging such as X-rays, ultrasound and CT scans and also have a fully functional on-site laboratory. There will be private treatment and exam rooms, as well as a dedicated ambulance bay for fast and efficient emergency response. The FSED seeks to reduce patient wait times and will be open 24/7, making emergency services convenient and accessible to residents of Deerfield Beach and the surrounding areas.

"This is a long time coming. I was so excited when I finally saw the Holy Cross sign on the building," said Taren O'Brien, MSN, R.N., Holy Cross Health Chief Nursing Officer. "I want to thank Deerfield Beach City Commissioner Michael Hudak for making this happen. We will make sure that this is an extension of what we do at our main campus ministry in Fort Lauderdale. Trinity Health is committed and dedicated to the Florida market."

The \$41 million project is expected to be completed in February 2026.

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. holycross.com.



Mark Caputo, M.D., Emergency Medicine; Michael Hudak, Deerfield Beach City Commissioner; Taren O'Brien, MSN, R.N., Holy Cross Health Chief Nursing Officer; and Kelly Smith, Trinity Health Chief Strategy Officer

CHARITIES

| Help for Holy Cross

In a remarkable contribution to Holy Cross Health's 69-year history, philanthropists Wanda and Jim Moran Jr. and the Wanda & Jim Moran Foundation have donated \$6.5 million, which will facilitate the acquisition of a dedicated CT scanner, improving the Emergency Department diagnostic capabilities. The gift also will allow for the transformation of an existing X-ray room in the department into a dedicated CT room.. ■

LMGFL.COM | DECEMBER 2024 51

Boca/Delray pg. 51:

https://issuu.com/gratefulpalateyachtprovisions/docs/1224_boca_lifestyle_magazine

Las Olas pg. 51:

https://issuu.com/gratefulpalateyachtprovisions/docs/1224_las_olas_lifestyle_magazine

Holy Cross Health 2024 Year in Review

It's been another year of expansion, altruism, technological advancements and planning for the community's healthcare needs of today and tomorrow at Holy Cross Health in Fort Lauderdale. Here are some of our top accomplishments from 2024:

Holy Cross Health hosted a special dedication ceremony for the newly renovated Guerrieri Family Medical Complex, which provides patients with access to multiple Holy Cross Medical Group primary care physicians, upgraded exam rooms and more. The Guerrieri Family Foundation has gifted more than \$7 million in donations to Holy Cross Health.

In one of the single largest gifts in Holy Cross Health's 69-year history, philanthropists Wanda and Jim Moran, Jr. and the Wanda & Jim Moran Foundation donated \$6.5 million. Their transformational gift will fund the purchase of a dedicated CT scanner that enhances the diagnostic capabilities in the Emergency Department as well as conversion of an existing X-ray room into a dedicated CT room in the ED. The building where the ED is located will be renamed the Wanda and Jim Moran, Jr. Emergency Department. The state-of-the-art Philips Spectral CT 7500 will be operational in the Holy Cross ED in late 2025/early 2026. Combined with previous contributions to Holy Cross, the couple's support totals \$8 million.

Fort Lauderdale residents Jon and Helaine Ayers gifted \$2 million to support Holy Cross Health's Outpatient Rehabilitation Center, where patients receive specialized outpatient care for neurological, oncologic, vestibular and complex orthopedic conditions. The center will be renamed the Jon and Helaine Ayers Rehabilitation Institute and will undergo a transformational physical renovation. With the purchase of new state-of-the-art rehab equipment, it will be the only facility in Broward County to offer many unique therapies that help patients regain and improve mobility and balance.

Philanthropist and financier Donald Sussman, founder and chief investment officer of Paloma Partners, made a \$1 million donation to Holy Cross Health to modernize the 15,000-square-foot building that will become the new Holy Cross Family Health Center, set to open in the first half of 2025. To honor his generosity, the drop-off and pick-up area at the Holy Cross



BY LAURA DENOUX

Health Emergency Department has been named the S. Donald Sussman Emergency Drive Thru Entrance.

