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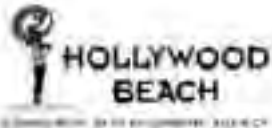
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# Memorial Hospital Expansion: Harmonic Resonance or Discord?



Arthur E.  
Palamara, MD

ONE DOCTOR'S OPINION

they tend to lower ethical standards. (As a patient, you don't want to go to a hospital where your value is measured merely in dollars).

**THIS IS NOT** to say that either South Florida hospital was engaged in any unscrupulous activity. Cash-strapped hospitals tend to cut budgets by reducing nursing staff or postponing purchase of expensive devices like 64-slice CT scanners. Ultimately, it's all about money: even health care depends upon the bottom-line.

To Frank Sacco's credit at Hollywood Medical, considerable financial success was demonstrated by his projection of a 6.2% profit for this fiscal year. It's why he plans to spend \$500 million on facility expansions and modernization. Anticipating more charity care and care to uninsured patients in the future, he better spend his money now.

Truth be told, hospitals must expand and modernize or else they die. Any organism has to rid itself of decaying cells, replacing them with viable and energetic organs. Similarly, hospitals have to continually re-furbish themselves, building new buildings, buying new equipment and recruiting well-trained physicians and nurses.

Like a baseball franchise, if new talent is not recruited, the team will flounder. To his credit, Frank has done a good job over the last 19 years expanding the number of hospitals and providing good patient care in a highly competitive market.

Besides upgrading Hollywood Medical Center, its purchase should be

an asset to the community. Patients marooned in Memorial Regional Hospital's Emergency Room for over 24 hours appreciate the validity of this statement when, during the December-April season, as many as 50 of them can linger in ER awaiting a bed, a situation called "Code Purple" or: 'Doctors, please discharge whatever patients you can!'

**PART OF THE** hidden cost of hospitalization is an army of social workers, clinical coordinators and physicians who review hospital patient progress and "urge" a patient's doctor to discharge his charge as soon as clinically appropriate. While patients are sometimes held longer for social reasons ("Mamma needs a few more days to recover from her broken hip"), such justifications become lame when emergency room patients lie stacked uncomfortably on gurneys, waiting for a hospital bed.

Re-creating Hollywood Medical Center into an orthopedic hospital or rehab hospital – generally less intense specialties – makes perfect sense. Moving these services to HMC can liberate a substantial number of beds, relieving a lot of stress for just \$32 million.

That advantage stated, does it make sense to create a free-standing Joe DiMaggio's Children's Hospital for \$100 million? Probably. Hospitals function better when all assets are lumped together under one roof. Joe D's track-record suggests it has done a

good job, achieved an excellent reputation, is highly profitable and deserve to expand.

**SPENDING** a second \$100 million for a free-standing cancer hospital is not so easily justified. While having specialized cancer treatment in a community is convenient, no one expects Memorial to become an M.D. Anderson or Sloan-Kettering. If needed, transferring floors to Hollywood Medical would liberate more space for cancer patients.

In an era of diminished health care dollars, high insurance premiums, and more uninsured patients, any tax-derived dollar for new construction might be better spent elsewhere. Homeowners already experience chest pain looking at property tax bills, not to mention insurance premiums! For expansion to succeed, Memorial must do an exceptionally good job selling it to the community.

Building pretty buildings is one thing, staffing them is quite another. Reduced compensation and frequent malpractice lawsuits has made doctors reluctant to come to South Florida. Qualified nurses are harder to find than hen's teeth.

Patients can only benefit from the hospital's expansion and administrators correctly have an obligation to plan for the future. How these plans resonate with local neighbors will be interesting. Stay tuned: the public hearing should be entertaining.

Arthur E. Palamara, MD may be reached at [aepal@bellsouth.net](mailto:aepal@bellsouth.net).



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# Memorial Cancer Institute Grants Total Over \$160,000

Memorial Cancer Institute recently was awarded a total of \$160,349 from the Florida Division of the American Cancer Society for two grants, the Breast Cancer Patient Navigator and Churches Against Cancer.

Over the next two years, the Cancer Institute will receive a total of \$145,349 to fund the Breast Cancer Patient Navigator, helping patients at the Institute to receive more information about treatment options and preventative behaviors.

Individuals are provided a personal navigator trained to help patients chart their own course throughout their medical care. The program targets the underserved and uninsured residents in South Broward county.

The second grant will commit \$15,000 to Churches Against Cancer, designed to educate risks of breast cancer and how early detection and the development of a healthy lifestyle can significantly reduce those risks.

The Memorial Cancer Institute will host breast cancer educational programs in 10 South Broward churches, including New Jerusalem First Missionary Baptist Church, ChristWay Baptist Church, True Fellowship Worship Center, Greater Mount Pleasant AME Church, First Assembly of God, New Beginning Life Christian Center, Inc., Ebenezer Missionary Baptist Church, Koinonia Worship Center, New Hope Baptist Church and St. Ruth's Missionary Baptist Church.

