



Holy Cross Health Media Coverage Report

September 2-16, 2025


Prepared by

PIERSON
GRANT

Holy Cross Health

September 2nd 2025 to September 16th 2025

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LINKS	UVM	TOTAL AVE
18	218,139,629	\$2,017,791.56
	Insights by  similarweb	

ARTICLES

Charles and Jacqueline Frasier Gift and Jon & Helaine Ayers Rehabilitation Center





 Catholic Health Association | By None | Sept. 2, 2025

GRANTS Holy Cross Health of Fort Lauderdale, Florida, part of Trinity Health, recently announced receiving two multimillion-dollar gifts: Philanthropists Charles and Jacqueline Frasier have named Holy Cross in their estate plans, committing nearly \$5 million to heart and vascular care. That is one of the single largest planned gifts the facility has received in its 70-year history. Earlier this year, the couple also made a \$250,000 multiyear pledge to strengthen heart and vascular care at Holy Cross. Charles Frasier is a retired packaging industry entrepreneur who founded and led companies focused on engineering and logistics. Jon and Helaine Ayers have given Holy Cross a \$2 million gift to benefit its outpatient rehabilitation center. Holy Cross is naming the facility the Jon & Helaine Ayers Rehabilitation Center. Holy Cross is using the gift for state-of-the-art physical rehabilitation equipment. Jon Ayers, the former chairman and CEO of pet health care company IDEXX Laboratories, is a member of the Holy Cross board of directors. In June 2019, he was seriously injured in a bike crash, leaving him a quadriplegic. He said receiving care for his spinal cord injury gave him a great appreciation for physical and occupational therapy.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
16,115	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$149.06	58	53	





Holy Cross Medical Group Welcomes Neurologist Eduardo D. Zamora, M.D.

Florida News (Medium) | By None | Sept. 3, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
43,462,686	9,092,825	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$402,029.85	95	48	

Holy Cross Medical Group Welcomes Neurologist Eduardo D. Zamora, M.D.





Patch | By None | Sept. 3, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
9,794,719	11,036,299	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$90,601.15	91	70	

Holy Cross Medical Group Welcomes Neurologist Eduardo D. Zamora, M.D.

citybiz | By Kevin Parker | Sept. 3, 2025





Neurologist Eduardo D. Zamora, M.D. 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
56,437	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$522.04	45	48	

Holy Cross Medical Group Welcomes Neurologist Eduardo D. Zamora, M.D.





South Florida Hospital News | Sept. 4, 2025

September 3, 2025– Neurologist Eduardo D. Zamora, M.D. 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
17,528	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$162.13	41	46	





HOLY CROSS HEALTH COMPLETES ITS FIRST INSPIRE V™ IMPLANT PROCEDURE

South Florida Hospital News | By None | Sept. 5, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
17,528	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$162.13	41	46	





Holy Cross Health Completes Its First Inspire V™ Implant Procedure

 Patch | By None | Sept. 5, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
9,794,719	11,036,299	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$90,601.15	91	70	

Holy Cross Health Completes Its First Inspire V™ Implant Procedure





Florida News (Medium) | By None | Sept. 5, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
43,462,686	9,092,825	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$402,029.85	95	48	

Holy Cross Health Completes Its First Inspire V™ Implant Procedure

citybiz | citybiz | By Kevin Parker | Sept. 5, 2025





Holy Cross Health has completed its first procedure with the latest generation of Inspire® therapy, the Inspire V™ System. Since establishing their Inspire therapy program in 2023, Holy Cross Health has impacted the lives of dozens of patients with obstructive sleep apnea (OSA) by helping them breathe easier and sleep better.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
56,437	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$522.04	45	48	

Holy Cross Medical Group Adds Two New Primary Care Physicians (Drs. Joshua Wright and Taylor Smith)





South Florida Hospital News | Sept. 9, 2025

Joshua Wright, DO and Taylor Smith, DO join family medicine practice in Fort LauderdaleSeptember 9, 2025 – Family medicine physicians Joshua Wright, DO and Taylor Smith, DO have joined Holy Cross Medical Group, a multi-specialty physician-employed group of more than 180 physicians providing services throughout Broward County. Their focus areas include adult medicine, primary prevention, care management, pre-operative evaluation, and school and work physicals.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
22,555	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$208.63	41	46	





