



Holy Cross Health Media Coverage Report

July 8-21, 2025


Prepared by

PERSONA
GRANT

Holy Cross Health

July 8th 2025 to July 21st 2025





Generated on July 21, 2025 at 7:04 PM ET

LINKS	UVM	TOTAL AVE
28	229,150,922	\$2,119,646.01
	Insights by  similarweb	

ARTICLES





Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center

Florida News (Medium) | By None | July 8, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
47,185,214	10,660,539	--	--
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$436,463.23	95	48	

Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center





 Patch | By Paige Feigenbaum | July 8, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
8,651,778	9,949,254	--	--
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$80,028.95	91	70	

Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center

citybiz | By Kevin Parker | July 8, 2025





The recently renovated outpatient rehabilitation center is the only facility in Broward County with many unique therapies that help patients regain and improve their mobility and balanceHoly Cross Health celebrated the blessing and unveiling of the Jon & Helaine Ayers Rehabilitation Center with a special dedication ceremony and ribbon cutting.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
84,020	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$777.18	45	48	

Holy Cross Health Introduces Advanced Rehabilitation Center with Unique Therapies

Citybuzz | July 8, 2025



Holy Cross Health has officially opened the Jon & Helaine Ayers Rehabilitation Center, a facility that stands out in Broward County for its advanced rehabilitation therapies. The center, which underwent a complete renovation, was made possible by a \$2 million donation from Jon and Helaine Ayers.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
10,734	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$99.29	55	30	

Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center



South Florida Hospital News | July 8, 2025

Jon & Helaine Ayers Rehabilitation Center ribbon cuttingThe recently renovated outpatient rehabilitation center is the only facility in Broward County with many unique therapies that help patients regain and improve their mobility and balanceJuly 8, 2025 – Holy Cross Health celebrated the blessing and unveiling of the Jon & Helaine Ayers Rehabilitation Center with a special dedication ceremony and ribbon cutting.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
19,406	---	---	---
AVE	DOMAIN AUTHORITY <small>MOE</small>	PAGE AUTHORITY <small>MOE</small>	
\$179.51	41	46	

Holy Cross Health in Fort Lauderdale Names Dr. José J. López as Chief Operating Officer



Patch Patch | By None | July 10, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
9,590,172	9,949,254	---	---
AVE	DOMAIN AUTHORITY <small>MOE</small>	PAGE AUTHORITY <small>MOE</small>	
\$88,709.09	91	70	

A Unified Approach- Holy Cross Health Taps Chief Medical Officer for COO Role

South Florida Business & Wealth | July 10, 2025





In a move that underscores its commitment to both operational excellence and clinical leadership, Holy Cross Health has appointed Dr. José J. López as its new Chief Operating Officer. Dr. López will continue in his role as Chief Medical Officer, making him one of the few healthcare leaders in the region to hold both titles simultaneously.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
9,037	---	---	---
AVE	DOMAIN AUTHORITY <small>MOE</small>	PAGE AUTHORITY <small>MOE</small>	
\$83.59	36	43	

Holy Cross Health in Fort Lauderdale Names Dr. José J. López as Chief Operating Officer

Florida News (Medium) | July 10, 2025





Dr. López adds COO role while continuing to serve as Chief Medical OfficerHoly Cross Health, a member of Trinity Health, announced that José J. López, MD, MBA, FACEP assumed the expanded role of chief operating officer, effective July 6, while continuing to serve as chief medical officer, underscoring the organization’s commitment to integrating clinical excellence with operational leadership.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
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South Florida Hospital News | July 10, 2025





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19,406	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$179.51	41	46	

Trinity system chief medical officer adds COO role

 Becker's Hospital Review | By Kelly Gooch | July 10, 2025





José López, MD, chief medical officer of Fort Lauderdale, Fla.-based Holy Cross Health, has assumed the expanded role of COO, effective July 6, according to a hospital news release shared with Becker's. Dr. López will continue to serve as CMO — a position he has held since 2021 — in addition to his new responsibilities as COO.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
349,210	285,799	18,500	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$3,230.19	79	56	