A generous \$5 million gift from the Harry T. Mangurian Jr. Foundation funded the renovation of seven operating rooms, the storage room and a portion of the area where instruments get sterilized. The new Harry T. Mangurian Jr. Foundation Surgical Suites were reopened and unveiled this year.

The 14th Annual Holy Cross Health Golf Classic at Coral Ridge Country Club, presented by The Harry T. Mangurian, Jr. Foundation and benefiting the Partners in Breast Health program at the Holy Cross Health Dorothy Mangurian Comprehensive Women's Center, raised more than \$215,000. Over the years, the tournament has cumulatively raised nearly \$1.6 million.

To honor the remarkable contributions of individuals and organizations that have generously supported the Holy Cross mission throughout the years, we unveiled and dedicated a new Philanthropy Gallery donor wall. Eight new giving society levels were added to the donor wall. Depending on their levels, donors are recognized on the digital display or on the static and digital displays. The digital display showcases stories about major donors, highlights the impact philanthropy plays on the hospital's projects and programs, and features events and photos.

This year, Holy Cross Health also opened the MD ASAP Rapid Response Cardiac Clinic, opened a third cardiac catheterization laboratory in the Jim Moran Heart and Vascular Center and began construction of the Holy Cross Health Freestanding Emergency Department (FSED) in Deerfield Beach, which is expected to be completed in February 2026. Holy Cross Health made some of the latest technology available to patients including the newly approved FARAPULSE[™] Pulsed Field Ablation System to treat atrial fibrillation; Barostim[™] Baroreflex Activation Therapy, which uses neuromodulation to improve the symptoms of systolic heart failure; and the Acesa ProVu^R system, used to shrink uterine fibroids.

Laura Denoux is Vice President and Chief Development Officer, Holy Cross Health.

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

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.

The new 25,000-square-foot FSED will offer comprehensive emergency services, including advanced diagnostic imaging such as X-rays, ultrasound and CT scans and also have a fully functional on-site laboratory. There will be private treatment and exam rooms, as well as a dedicated ambulance bay for fast and efficient emergency response. The FSED seeks to reduce patient wait times and will be open 24/7, making emergency services convenient and accessible to residents of Deerfield Beach and the surrounding areas.

“This is a long time coming. I was so excited when I finally saw the Holy Cross sign on the building,” said Taren O'Brien, MSN, R.N., Holy Cross Health Chief Nursing Officer. “I want to thank Deerfield Beach City Commissioner Michael Hudak for making this happen. We will make sure that this is an extension of what we do at our main campus ministry in Fort Lauderdale. Trinity Health is committed and dedicated to the Florida market.”

The \$41 million project is expected to be completed in February 2026.



Photo credit: Nelson

Pg. 22 <https://southfloridahospitalnews.com/south-florida-hospital-news-december-2024/#flipbook-sfhnhr-december-2024/22/>

<https://southfloridahospitalnews.com/holy-cross-health-begins-construction-of-free-standing-emergency-department-in-deerfield-beach-2/>



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



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.

The new 25,000-square-foot FSED will offer comprehensive emergency services, including advanced diagnostic imaging such as X-rays, ultrasound and CT scans and also have a fully functional on-site laboratory. There will be private treatment and exam rooms, as well as a dedicated ambulance bay for fast and efficient emergency response. The FSED seeks to reduce patient wait times and will be open 24/7, making emergency services convenient and accessible to residents of Deerfield Beach and the surrounding areas...[Click Here for Full Story](#)

Tue, Dec 3

Sunlit and breezy

High 73°

Low 55°

Holy Cross Health Presented with Equality Means Business Award

Posted by Paige Feigenbaum

[Read more »](#)

<https://patch.com/florida/boca-raton/holy-cross-health-presented-equality-means-business-award-nodx>

Thu, Dec 5

Becoming cloudy and pleasant

High 71°

Low 60°

NEIGHBOR NEWS

CPA Elena Barberis Named VP of Finance at Holy Cross Health

Posted by Paige Feigenbaum

[Read more »](#)

<https://patch.com/florida/boca-raton/cpa-elena-barberis-named-vp-finance-holy-cross-health-nodx>

DECEMBER 5, 2024

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

TODAY'S FEATURE ARTICLES



CPA Elena Barberis Named VP of Finance at Holy Cross Health She will serve in the same role at St. Mary's Health Care System, both Trinity Health hospitals

December 4, 2024 – Elena Barberis, CPA, has accepted the role of Vice President of Finance for both Trinity Health Holy Cross Health in Fort Lauderdale, Florida and St. Mary's Health Care System in Athens, Georgia. She and her ministry-based teams will provide financial and strategic planning and support to the CEOs, the regional CFO, boards and leadership teams in addition to Trinity Health's finance department.