Holy Cross Medical Group Adds Two New Primary Care Physicians (Drs. Joshua Wright and Taylor Smith)

Florida News (Medium) | By None | Sept. 9, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
43,462,686	9,092,825	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$402,029.85	95	48	

Holy Cross Medical Group Adds Two New Primary Care Physicians (Drs. Joshua Wright and Taylor Smith)





Patch | By None | Sept. 9, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
9,165,255	11,036,299	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$84,778.61	91	70	

Joshua Wright and Taylor Smith Join Holy Cross Medical Group’s Family Medicine Team

citybiz | By Paul Bluemner | Sept. 9, 2025





Family medicine physicians Joshua Wright, DO and Taylor Smith, DO have joined Holy Cross Medical Group, a multi-specialty physician-employed group of more than 180 physicians providing services throughout Broward County. Their focus areas include adult medicine, primary prevention, care management, pre-operative evaluation, and school and work physicals. Both Dr. Wright and Dr. Smith earned their Doctor of Osteopathic Medicine from the Nova Southeastern University (NSU) Dr. Kiran C.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
124,764	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$1,154.07	45	48	


Holy Cross Health Completes Its First Inspire V™ Implant Procedure

 The Westside Gazette | By Carma Henry | Sept. 10, 2025





Submitted by Paige Feigenbaum FORT LAUDERDALE, FL — Holy Cross Health has completed its first procedure with the latest generation of Inspire® therapy, the Inspire V™ System. Since establishing their Inspire therapy program in 2023, Holy Cross Health has impacted the lives of dozens of patients with obstructive sleep apnea (OSA) by helping them breathe easier and sleep better.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
5,221	---	29,600	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$48.29	49	48	


Health systems boost community outreach to improve outcomes and bottom line - South Florida Business Journal





 South Florida Business Journal | By Mark Dovich | Sept. 12, 2025

Early screenings and rigorous preventative care can reduce the need for more costly clinical interventions down the line. But it's also good business.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
5,630,877	6,037,110	16,383	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$52,085.61	92	48	





Holy Cross Health Nurse Shenika Brandon, RN, MS Honored With DAISY Award

 Patch | By None | Sept. 16, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
9,165,255	9,638,311	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$84,778.61	91	70	

Holy Cross Health Nurse Shenika Brandon, RN, MS Honored With DAISY Award





Florida News (Medium) | By None | Sept. 16, 2025

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
43,759,397	9,092,825	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$404,774.42	95	48	

Holy Cross Health Nurse Shenika Brandon, RN, MS Honored With DAISY Award

citybiz | By Paul Bluemner | Sept. 16, 2025

Shenika Brandon, RN, MS with Holy Cross Health has been recognized with the DAISY Award, which celebrates nurses who go above and beyond in their efforts to provide patients and families with excellent, compassionate care. Brandon joined Holy Cross Health in 2018 as a staff nurse of a 63-bed medical surgical unit. She quickly moved up to clinical lead, assistant nurse manager and nurse manager.

SIMILARWEB UVM 	COMSCORE UVM 	AUDIENCE	CAMPAIGN
124,764	---	---	---
AVE	DOMAIN AUTHORITY 	PAGE AUTHORITY 	
\$1,154.07	45	48	

SOFLObuzz

Holy Cross Health recognized with quality award

Holy Cross Health has received the American Heart Association's Commitment to Quality award for achieving high performance across three or more clinical areas in the "Get With the Guidelines" program.



Only 158 hospitals in the nation have met the criteria for this new award, demonstrating a comprehensive approach to quality improvement. By participating in three or more Get With the Guidelines programs, they commit to using real-time data registries, evidence-based protocols, and cross-disciplinary teamwork to raise the standard of care across multiple specialties.

"This recognition reflects our team's dedication to treating the whole patient, not just the condition," said Pierre Monice, CEO of Holy Cross Health. "We are focused on continuous improvement and delivering the highest-quality care across every department."

Get With the Guidelines is the American Heart Association's hospital-based quality improvement initiative that helps ensure that patients are treated in accordance with the most up-to-date, research-based guidelines. Participating hospitals benefit from tools, resources, and peer benchmarking to drive better patient outcomes.