Holy Cross Health in Fort Lauderdale Names Dr. José J. López as Chief Operating Officer

 citybiz | By Paul Bluemner | July 10, 2025





Holy Cross Health, a member of Trinity Health, announced that José J. López, MD, MBA, FACEP assumed the expanded role of chief operating officer, effective July 6, while continuing to serve as chief medical officer, underscoring the organization's commitment to integrating clinical excellence with operational leadership.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
84,020	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$777.18	45	48	

Holy Cross Health Honors 81 "Healing Heroes"

 Miami's Community Newspapers | July 11, 2025



Exceptional healthcare workers and support staff recognized by grateful patientsSince launching the Healing Heroes program earlier this spring, Holy Cross Health has received an outpouring of thank you letters and donations from patients and families in recognition of physicians, nurses, caregivers and staff who've made a lasting impact on their lives.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
38,595	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$357.00	57	53	

Holy Cross Medical Group Welcomes Interventional Spine and Pain Physician Chanë Price, M.D., M.S.

South Florida Hospital News | July 13, 2025



July 10, 2025 – Interventional spine and pain physician Chanë Price, M.D., M.S. has joined Holy Cross Medical Group, a multi-specialty physician-employed group of more than 130 physicians providing services throughout Broward County.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
19,406	---	---	---
AVE	DOMAIN AUTHORITY <small>MORE</small>	PAGE AUTHORITY <small>MORE</small>	
\$179.51	41	46	

Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center

miamiarch.org | July 15, 2025





FORT LAUDERDALE | Holy Cross Health celebrated the blessing and unveiling of the Jon & Helaine Ayers Rehabilitation Center in Fort Lauderdale with a dedication ceremony and ribbon cutting July 8. Previously known as the Outpatient Rehabilitation Center, Holy Cross Health completely renovated the facility and invested in state-of-the-art physical rehabilitation equipment, thanks to a \$2 million gift from Jon and Helaine Ayers.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
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AVE	DOMAIN AUTHORITY <small>MORE</small>	PAGE AUTHORITY <small>MORE</small>	
---	50.43	---	

Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center

 The Westside Gazette | By Carma Henry | July 16, 2025





The recently renovated outpatient rehabilitation center is the only facility in Broward County with many unique therapies that help patients regain and improve their mobility and balance. FORT LAUDERDALE, FL, Ad Holy Cross Health celebrated the blessing and unveiling of the Jon & Helaine Ayers Rehabilitation Center with a special dedication ceremony and ribbon cutting.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
9,667	---	29,600	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$89.42	49	48	

Holy Cross Health in Fort Lauderdale Names Dr. José J. López as Chief Operating Officer

 Miami's Community Newspapers | July 16, 2025





Dr. López adds COO role while continuing to serve as Chief Medical OfficerHoly Cross Health, a member of Trinity Health, announced that José J. López, MD, MBA, FACEP assumed the expanded role of chief operating officer, effective July 6, while continuing to serve as chief medical officer, underscoring the organization's commitment to integrating clinical excellence with operational leadership.

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 Miami's Community Newspapers | July 16, 2025

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38,595	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$357.00	57	53	

Helping Patients Regain And Improve Their Mobility And Balance





South Florida Sun Times | July 17, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
1,816	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$16.80	22	29	

Improved rehabilitation center at Holy Cross

 Orlando Sentinel | By Cindy Krischer Goodman | July 17, 2025





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SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
1,115,716	559,840	59,557	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$10,320.37	88	63	

Improved rehabilitation center at Holy Cross





 South Florida Sun Sentinel | By Cindy Krischer Goodman | July 17, 2025

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SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
943,277	539,224	75,534	--
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$8,725.31	88	61	

Holy Cross Medical Group Welcomes Interventional Spine and Pain Physician Chanë Price, M.D., M.S.