The churches will provide health and educational resources, emotional support, social activities, financial assistance, community services and political advocacy.

Memorial Cancer Institute, with two locations at Memorial Regional Hospital and Memorial Hospital West, is the leading cancer program in Broward County. The multi-specialty Center provides quality patient care through advanced diagnostics, cutting-edge treatment modalities and personalized attention.

# Weston Rotary Holiday Run Marathon/Walk on Dec. 10

The Ninth Annual ReMax Hometown Rotary Holiday Run, an annual charitable 5K and one-half marathon race sponsored by The Rotary Club of Weston anticipates 1,500 participants, including some of the best runners in South Florida on Sunday, Dec. 10.

Attended by large numbers of families and school teams, the event traditionally attracts runners from throughout the tri-county area, all participants receiving T-Shirt and pancake breakfast at a Family Festival.

The festival includes awards ceremony, food vendors, entertainment, and children's activities and is open to entire community. All Half-Marathoners receive a medal and top three male and female half-marathon finishers receive Cash Prizes! Sponsorship opportunities are available.

Festival and maration events will be held at Cypress Bay High School in Weston, with Registration & chip pick-up beginning at 5:30 a.m. on the day of

the Marathon. The Half Marathon begins at 7 a.m.; 5K Run/Walk at 7:15 a.m.; Family Festival events at 8 a.m.

Runners can register online at [www.rotaryholidayrun.com](http://www.rotaryholidayrun.com) or at [www.splitsecondtiming.com](http://www.splitsecondtiming.com).

Runners may also register in person at the Runners Depot Shoppes of Silver Isles: 16319 Miramar Pkwy. (954-432-4144); Runners Depot, Promenade Plaza: 2233 South University Dr., Davie (954-474-4074); Running Wild, 1133 North Federal Hwy. Ft. Lauderdale (954-565-9400); or the Training Camp, Weston Town Center, 1715 Main St., Weston (954-389-7721).

Proceeds will benefit The Baudhuin Preschool at NSU's Mailman Segal Institute for Early Childhood Studies, The Miami Project to Cure Paralysis, Multiple Sclerosis- South Florida Chapter, The West Broward Family YMCA, The Rotary Foundation, and The Rotary Club of Weston's Local Charities.

## HERE'S TO YOUR HEALTH! Memorial Health Educational Seminars

**Memorial Senior Partners, a social and wellness program designed for adults age 50 or over, is taking reservations for activities to be held at 1726 E. Hallandale Beach Boulevard. To RSVP, tel. 954-457-0501; all programs on each weekday unless dated.**

### Advanced Exercise

10 a.m. Mon-Tue-Thur  
Free for members;  
Non-members: \$3

### Ballroom & Latin Dancing

12 Noon, Mon.  
Members \$3;  
Non-members \$4

### Belly Dancing

12 p.m. Tue  
Members \$5  
Non-members \$6

### Bereavement Group

10 a.m., Fri • Free

### Bingo

1 p.m. Fri  
Members free;  
Non-members, \$3  
\$1 per card.

### Book Review

**"Empress of the Splendid Season"**  
2:15 p.m., Mon, Nov 13  
Free

### Facial Treatments

Mon, Nov 6 & 20  
Members Facial: \$30  
Non-Members Facial  
\$35

### Eyebrow waxing:

Members \$5  
Non-members \$10  
Tel. Lia Nye at  
754-234-3317  
for appointment.

### Jokes by Paula

12 Noon, Tues  
Members free;  
Non-members \$3

### Lecture: Advances in Laser

**Dermatology**  
2 p.m., Mon, Nov 6  
Free

### Lecture:

**Reflexology**  
2 p.m., Mon, Nov 27  
Free

### Line Dancing

11 a.m., Mon & Thur  
1 p.m. Tue  
Members: \$2  
Non-Members: \$

### Massage Therapy

Fri, Nov 3 and 17  
\$10 for 15-min.  
\$20 for 20-min.  
Tel. Lynn Berrie  
954-918-2730  
for appointment.

### Need to Talk

**Support Group**  
10 a.m., Tue, Nov 14  
Free

### Take Charge of Your Health

12 Noon, Thur  
Free

### Yoga Class

2 p.m. Tue  
9:45 a.m. Wed  
10:30 a.m. Fri  
Members \$4  
Non-member \$5

## HALLANDALE BEACH AREA CHAMBER OF COMMERCE EVENTS IN THE SPOTLIGHT

### ~ ~ ~ OCTOBER BUSINESS CARD EXCHANGE ~ ~ ~

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(L to R) Andrew Casper, Hallandale Beach Police Community Relations Coordinator, Capt. Linda Furnell, Hallandale Beach Police Dept., Chamber President Dr. Joseph Amunategui II, Amunategui Chiropractic Center



(L to R) Kathleen Singal, Chamber Vice President Jordan Sayfie, Safecare Medical Center, Gloria Dunn, Gloria J. Dunn Realty, Inc., State Representative Eleanor Sobel and Elliott Salz, Campaign Assistant