"This award highlights the impressive commitment Holy Cross Health has made to improving care across multiple disciplines," said Donald Lloyd-Jones, past volunteer president of the American Heart Association and current volunteer chair of the association's Quality Oversight Committee. "By taking a systems-level approach to quality, these hospitals are building a foundation for better outcomes, fewer complications, and stronger communities."

'Everybody deserves the best it can be'

Holy Cross Family Health Center opens in underserved Florida neighborhood

By VALERIE SCHREMP HAHN

The Holy Cross Health medical building in the Oakland Park neighborhood of Fort Lauderdale, Florida, had been underutilized for years. Medical offices occupied only about a third of the space, and the building hadn't been updated since it was built in the early 1970s.

Meanwhile, a community health needs assessment showed that people wanted more access to health and social services. They had trouble affording and accessing fresh foods. They wanted help with personal finance issues and with finding and keeping a job.

They wanted a place to belong.

In early June, a ribbon cutting ceremony marked the opening of the Holy Cross Family Health Center, a 15,000-square-foot space on the first floor of the medical building.

The health center is part of Holy Cross Health, a member of Trinity Health.

The center, made possible through \$4.9 million in donations, includes 11 exam rooms, a teaching kitchen, a laboratory, a pediatric therapy center, a low-stimulation room for pediatric patients to calm themselves, office space for community health workers, and classroom and meeting spaces. In addition to primary care, wellness checkups and immunizations, patients can get medical nutrition therapy and access to culinary medicine to help them manage and prevent chronic diseases.

Kim Salswick, Holy Cross vice president for community health and well-being, referred to how the system's sponsor, the Sisters of Mercy, and their founders, Catherine McAuley, are often associated with the symbol of a "comfortable cup of tea."

"And so that's what we wanted," she said. "We wanted people to feel when they are here, it's a comforting environment. We're here for you."

And at the ribbon cutting, she noted, the hosts offered visitors tea in porcelain cups.

Serving diverse needs

Salswick and Kristen Schroeder-Brown, healthy living program manager, joked that even though both are nurses, they became architects to decide what they wanted in the family center and how everything should look.

Through the needs assessment, they had a good blueprint. The building is in a "high-priority" ZIP code, which means

40% or more of its population is Black or Hispanic and many people are on Medicaid. Broward County, where Fort Lauderdale is located, has residents from more than 200 countries speaking



The Holy Cross Family Health Center in Fort Lauderdale, Florida, opened in June and includes a welcoming, colorful space for pediatric therapy.

more than 130 languages. About a third of residents reported they are often or sometimes worried about running out of food. They also said they needed job skills training and support groups for things like domestic violence and healthy eating.

"So we thought, in a perfect world, let's build a one-stop where the whole first floor is everything you would need to get things going, and so that's what we envisioned, and worked very hard on," Salswick said.

In response to gaps identified in the needs assessment, in 2023 Holy Cross opened a smaller clinic in the historically Black Sistrunk neighborhood, about 7 miles away. Many of its patients report they hadn't seen a primary caregiver in at least 10 years. That clinic's décor features artwork done by African, Caribbean and Black Americans.

"We feel that the people who are coming in need to feel comfortable in the space that they're in," Salswick said.

They built on that experience to plan for the family clinic.

Creating a welcoming space

Soothing ocean-themed artwork and frosted glass doors in the new clinic lend airiness and privacy. One multifunctional space has different seating options, including rockers, gliders, couches, and high-top tables to accommodate diverse needs and preferences.

A teaching kitchen is adjacent to a conference space, ideal for when one spouse is cooking during a diabetes education class while the other watches.

A pediatric therapy center includes equipment for children to work on motor skills. A tree centered in the room has swings hanging from its branches.

"We really wanted it to be a space that kids wanted to come, where kids were excited to learn, and a place that would also be calming," Schroeder-Brown said. Par-

ents are thrilled because there is ordinarily a six-month minimum waiting list for pediatric therapy, but the center's first patients were able to get in right away. "They were so excited and so thankful," she said.

A low-stimulation room, for children to calm themselves or relax for therapy, includes a custom ceiling with a cloud-shaped cutout that can be lit in different colors. Children can play with thin strands of rope lighting or a light-up pegboard or watch bubbles and small toy animals floating in bubble towers.