 Patch | By Paige Feigenbaum | July 17, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
9,590,172	9,949,254	--	--
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$88,709.09	91	70	

Holy Cross Medical Group Welcomes Interventional Spine and Pain Physician Chanë Price, M.D., M.S.

Florida News (Medium) | July 17, 2025



Chanë Price, M.D., M.S. (Photo Credit: Holy Cross Health)Interventional spine and pain physician Chanë Price, M.D., M.S. has joined Holy Cross Medical Group, a multi-specialty physician-employed group of more than 180 physicians providing services throughout Broward County.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
47,185,214	10,660,539	--	--
AVE	DOMAIN AUTHORITY <small>MORE</small>	PAGE AUTHORITY <small>MORE</small>	
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citybiz | By Kevin Parker | July 17, 2025



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SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
84,020	--	--	--
AVE	DOMAIN AUTHORITY <small>MORE</small>	PAGE AUTHORITY <small>MORE</small>	
\$777.18	45	48	

Holy Cross Medical Group taps interventional spine and pain physician





Becker's Spine Review | By Sophie Eydis | July 21, 2025

Fort Lauderdale, Fla.-based multispecialty physician practice, Holy Cross Medical Group, has added interventional spine and pain physician Chanë Price, MD, according to a July 21 news release sent to Becker's. Dr. Price specializes in treating degenerative disc disease, spinal stenosis, sciatica and complex regional pain syndrome. He completed his residency in physical medicine and rehabilitation and a fellowship in pain medicine at the University of Miami.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
18,826	--	--	--
AVE	DOMAIN AUTHORITY <small>MORE</small>	PAGE AUTHORITY <small>MORE</small>	
\$174.14	54	46	

Holy Cross Health Receives \$5 Million Planned Gift to Heart & Vascular Care





Patch | By Paige Feigenbaum | July 21, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
9,590,172	9,949,254	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$88,709.09	91	70	

Holy Cross Health Receives \$5 Million Planned Gift to Heart & Vascular Care

South Florida Hospital News | July 21, 2025





Chuck and Jackie Frasier, Photo Credit: Pavel BronardGrateful patients Chuck and Jackie Frasier include Holy Cross Health in estate plansFort Lauderdale, Fla. – July 21, 2025 – Holy Cross Health has been blessed to receive one of the single largest planned gifts in its 70-year history, a transformative contribution that will benefit the hospital and patients now and in the future.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
19,406	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$179.51	41	46	

Holy Cross Health Receives \$5 Million Planned Gift to Heart & Vascular Care

citybiz | By Kevin Parker | July 21, 2025





Grateful patients Chuck and Jackie Frasier include Holy Cross Health in estate plansHoly Cross Health has been blessed to receive one of the single largest planned gifts in its 70-year history, a transformative contribution that will benefit the hospital and patients now and in the future. Philanthropists and grateful patients, Charles “Chuck” and Jacqueline “Jackie” Frasier, have named Holy Cross Health in their estate plans, committing nearly \$5 million to heart and vascular care.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
84,020	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$777.18	45	48	

Holy Cross Health Receives \$5 Million Planned Gift to Heart & Vascular Care

Florida News (Medium) | July 21, 2025

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<div>SIMILARWEB UVM </div> <div>47,185,214</div>	<div>COMSCORE UVM </div> <div>10,660,539</div>	<div>AUDIENCE</div> <div>--</div>	<div>CAMPAIGN</div> <div>--</div>
<div>AVE</div> <div>\$436,463.23</div>	<div>DOMAIN AUTHORITY </div> <div>95</div>	<div>PAGE AUTHORITY </div> <div>48</div>	

The following clips
were not recorded
by MuckRack.