Over the past 18 years, Barberis has served in leadership positions in healthcare systems in the Miami and Atlanta metro areas. She spent 11 years at Jackson Health System in South Florida, rising to the position of Vice President of Finance. She was part of a financial turnaround team to ensure financial reporting and integrity during an Enterprise Resource Planning (ERP) system implementation. As the system budget director there, she developed the complex \$2 billion annual operating budget. Barberis also served as associate chief financial officer of Jackson North Medical Center, a 399 licensed-bed hospital

[READ MORE](#)

<https://southfloridahospitalnews.com/cpa-elena-barberis-named-vp-of-finance-at-holy-cross-health-she-will-serve-in-the-same-role-at-st-marys-health-care-system-both-trinity-health-hospitals/>

DECEMBER 9, 2024

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

[READ THE DECEMBER 2024 PUBLICATION](#)



Holy Cross Health Presented with Equality Means Business Award

Holy Cross recognized by Equality Florida for its commitment to providing a welcoming environment and quality healthcare to the LGBTQ+ community

December 2, 2024– Holy Cross Health was presented with the Equality Means Business Award during Equality Florida's Studio 54-themed gala.

The Equality Means Business Award recognizes businesses that are courageously, passionately and unwaveringly committed to moving the LGBTQ+ community closer to full equality and businesses that have adopted comprehensive non-discrimination policies and demonstrate their commitment to valuing and pro-actively including all employees. Holy Cross Health was the only business in Broward County to be honored this year.

[READ MORE](#)

<https://southfloridahospitalnews.com/holy-cross-health-presented-with-equality-means-business-award/>



Elena Barberis Named VP of Finance at Holy Cross Health



Elena Barberis, CPA, has accepted the role of Vice President of Finance for both Trinity Health Holy Cross Health in Fort Lauderdale, Florida and St. Mary's Health Care System in Athens, Georgia. She and her ministry-based teams will provide financial and strategic planning and support to the CEOs, the regional CFO, boards and leadership teams in addition to Trinity Health's finance department.

Over the past 18 years, Barberis has served in leadership positions in healthcare systems in the Miami and Atlanta metro areas. She spent 11 years at Jackson Health System in South Florida, rising to the position of Vice President of Finance. She was part of a financial turnaround team to ensure financial reporting and integrity during an Enterprise Resource Planning (ERP) system implementation. As the system budget director there, she developed the complex \$2 billion annual operating budget. Barberis also served as associate chief financial officer of Jackson North Medical Center, a 399 licensed-bed hospital. As Vice President, she developed and managed a \$1.6 billion multi-year capital plan that resulted in countless infrastructure projects, inpatient and outpatient facilities, a new rehabilitation hospital and a new acute care hospital...[Click Here for Full Story](#)



Julie Dissette

Fort Lauderdale, FL · 1 day ago · 🌐



Roll up your sleeve and give the gift of life. OneBlood's Big Red Bus will be parked at the Phil Smith Neuroscience Institute at Holy Cross Health in Fort Lauderdale on Thursday, December 19 from 10 a.m. to 3:30 p.m.

All donors will receive a \$20 e-gift card, a package of six OneBlood reusable cups and a wellness checkup that includes blood pressure, temperature, iron count, pulse and cholesterol screening. Refreshments will be provided. Donors must bring a valid photo ID with the person's first and last name.

Appointments are encouraged, but walk-ins are welcome. Schedule an appointment at oneblood.org/donate-now and use sponsor code 2240.