"This is the space for me"

Plans include setting up workshops on resume writing, interviewing skills, personal finance, and budgeting. Center organizers also would like to set up more support groups for parents of neurodivergent children, domestic violence survivors, and seniors, specifically for LGBTQ+ seniors and those with HIV. About half of the people living with HIV in Broward County are aged 50 or older, and the center is a few miles from Wilton Manors, a city that is a LGBTQ+ hub.

The building's additional three floors are being renovated for a variety of specialty medical practices, in a strategic move to bring specialty care closer to the community.

Salswick and Schroeder-Brown said that at the open house, they took note of the astounded faces of visitors. They have tried to extend the same hospitality to those who have visited since. Too often in other places that serve vulnerable communities, people don't feel safe or the furnishings aren't the nicest, Salswick pointed out.

"Everybody deserves the best it can be," Salswick said. "What we hope is that when folks walk in, they can feel: I belong here, and this is the space for me."

vhahn@chausa.org

Pg. 2 https://issuu.com/chausa/docs/catholic_health_world_-_september_2025

<https://www.chausa.org/news-and-publications/publications/catholic-health-world/archives/august-2025/everybody-deserves-the-best-holy-cross-family-health-center-opens-in-underserved-fort-lauderdale--florida--neighborhood>

KEEPING UP

GRANTS

Holy Cross Health of Fort Lauderdale, Florida, part of Trinity Health, recently announced receiving two multimillion-dollar gifts:

■ Philanthropists Charles and Jacqueline Frasier have named Holy Cross in their estate plans, committing nearly \$5 million to heart and vascular care. That is one of the single largest planned gifts the facility has received in its 70-year history. Earlier this year, the couple also made a \$250,000 multiyear pledge to strengthen heart and vascular care at Holy Cross. Charles Frasier is a retired packaging industry entrepreneur who founded and led companies focused on engineering and logistics.

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Pg. 7 https://issuu.com/chausa/docs/catholic_health_world_-_september_2025

<https://www.chausa.org/news-and-publications/publications/catholic-health-world/archives/september-2025/keeping-up---september-edition>

September 3, 2025



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Holy Cross Medical Group Welcomes Neurologist Eduardo D. Zamora, M.D.

<https://lnkd.in/gewG3X2a>

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**Holy Cross Medical Group Welcomes Neurologist
Eduardo D. Zamora, M.D.**

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<https://www.linkedin.com/feed/update/urn:li:activity:7369107342967119872/>

Boca Raton

Thu, Sep 4

Humid; afternoon t-storms

High 86°

Low 76°

NEIGHBOR NEWS

Holy Cross Medical Group Welcomes Neurologist Eduardo D. Zamora, M.D.

Posted by Paige Feigenbaum

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<https://patch.com/florida/boca-raton/holy-cross-medical-group-welcomes-neurologist-eduardo-d-zamora-m-d-nodx>

SEPTEMBER 8, 2025

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



Holy Cross Medical Group Welcomes Neurologist Eduardo D. Zamora, M.D.

September 3, 2025— Neurologist Eduardo D. Zamora, M.D. has joined Holy Cross Medical Group, a multi-specialty physician-employed group of more than 180 physicians providing services throughout Broward County.

Dr. Zamora's focus areas include Alzheimer's disease and other dementias, Parkinson's disease, ALS and other neurodegenerative disorders as well as general neurology, multiple sclerosis, stroke, epilepsy, migraine headaches, trigeminal neuralgia, Botox for neurological disease, tremors, radiculopathies, plexopathies, carpal tunnel syndrome, ulnar neuropathies, peripheral neuropathies and restless leg syndrome.

Certified by the American Board of Psychiatry and Neurology, Dr. Zamora most recently served as Director of the Neurology Center of Excellence and prior to that was Director of the Inwood Neurology Clinic at Berkeley Medical Center, both in Martinsburg, West Virginia.

Dr. Zamora earned his medical degree from the University of Buenos Aires School of Medicine in Buenos Aires, Argentina. He completed a fellowship in neuroscience at Georgetown University Medical Center in Washington, D.C. and later completed a fellowship in neuropathology at Johns Hopkins School of Medicine in Baltimore, Maryland and accepted a junior faculty position there. During his fellowship, he earned an Excellence in Research Award for studying a new model of vaccine for the treatment of Alzheimer's disease. He later obtained a senior research position at National Institutes of Health in Bethesda, Maryland to do research on mental diseases and performed clinical training in dementias at the University of Oxford in the United Kingdom.