July 09, 2025

Partner News

Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center

<https://www.citybiz.co/article/715404/holy-cross-health-unveils-jon-helaine-ayers-rehabilitation-center/>

Thu, Jul 10

Times of clouds and sun

High 90°

Low 78°

NEIGHBOR NEWS

Holy Cross Health in Fort Lauderdale Names Dr. José J. López as Chief Operating Officer

Posted by Paige Feigenbaum

[Read more »](#)

Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center

Posted by Paige Feigenbaum

[Read more »](#)

<https://patch.com/florida/boca-raton/holy-cross-health-fort-lauderdale-names-dr-jos-j-lpez-chief-operating-officer-nodx>

<https://patch.com/florida/boca-raton/holy-cross-health-unveils-jon-helaine-ayers-rehabilitation-center-nodx>

JULY 10, 2025

South Florida Hospital News and Healthcare Report
a Healthcare Media Company

Charles Felix
Publisher/ Owner

TODAY'S FEATURE ARTICLES



Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center

Jon & Helaine Ayers Rehabilitation Center ribbon cutting

The recently renovated outpatient rehabilitation center is the only facility in Broward County with many unique therapies that help patients regain and improve their mobility and balance

July 8, 2025 – Holy Cross Health celebrated the blessing and unveiling of the Jon & Helaine Ayers Rehabilitation Center with a special dedication ceremony and ribbon cutting.

Previously known as the Outpatient Rehabilitation Center, Holy Cross Health completely renovated the facility and significantly invested in state-of-the-art physical rehabilitation equipment, thanks to a generous \$2 million gift from Jon and Helaine Ayers.

As part of this capital project, Holy Cross Health introduced eight new pieces of equipment. Holy Cross is the only facility in Broward County with many of these unique therapies that help patients regain and improve their mobility and balance.

[READ MORE](#)

<https://southfloridahospitalnews.com/holy-cross-health-unveils-jon-helaine-ayers-rehabilitation-center/>

HOLY CROSS HEALTH HONORS 81 "HEALING HEROES"



Holy Cross Health Healing Heroes



Danielle K., Eileen G.

Exceptional healthcare workers and support staff recognized by grateful patients

Since launching the Healing Heroes program earlier this spring, Holy Cross Health has received an outpouring of thank you letters and donations from patients and families in recognition of physicians, nurses, caregivers and staff who've made a lasting impact on their lives.

"Grateful patients and their families now have a way to continue to express their appreciation for the caregivers who have made a difference in their life,



Laura Denoux, Dr. Koran Munuswamy, Dr. Jose Lopez

not just with words, but through meaningful philanthropic support, giving back to their hospital," said Laura Denoux, vice president and chief development officer at Holy Cross Health. "The dedication, compassion and excellence of the Holy Cross team inspires gratitude and hope in the lives of those we serve. The relationship between a patient and caregiver is powerful. When gratitude turns into giving, it creates a ripple effect. It is a powerful circle of care that begins at the bedside and extends throughout our hospital."

The phenomenal response is a testament to the level of care and exceptional bedside manner patients and

their families receive at Holy Cross Health.

In a special ceremony held recently in the Chapel at Holy Cross Health, 81 outstanding Healing Heroes were presented with a pin that they are encouraged to wear proudly each day. The pin is a symbol of gratitude and spreads awareness to everyone they interact with.

"Each and every one of our Healing Heroes represents the very best of Holy Cross Health," said Rudy Molinet, RN, MPH, FACHE, chair of the Holy Cross Health board of directors. "They bring compassion, skill and commitment to every patient daily. Their hard work inspires gratitude and philanthropy from the patients they care for."

Two patients, Paulette Kardos and Joseph Catania, also spoke at the celebration to personally express their gratitude and share what inspired them to contribute to the Healing Heroes program.

Following the pinning ceremony, guests enjoyed a reception in the Holy Cross Health Philanthropy Gallery.