(L to R) Dr. Ischaji Robertson, Psychotherapy and Testing Consultants, Chamber President Dr. Joseph Amunategui II, Amunategui Chiropractic Center with staff of Flowers by Tony, Colette Cameron, Roberto Guerra and Elaine Ojeda



(L to R) Lorette Orenstein, Associate Member, Joe Kessel, Century 21 Dynasty Ocean, Dorothy Ross, Hallandale Beach Commissioner and Domenic Ciavatto, Ciavatto Development



Evening Host and Hostess  
Tony and Elaine Ojeda



(L to R) Leah Rocha, The Accounting & Tax Company, Joseph Gibbons, Hallandale Beach Commissioner, Arlene Simon, Depf. of Juvenile Justice and Daniel Farmer, The Accounting & Tax Company

# Knowing Your X-Rays are Correct-and Why!



*(The following column which appeared in the July, 2006 issue is reprinted by special request. Ed. Note).*

Recently, I've reconfirmed in my own mind the necessity of x-rays for new patients towards obtaining a correct analysis of a patient's condition. I was admitting a new patient to this office as a referral from an existing patient, always the highest form of compliment any physician may receive.

**IN TAKING** the necessary information to get a well-rounded history of that person. I asked if there were any past operations, falls, slips or broken bones in the past. These are some of the general questions we use to get an idea of what we apt to find on the x-rays and the type of chiropractic technique we.

In chiropractic, there are about 12 different adjusting techniques taught at various institutions as well as at least three different moves per technique for each bone of the spine. That means that there are roughly 36 different ways to adjust almost every bone of the spine.

**WHEN PROPERLY** administered, each can have positive effects towards correcting vertebral subluxations, yet only a select few will apply exactly to the condition found through the compilation of analysis that comes before the vertebral adjustment is administered. Fortunate to be a second generation chiropractor, my father understood the criteria to select a chiropractic institution based on the techniques offered at that crucial time.

The significance stressed was the need for learning multiple techniques and the clinical situation from which each was derived. The Thompson adjusting table was designed for adjustments requiring lower depth and power; it actually uses gravity to aid in the realignment of structure, but was designed primarily for the hips (pelvic and sacral regions) and lumbar, although it has application

in all areas of the spine for people who solely use this technique in there practice.

S.O.T. (sacral occipital technique) also uses gravitation in a series of "blocking" type scenarios, where wedge shaped cushioned pieces are used over a flat cushioned board and a "pumping" of the cerebral spinal fluid system is activated. This technique has an special use with full blown disc patients, piriformus syndrome and severe balance disorders. S.O.T. is fantastic for the elderly who have trouble even walking for short distances. H.I.O or Toggle Recoil Technique is another favorite of mine in the application of many different complaints.

An example of the power of this technique may send many readers into a spin! At Life University in Marietta, Ga, a double blind research study was performed with M.D.s and statistic analysis teams from outside of the school aboard to perform the documentation with full blown AIDS patients. They wanted to see if chiropractic health care would have an affect on these people. The technique used was the "Life Cervical Technique," a form of H.I.O.

**RESULTS** were staggering!. None of the placebo (untreated) group showed any signs of improvement. Of patients receiving "upper cervical specific" type treatments (kudos to Dr. Grostic), 95%, found their condition reduced to HIV positive or even to decreased T-cells; the remaining 5% found only small energy increases — but no change in blood values. Amazing!

I also own that type of table and use it quite often for a variety of other clinical situations. In total, I practice at least one maneuver from the over-nine techniques (including Diversified, Gonstead, Motion, Full spine, Activator, S.O.T., H.I.O.,Thompson, and Kale) used on a daily basis. The proper technique for the proper circumstance is defined through a proper case report, x-ray findings, range of motion test, muscle test and of course manual hands-on palpation.

When patients tell me they've had a "bad" experience with a chiropractor, I tell them the doctor may not have chosen the optimal technique for their condition, and ask if they refused x-rays.



The answer is almost always, "yes." . This brings me back to my original thought: the importance of new patients taking x-rays. My new patient reported never having an operation or broken bones, and only felt that "something pulled" while lifting weights. The patient was appeared fit and in good conditioning for the mid-50's, but we took x-rays anyway. When I reviewed the films, I asked: "Did you fall off a cliff" The patient replied: Oh, yeah. A 75-foot cliff back in the 1960's that I forgot to mention and didn't think any-

thing wrong at the time. Never did do anything about it."

**SO: ALWAYS** take x-rays before seeking adjustment. We may find something that *you* may forget to mention, happening a long time ago and not that important for what may ail you today.

*For questions or comments, contact Dr. Joe at 1025 E Hallandale Beach Blvd., Suite 7; just past the second traffic light, east of US 1, make a "U" turn to the north side of the Blvd., if traveling from I-95. Tel. 954-458-1223.*

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