[READ MORE](#)

<https://southfloridahospitalnews.com/holy-cross-medical-group-welcomes-neurologist-eduardo-d-zamora-m-d/>

Boca Raton

Mon, Sep 8

Humid with a t-storm or two

High 88°

Low 76°

NEIGHBOR NEWS

Holy Cross Health Completes Its First Inspire V™ Implant Procedure

Posted by Paige Feigenbaum

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<https://patch.com/florida/boca-raton/holy-cross-health-completes-its-first-inspire-v-implant-procedure-nodx>

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Joshua Wright and Taylor Smith Join Holy Cross Medical Group's Family Medicine Team

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Joshua Wright and Taylor Smith Join Holy Cross Medical Group's Family Medicine Team

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Holy Cross Health Completes Its First Inspire V™ Implant Procedure

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**Holy Cross Health Completes Its First Inspire V™
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September 10, 2025

People



Eduardo D. Zamora, M.D.
(Photo Credit: Holy Cross Health)

**Holy Cross
Medical Group
Welcomes
Neurologist
Eduardo D.
Zamora, M.D.**



L-R: Joshua Wright and
Taylor Smith (Photo
Credit: Holy Cross
Health)

**Joshua Wright
and Taylor Smith
Join Holy Cross
Medical Group's
Family Medicine
Team**

Partner News

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<https://www.citybiz.co/article/739637/holy-cross-medical-group-welcomes-neurologist-eduardo-d-zamora-m-d/>

<https://www.citybiz.co/article/741962/joshua-wright-and-taylor-smith-join-holy-cross-medical-groups-family-medicine-team/>

<https://www.citybiz.co/article/740836/holy-cross-health-completes-its-first-inspire-v-implant-procedure/>

Boca Raton

Wed, Sep 10

A drenching t-storm; humid

High 90°

Low 77°

NEIGHBOR NEWS

Holy Cross Medical Group Adds Two New Primary Care Physicians

Posted by Paige Feigenbaum

[Read more »](#)

<https://patch.com/florida/boca-raton/holy-cross-medical-group-adds-two-new-primary-care-physicians-nodx>

PARTNERS IN HEALTH CARE

For local providers, community outreach is good business

BY MARK DOVICH | mdovich@bizjournals.com

For health systems in South Florida, bolstering community outreach efforts is a key way to improve health outcomes. Early screenings and rigorous preventive care can reduce the need for more serious clinical interventions down the line. But, according to hospital representatives, it is also good business.

"We're finally catching on in health care that you have to go where the people are. You can't always expect for the people to come to you," said Dr. Lisa Gwynn, medical director of the pediatric mobile clinic for the University of Miami Health System. "It's really becoming an integral part of how we do business."

For many providers, including UHealth and Nicklaus Children's Hospital, community outreach means operating mobile units that can provide services to underserved and vulnerable populations in hard-to-reach areas.

For others, like Broward Health, it means selecting new brick-and-mortar locations thoughtfully and strategically, placing physicians and nurses where the need in the community is greatest.

The *Business Journal* spoke with five of the tri-county region's top health systems about their community outreach programs – not just from a clinical perspective, but from a business angle, too.



"I think that's where the value of the whole mobile concept really comes into play – in those hard-to-reach areas."

Dr. Lisa Gwynn, medical director of the pediatric mobile clinic for the University of Miami Health System

University of Miami Health System

The University of Miami Health System runs a number of mobile clinics as part of its community outreach efforts. These include a pediatric mobile clinic, a vaccine van, a vision care van, an HIV testing clinic and Sylvester Game Changer vehicles, which provide cancer screenings.

Gwynn oversees the pediatric mobile clinic and the vaccine van, called Shotz-2-Go.

The pediatric unit sees about 3,000 children every year on a circuit that includes underserved communities in Miami's Little Haiti and Little Havana, Doral, Hialeah, Homestead and Florida City. Partnering with Miami-Dade County Public Schools, Shotz-2-Go administers more than 10,000 immunizations annually.

"Mobile units are a very effective, inexpensive way to reach vulnerable communities," Gwynn said. "I think that's where the value of the whole mobile concept really comes into play – in those hard-to-reach areas."