Donors can recognize Healing Heroes by making a philanthropic gift in honor of a Holy Cross caregiver,

HOLY CROSS, continued on page 15



Joseph Catania, Melissa DeVincentis, Judy Catania, Dr. Joshua Larned



Paulette Kardos, Dr. Alan Yesner, Paul Kardos



Taren O'Brien, Chrissy Marone

HOLY CROSS, continued from page 14

and direct their donation to an area of the hospital that means the most to them. This includes cancer, heart and vascular, orthopedics, neurosciences, Institute for Nursing Excellence, medical equipment and technology or they can customize their donation.

As a not-for-profit health system, philanthropy fuels Holy Cross Health's mission by funding cutting-edge medical equipment, enhancing facilities and supporting patient care programs that directly benefit the individuals and communities they serve in Broward County.

Learn more or share a story of gratitude at HolyCross.com/HealingHeroes.

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



Dr. Jessica Burgers

rankings and was named among the 2024 America's Best-In-State Hospitals by Newsweek. Holy Cross has been designated as a High Performer by the Human Rights Campaign Foundation for LGBTQ+ healthcare access. 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



Meredith Joyner, Dr. William Joyner, Cynthia Joyner

community's trusted health partner for life. Holy Cross Health also encompasses Holy Cross Health-Plex 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.

JULY 14, 2025

**South Florida Hospital News and Healthcare Report
a Healthcare Media Company**

**Charles Felix
Publisher/ Owner**

TODAY'S FEATURE ARTICLES



**Holy Cross Health in Fort
Lauderdale Names Dr. José J.
López as Chief Operating
Officer**

Dr. López adds COO role while continuing to serve as Chief Medical Officer

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As COO, Dr. López will provide executive leadership across operational functions, directly and indirectly overseeing key leaders to ensure alignment with the organization's financial, strategic and performance goals.

"Through his exceptional leadership as CMO, Dr. López has demonstrated a steadfast commitment to people-centered care and an ability to lead across diverse care settings, earning the trust and respect of colleagues across Holy Cross Health," said Pierre Monice, president and CEO. "In addition, Dr. López brings a wealth of operational experience to the COO position, which will be instrumental in advancing our mission."

[**READ MORE**](#)

<https://southfloridahospitalnews.com/holy-cross-health-in-fort-lauderdale-names-dr-jose-j-lopez-as-chief-operating-officer/>

**UPDATED NEWS
INFORMATION FROM THE
LAST FOUR DAYS IN SOUTH
FLORIDA**



**Holy Cross Medical Group
Welcomes Interventional Spine
and Pain Physician Chanè Price,
M.D., M.S.**

July 10, 2025 – Interventional spine and pain physician Chanè Price, M.D., M.S. has joined Holy Cross Medical Group, a multi-specialty physician-employed group of more than 130 physicians providing services throughout Broward County.

Dr. Price's focus areas include degenerative disc disease, facet arthritis, herniated discs, sciatica, neck and low back pain, sacroiliac dysfunction, spinal stenosis, compression fractures, post laminectomy lumbar syndrome, radiculopathies, peripheral neuropathies, spondylolisthesis, PRP therapies and CRPS conditions.

Board-certified by the American Board of Physical Medicine and Rehabilitation in pain medicine, physical medicine and rehabilitation, Dr. Price comes to Holy Cross Health from Baptist Health Medical Group. He was previously with Jackson Memorial Hospital-Jackson Health System in Miami and University of Miami Hospitals and Clinics (UMHC)/Sylvester. He was also an assistant professor, Residency Program Director, Vice Chair of Diversity Equity and Inclusion, and the outpatient Medical Director in the Department of Physical Medicine and Rehabilitation at University of Miami Miller School of Medicine and is co-president of Premier Medical Rehab Group, LLC.