Donors Receive

\$20 eGiftCARD

- PLUS -

Holy Cross Health

Thursday, December 19

10:00 AM - 3:30 PM

All donors receive*:

- **\$20 eGift Card**
- **OneBlood Six Reusable Cups**
- **Wellness Checkup** including blood pressure, pulse, temperature, iron count, and cholesterol screening.

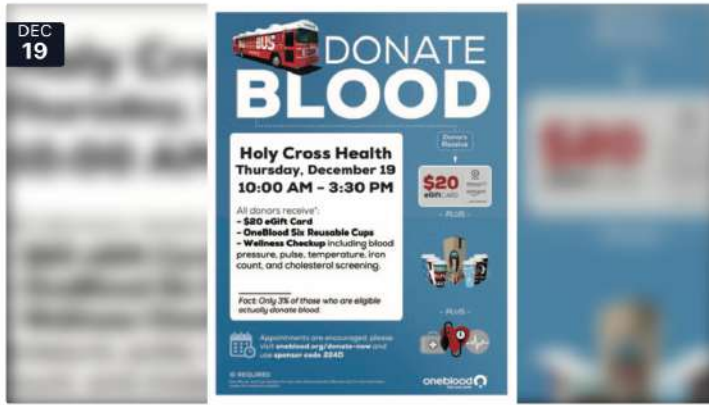
DEC 19

Blood Drive at Holy Cross Health on December 19

4725 North Federal Highway · 10:00 AM

https://nextdoor.com/p/z_TxtN2WsQHT?utm_source=share&slp=&share_platform=10&extras=NTg2OTY1Mjc%3D&utm_campaign=1734047027469

PIERSON
GRANT



Blood Drive at Holy Cross Health on December 19

Dec 19 at 10:00AM - 3:30PM

Phil Smith Neuroscience Institute
1931 Northeast 47th Street
Fort Lauderdale
33308



[MORE DETAILS](#)

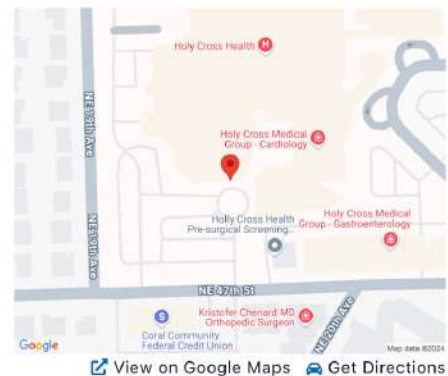
OneBlood's Big Red Bus will be parked at the Phil Smith Neuroscience Institute at Holy Cross Health in Fort Lauderdale on Thursday, December 19 from 10 a.m. to 3:30 p.m.

Roll up your sleeve and give the gift of life. OneBlood's Big Red Bus will be parked at the Phil Smith Neuroscience Institute at Holy Cross Health in Fort Lauderdale on Thursday, December 19 from 10 a.m. to 3:30 p.m.

All donors will receive a \$20 e-gift card, a package of six OneBlood reusable cups and a wellness checkup that includes blood pressure, temperature, iron count, pulse and cholesterol screening. Refreshments will be provided. Donors must bring a valid photo ID with the person's first and last name.

Appointments are encouraged, but walk-ins are welcome. Schedule an appointment at oneblood.org/donate-now and use sponsor code 2240.

[Health](#) [Fort Lauderdale](#)



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Website

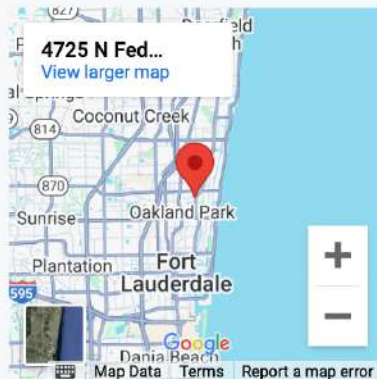
Zuleyka.Feliciano-Matos@holy-cross.com

954-542-5716

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December 11, 2024



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IN-PERSON

Blood Drive at Holy Cross Health on December 19

Thu, Dec 19, 2024 , 10:00am-3:30pm

[Add to Calendar](#)

Location

The OneBlood Bloodmobile Phil Smith Neuroscience Institute at Holy Cross Health

4725 N. Federal Highway
Fort Lauderdale, FL

[Directions](#)

Price

Free

Description

Roll up your sleeve and give the gift of life. OneBlood's Big Red Bus will be parked at the Phil Smith Neuroscience Institute at Holy Cross Health in Fort Lauderdale on Thursday, December 19 from 10 a.m. to 3:30 p.m.