UHealth also uses the mobile clinics as a training opportunity for the residents and fellows who are often included in the outreach, providing on-the-ground learning in community health best practices.

"There's another layer of impact in that we're teaching the next genera-

CONTINUED ON PAGE 20



The University of Miami Health System's pediatric mobile clinic sees about 3,000 children every year.

tion that this is the way that you're going to really be able to do an effective job, by being out there, reaching your patients where they are," Gwynn said.

Nicklaus Children's Hospital

For Miami's Nicklaus Children's Hospital, community outreach means embracing a data-informed approach to drive strategic decision-making.

Over the past two years, Nicklaus has screened nearly 100,000 families on their most pressing health needs.

"Through that process, we found that the most common need that our families express is food and nutrition security," said Dr. Joanna Perdomo, Nicklaus Children's medical director of community health. "And so seeing that has really helped inform the direction that our office has taken when we're thinking about programs to develop."

To that end, Nicklaus launched its Food for Salud (Spanish for "health") program, which sees staff go into Miami-Dade communities and give free healthy budget cooking lessons.

"We're also piloting a program to provide families with access to an Instacart membership to see if that impacts their outcomes," Perdomo said.

In addition, Nicklaus provides free vision and electrocardiogram screenings during back-to-school fairs, and also runs a pediatric dental mobile clinic, which serves about 1,400 kids every year.

"From a cost-effectiveness perspective, it's much more beneficial to do preventive dentistry than to do restorative care," said Dr. Oscar Arevalo, director of the pediatric dentistry residency program at Nicklaus Children's.

Jackson Health System

As a public hospital, Jackson Health System faces an increased financial burden when uninsured patients overuse emergency rooms as their primary care facilities.

Barbara Fonte, Jackson's chief impact officer, estimates that, on average, each uninsured patient costs the health system about \$10,000 a year.

"We, the industry, basically stand



"From a cost-effectiveness perspective, it's much more beneficial to do preventive dentistry than to do restorative care."

Dr. Oscar Arevalo, director of the pediatric dentistry residency program at Nicklaus Children's Hospital



"It's a highly efficient model that allows us to extend our reach without the capital expense of new facilities."

Kim Salswick, VP for community health and well-being at Holy Cross Health, on partnering with local organizations



Holy Cross Health leverages community partnerships in its outreach efforts at Pride.

at the threshold of the emergency room and wait for patients to become catastrophically ill, and that is when we serve them," she said. "So the team and I are focused on changing that paradigm."

To address the issue, Jackson launched a health literacy program to help teach Miami-Dade residents when, where and how to connect with primary care services.

"For every hundred patients we were intervening on, there was a cost avoidance of \$3 million to the Public Health Trust," Fonte said, citing the findings of an independent audit.

Building off those results, Jackson is launching a program in October that will have community health workers dispatched to the neediest areas to help build trust with the health care system and further boost health literacy.

This "will have a significant impact on their health outcomes, but also allow us to be good fiscal stewards of the taxpayer dollar," Fonte said.

Broward Health

Broward Health, a public health system like Jackson, also faces challenges addressing the needs of uninsured patients.

But with one particularly vulnerable population – uninsured preg-

nant women – it has taken a different approach. Rather than operating a mobile unit, Broward Health has chosen to invest in a brick-and-mortar clinic in Lauderdale Lakes, an area it had previously identified as a maternal care desert.

"Over 36% of women do not access prenatal care, and that is the most essential care that there is," said Melida Akiti, Broward Health's corporate transformation executive. "Our job as a public entity, as a safety net, is to be able to ensure that when a woman knows that she's pregnant ... we are there to be able to support her throughout her pregnancy, regardless of ability to pay."

In less than a year of operation, the Broward HealthPoint Maternity Care Center has seen more than 1,900 patients.

When pregnant women do not have access to prenatal care, Akiti said, their babies are more likely to end up in the neonatal intensive care unit, where a stay can cost thousands of dollars a day.

Holy Cross Health

Holy Cross Health, a Catholic hospital in Fort Lauderdale, takes its own approach.

Rather than operating mobile clinics or building brick-and-mortar

locations, Holy Cross is leveraging community partnerships and activating existing infrastructure for its community outreach efforts.

Holy Cross partners with local organizations to provide on-site care to more than 50,000 people every year at churches, LGBTQ-friendly bars, parks and recreation centers, senior centers, schools, libraries and housing developments.