[**READ MORE**](#)

<https://southfloridahospitalnews.com/holy-cross-medical-group-welcomes-interventional-spine-and-pain-physician-chane-price-m-d-m-s/>

July 16, 2025

People



José J. López, MD, MBA,
FACEP (Photo Credit:
Robert Mayer, Holy Cross
Health)

**Holy Cross
Health in Fort
Lauderdale
Names Dr. José J.
López as Chief
Operating Officer**

<https://www.citybiz.co/article/716558/holy-cross-health-in-fort-lauderdale-names-dr-jose-j-lopez-as-chief-operating-officer/>



Helping Patients Regain And Improve Their Mobility And Balance Holy Cross Health Unveils State-Of- The-Art Jon & Helaine Ayers Rehabilitation Center

Holy Cross Health celebrated the blessing and unveiling of the Jon & Helaine Ayers Rehabilitation Center with a special dedication ceremony and ribbon cutting. Previously known as the Outpatient Rehabilitation Center, Holy Cross Health completely renovated the facility and significantly invested in State-Of-The-Art physical rehabilitation equipment, thanks to a generous \$2 Million gift from Jon and Helaine Ayers.

[Read The Entire Article](#)

<https://www.southfloridasuntimes.com/news-2-1/helping-patients-regain-and-improve-their-mobility-and-balance---holy-cross-health-unveils-state-of-the-art-jon-%26-helaine-ayers-rehabilitation-center>

Helping Patients Regain And Improve Their Mobility And Balance Holy Cross Health Unveils State-Of-The-Art Jon & Helaine Ayers Rehabilitation Center

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Previously known as the Outpatient Rehabilitation Center, Holy Cross Health completely renovated the facility and significantly invested in State-Of-The-Art physical rehabilitation equipment, thanks to a generous \$2 Million gift from Jon and Helaine Ayers.

As part of this capital project, Holy Cross Health introduced eight new pieces of equipment. Holy Cross is the only facility in Broward County with many of these unique therapies that help patients regain and improve their mobility and balance.

"Jon and Helaine's support has helped shape the future of Holy Cross Health in lasting and meaningful ways," said Pierre Monice, MBA, FACHE, President and CEO of Holy Cross Health. "Jon and Helaine believe in our mission and in the people we serve. This new space represents the very best of what healthcare can be – compassionate, innovative and focused on the whole person."

The Center provides expert care in physical, occupational and speech therapy for patients recovering from strokes, brain and spinal cord injuries or are living with Parkinson's Disease, Multiple Sclerosis and more. The care model is rooted in a one-on-one, team-based approach that addresses not only the physical side of recovery, but also the emotional and cognitive journey each patient experiences.

"I am deeply grateful to Jon and Helaine Ayers for their generosity. This Center is possible because of their incredible support and commitment to improving patient care," said Laura Denoux, Vice President and Chief Development officer at Holy Cross Health. "This is more than a building. It is a place where patients will regain strength, mobility and confidence."

Located at the main hospital in Fort Lauderdale, the welcoming and comfortable environment ensures an unparalleled rehabilitation experience for patients and their families.

"This Center is positioned to be a leader in the treatment of neurologic, vestibular, oncologic and complex orthopedic conditions. We are ecstatic to have this technology at our disposal to provide our patients with the best chance at making significant and complete recoveries," said Tim Day, Director of Outpatient Rehab for Holy Cross Health. "My team and I are looking forward to witnessing our patients progress and benefit from our new facility and equipment. One small step in rehab is



Jon & Helaine Ayers Rehabilitation Center ribbon cutting.



Balance Quest TRV Chair.



Goldmann gait and balance system.



C-Mill balance and gait treadmill.

a giant leap in recovery."

Rehabilitation hits close to home for Jon, the former Chairman and CEO of IDEXX Laboratories, a global leader in pet healthcare innovation. In June 2019, his life was forever changed when he was seriously injured in a catastrophic bike crash, caused by another cyclist, leaving him a quadriplegic. "My spinal cord injury six years ago has given me a great appreciation for physical and occupational therapy. Even in this phase of my injury, I continue to advance function, strength and wellbeing by spending roughly 20 hours a week dedicated to therapy," said Jon, a Fort Lauderdale resident and member of the Holy Cross Health Board of Directors. "I am so appreciative of the professional support, received from over 25 different therapists in multiple locations in the past six years."