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[Collapse description](#)

[Visit Event Website](#)

Event Contact

Zuleyka Feliciano-Matos
Zuleyka.Feliciano-Matos@holy-cross.com
(954) 542-5716

<https://www.local10.com/calendar/#/details/blood-drive-at-holy-cross-health-on-december-19/14746016/2024-12-19T10>

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December 16, 2024 / Page 3

CPA ELENA BARBERIS NAMED VP OF FINANCE AT HOLY CROSS HEALTH

She will serve in the same role at St. Mary's Health Care System, both Trinity Health hospitals

Elena Barberis, CPA, has accepted the role of Vice President of Finance for both Trinity Health Holy Cross Health in Fort Lauderdale, Florida and St. Mary's Health Care System in Athens, Georgia. She and her ministry-based teams will provide financial and strategic planning and support to the CEOs, the regional CFO, boards and leadership teams in addition to Trinity Health's finance department.

Over the past 18 years, Barberis has served in leadership positions in healthcare systems in the Miami and Atlanta metro areas. She spent 11 years at Jackson Health System in South Florida, rising to the position of Vice President of Finance. She was part of a financial turnaround team to ensure financial reporting and integrity during an Enterprise Resource Planning (ERP) system implementation. As the system budget director there, she developed the complex \$2 billion annual operating budget. Barberis also served as associate chief financial officer of Jackson North Medical Center, a 399 licensed-bed hospital. As Vice President, she developed and managed a \$1.6 billion multi-year capital plan that resulted in countless infrastructure projects, inpatient and outpatient facilities, a new rehabilitation hospital and a new acute care hospital.

In 2020, Barberis and her family relocated to the Atlanta area, where she joined Piedmont Healthcare as executive director of finance. Most recently she



was executive director and controller for Northeast Georgia Health System, where she led the successful Workday ERP implementation for finance, managing the first single audit for grant reporting and two bond issuances and streamlined and in-sourced several processes, developing and training staff in-house.

A CPA in both Florida and Georgia, Barberis

earned a Bachelor of Science in Communication and Political Science from the University of Miami and Master of Science in Finance from Florida International University. She has long been a member of the Healthcare Financial Management Association in Florida and is now a member in Georgia. She is also a member of the Georgia Society of Certified Public Accountants and has served as treasurer of various local boards.

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](https://www.holy-cross.com). Connect @holycrossfl.

Pg. 3 <https://www.calameo.com/read/002791721921f226b3459>

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Photo courtesy of Jason A. Ceavers, MD

BEST DOCTOR DR. JASON CEAVERS AT HOLY CROSS HEALTH HOLY-CROSS.COM

Dr. Jason Ceavers is an Internist with an emphasis on LGBTQ health with the Holy Cross Medical Group.

"Winning this award means that I am making a difference in the community. I am able to make patients feel comfortable and open with me which ultimately enables me to provide the best care I possibly can," said Dr. Ceavers.

Holy Cross Health is a Catholic nonprofit organization committed to providing compassionate and reverent care regardless of a person's background, beliefs, socioeconomic status or sexual identity.

Dr. Ceavers continues by saying: "My goal when graduating residency from the University of Miami at Holy Cross Health was to be an active member of our

LGBTQ+ community and to 'be there' for the people that need me. This award tells me that I am close to achieving this goal."

Dr. Ceavers lives and practices in Wilton Manors and has an active presence in the community. He often runs into his patients at various events and functions, allowing him to connect with them on a personal level to gain a deeper understanding of their health needs, break down barriers and foster trust.

"We promote inclusivity, dignity and trust, enhancing the mission of our clinic and demonstrating our unwavering commitment to serving the community with compassion and excellence," said Dr. Ceavers.

— PIER ANGELO

RUNNER-UP: NOAH LEE AT MIDLAND MEDICAL