"All of these are spaces where people already live, work and gather," Kim Salswick, Holy Cross' VP for community health and well-being, told the *Business Journal*. "It's a highly efficient model that allows us to extend our reach without the capital expense of new facilities. By leveraging community spaces, we provide the screenings, education and prevention services that catch health issues early, which reduces the need for high-cost interventions like an ER or a hospital admission."

These services include tobacco cessation programs, breast health screenings, and hypertension and diabetes prevention efforts.

Salswick said: "As health systems grapple with rising costs and deepening disparities, outreach has emerged not only as a moral imperative, but also as a smart strategic investment." ▮

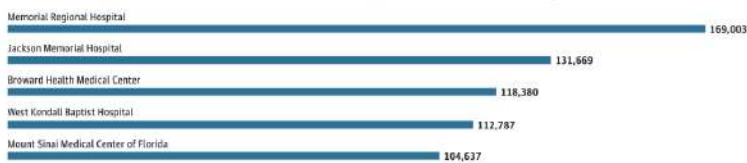
GUIDE TO HEALTH CARE

BY THE NUMBERS

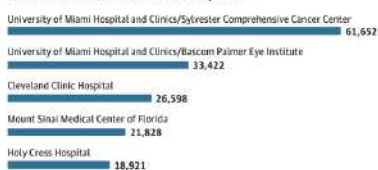
HOSPITALS BY THE NUMBERS

South Florida hospitals continue to serve the region's growing population. According to the Florida Agency for Health Care Administration, there were more emergency department visits and admissions, outpatient visits and patient discharges in 2023 than 2022. The Sylvester Comprehensive Cancer Center and Jackson Memorial Hospital continued to lead all hospitals in outpatient visits and patient discharges, respectively.

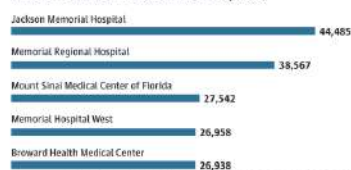
MOST EMERGENCY DEPARTMENT VISITS AND ADMISSIONS BY FACILITY, 2023



MOST OUTPATIENT VISITS, 2023



MOST PATIENT DISCHARGES, 2023



SOURCE: FLORIDA AGENCY FOR HEALTH CARE ADMINISTRATION

Pgs. 18-20 and 24 <https://www.bizjournals.com/southflorida/digital-edition/issue/43662>
<https://www.bizjournals.com/southflorida/news/2025/09/12/health-systems-expand-community-outreach-efforts.html>

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FEATURE ARTICLES FROM THE SEPTEMBER ISSUE



Advancing Brain Health at Holy Cross Health's Phil Smith Neuroscience Institute

By Eduardo Zamora, MD

Alzheimer's disease is the most common cause of dementia worldwide. As people live longer, the prevalence of this disease is increasing rapidly. In the U.S., an estimated 7.2 million Americans aged 65 and older are currently living with Alzheimer's disease.

In Alzheimer's disease, the brain undergoes several changes. Beta-amyloid proteins accumulate extracellularly, disrupting communication and promoting neurodegeneration. Meanwhile, tau proteins deposit intracellularly, forming tangles that interfere with the cell's transport system. These processes lead to inflammation, synapse loss and neuronal death. The disease typically begins in the hippocampus, essential for memory formation, and gradually spreads to other brain regions.

Diagnosis of Alzheimer's has improved significantly in recent years. Traditionally, it relied on clinical assessments and excluding other conditions. Today, clinicians use cognitive testing along with neuroimaging techniques like Ultra-High-Field MRI or PET scans to observe brain changes. Cerebrospinal fluid tests that measure amyloid and tau protein levels, along with newer blood-based biomarkers, are now accessible diagnostic tools. These advancements have made early detection more accurate and less invasive.

Early diagnosis of Alzheimer's is crucial. It enables timely initiation of treatment, protection of healthy neurons, participation in clinical trials, planning for future care, and implementation of new therapies

and lifestyle changes that may help slow disease progression. It also allows families to access support services and prepare for caregiving challenges.

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<https://southfloridahospitalnews.com/advancing-brain-health-at-holy-cross-healths-phil-smith-neuroscience-institute/>