"Helaine and I, through this amazing Center and staff, wish to inspire and enable other patients by providing access to great therapists, supported by the latest technology and treatments," Jon continued. "Many patients, with the proper support, patience and perseverance, will return from a setback to full physical function and health. Others will benefit in enduring their condition through a continued commitment to professional physical therapy."

Rudy Molinet, RN, MPH, FACHE, Chair of the Holy Cross Health Board of Directors, added, "We're grateful for Jon's leadership and service as a board member. He and Helaine helped build something truly meaningful for our community. We are so blessed to have them as a member of the Holy Cross family."

The rehabilitation team was also on hand during the reception to give attendees a tour of the facility and demonstrate how the innovative equipment works.

Holy Cross has added:

The Balance Quest TRV Chair diagnoses and treats patients with benign paroxysmal positional vertigo (BPPV). When the patient is strapped securely into the chair, the seat can be rotated 360 degrees along a semicircular plane to put the patient in an inverted position. The patient wears video-enabled goggles so their eye movements can be monitored. According to manufacturer Interacoustics, vertigo accounts for approximately six million clinic visits in the U.S. annually. Nearly



Jon Ayers (center) and others attend the dedication ceremony of the Jon & Helaine Ayers Rehabilitation Center.

50% of these patients experiencing dizziness are diagnosed with BPPV, and nearly 10% of the population will have an occurrence in their lifetime and the likelihood increases by 38% every 10 years, with the highest number of cases in people between 50 and 70 years of age.

The C-Mill balance and gait treadmill incorporates virtual and augmented reality on a large screen to simulate walking in various challenging settings that a person is likely to encounter when out and about. There are adjustable handrails and an optional harness to provide patients with stability as they stroll. The immersive and interactive experience adds a bit of fun to rehab.

The Biodex Balance System™ SD is a platform that a patient stands on while holding on to handles for stability. The platform moves, challenging the patient to balance and build muscle in their legs and core. Athletes also use this for agility training. It assesses fall risk and is used in concussion management.

The MyoCycle Pro is a functional electrical stimulation (FES) stationary bicycle used to help patients suffering from spinal cord injuries, multiple sclerosis (MS), strokes, brain injuries or other neurological disorders. Patients strap their feet and calves into boots attached to the pedals. The motorized pedals go in a circular motion to simulate riding a bike, giving patients the ability to exercise and build and maintain muscle tone even if they are not physically capable of initiating the

pedaling. Small adhesive electrodes that emit electric impulses are placed on the arms or legs to activate the limbs. For patients who are in a wheelchair, they can remain seated in their wheelchair while using this bike.

The EksoNR is a robotic exoskeleton designed to retrain the body how to walk, with the goal of patients one day regaining the ability to walk without assistance. The exoskeleton has leg braces and a vest that is strapped onto a patient's body to help the appendages move. It's the first exoskeleton that's FDA-cleared to rehabilitate people with brain injuries, strokes, MS and spinal cord injuries.

RT300 UE/LE FES cycle, designed for a wide range of neurological impairments, provides real-time biofeedback, data-tracking and sophisticated control algorithms.

Guldmann gait and balance system is a walking sling for users who have sufficient leg strength to stand upright but need support and to feel safe during training due to reduced balance. The Gait Trainer sling provides the needed support during walking and gait training and helps the user maintain standing.

Strollr is a revolutionary all-in-one digital therapeutic software solution for commercially available augmented reality (AR) glasses. A form of immersive rehabilitation, it seamlessly blends digital content with your physical space and adapts to any room layout, aiding patient rehabilitation.

For more information on Holy Cross Health's outpatient rehabilitation services, visit:

[holycross.com/services/rehabilitation-and-therapy/outpatient-rehabilitation/jon-and-helaine-ayers-rehabilitation](https://www.holy-cross.com/services/rehabilitation-and-therapy/outpatient-rehabilitation/jon-and-helaine-ayers-rehabilitation).

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. Holy Cross has been designated as a High Performer by the Human Rights Campaign Foundation for LGBTQ+ healthcare access. 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: www.holy-cross.com. Connect: @holycrossfl.

Pg 9A https://issuu.com/suntimesnewspaper/docs/sun_times_issue_07_17_25/8

<https://www.southfloridasuntimes.com/news-2-1/helping-patients-regain-and-improve-their-mobility-and-balance---holy-cross-health-unveils-state-of-the-art-jon-%26-helaine-ayers-rehabilitation-center>

Boca Raton

Fri, Jul 18

Humid; breezy this morning

High 90°

Low 81°

NEIGHBOR NEWS

Holy Cross Medical Group Welcomes Interventional Spine and Pain Physician Chanë Price, M.D., M.S.

Posted by Paige Feigenbaum

[Read more »](#)

Holy Cross Health in Fort Lauderdale Names Dr. José J. López as Chief Operating Officer

Posted by Paige Feigenbaum

[Read more »](#)

Holy Cross Health Unveils Jon & Helaine Ayers Rehabilitation Center

Posted by Paige Feigenbaum

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<https://patch.com/florida/boca-raton/holy-cross-medical-group-welcomes-interventional-spine-pain-physician-chan-price-nodx>

<https://patch.com/florida/boca-raton/holy-cross-health-fort-lauderdale-names-dr-jos-j-lopez-chief-operating-officer-nodx>

<https://patch.com/florida/boca-raton/holy-cross-health-unveils-jon-helaine-ayers-rehabilitation-center-nodx>

SunSentinel

LOCAL & STATE

YOUR HEALTH

By Cindy Krischer Goodman

South Florida Sun Sentinel

Improved rehabilitation center at Holy Cross

Holy Cross Health celebrated the unveiling of the Jon & Helaine Ayers Rehabilitation Center with a special dedication ceremony and ribbon cutting on July 8.

Previously known as the Outpatient Rehabilitation Center, Holy Cross Health has completely renovated the facility and made a significant investment in state-of-the-art physical rehabilitation equipment, thanks to a \$2 million gift from Jon and Helaine Ayers. Jon Ayers, the former chairman and CEO of IDEXX Laboratories, was seriously injured in a catastrophic bike crash. "My spinal cord injury six years ago has given me a great appreciation for physical and occupational therapy," he said in a prepared statement.

As part of this capital project, Holy Cross Health introduced eight new pieces of equipment that help patients regain and improve their mobility and balance.

Pg. 6 <https://enewspaper.sun-sentinel.com/html5/desktop/production/default.aspx?pnum=7&edid=64dc1961-d90e-4637-96ed-dfbb54c3aa5>

<https://www.sun-sentinel.com/2025/07/17/do-floridians-need-to-take-vitamin-d-in-the-summer/>

The following clips are
being shared as a
courtesy. They were not
secured by PGPR.

HOLY CROSS AND OTHERS STEP UP FOR LGBTQ COMMUNITY AT PRIDE

Many thanks to Holy Cross Hospital for all of their efforts to provide LGBTQ competent services. Holy Cross is also to be commended for being a major sponsor of this June's Pride event. Other medical providers continued to show their ongoing support like Baptist Hospital, Memorial, and Cleveland Clinic, but the largest medical provider in Broward County was missing, as usual.

The absence of Broward Health did not go unnoticed. They are sending a very clear message to the residents of Broward County and their thousands of LGBTQ employees who work diligently to provide quality services to their patients. One of their hospitals, Imperial Point, has made some efforts to provide culturally-competent services, but the goal should be treating ALL patients, at ALL locations with the dignity and respect they deserve.

RICHARD MAYORA
Oakland Park

OUTSFL



Photo via Adobe Firefly.