

All in a Day's Work

One-stop shopping for all your Wellness Care needs

by Randy Jones

Few would argue that we live in a world where time is in short supply. The demands on our time, especially those in high-profile executive positions, force us to make difficult choices as to how our time is best spent. As regular health maintenance is critical to lifestyle and life expectancy, proper healthcare must remain a priority. However, in today's fast-paced world, that's not always the case.

The Executive Health Program at Physicians Regional Healthcare System offers a comprehensive health examination in a package tailored to meet

a patient's unique medical needs. And most importantly, The Executive Health Program addresses the issue of "too little time" by grouping all essential services, as needed, together into a single day.

In the words of Todd Lupton, CEO of Physicians Regional Healthcare System, "In one day, we can provide the foundation of a patient's complete health care. The Executive Health Program was specifically developed with respect to the fast-paced lives of today's patient population. We recognize health is vital to everyday performance, long-range planning, and quality of life. Health

concerns should be at the top of one's to-do list."

With multiple specialties available under one roof, The Executive Health Program at Physicians Regional is the ideal solution for busy executives, young professionals, and retirees on the go. This convenient and inclusive examination process is aimed at targeting, reducing and removing health risks in addition to promoting overall wellness. Of equal importance is the ability to facilitate prompt access to hospital specialists should any concerns be identified as a result. Patients value the program



Executive Health Program Leaders From left to right: Dr. Brian Murphey, Dr. Rebekah Bernard, Dr. Arnold Alexander

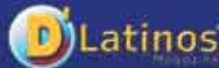
INCREASE YOUR REVENUES

The Hispanic Market, the fastest growing sector in population, business ownership and purchasing power in US represents today a strategic key market to diversify and increase the revenues of your company.

TV



PRINT



The Only Physicians Directory in Spanish

ONLINE



The Best Hispanic Portal in Southwest Florida

100% Original Content



Media Vista Group

Pioneers of Hispanic Media in SWFL.

239-254-9995

Follow us on



dlatinos.tv/facebook twitter.com/dlatinos



KATIE SPROUL, CHAIRWOMAN
Barron Collier Companies

MICHAEL WYNN, CHAIR-ELECT
Sunshine Ace Hardware

CJ HUESTON, IMMEDIATE PAST CHAIRMAN
Corporate Dimensions, Inc.

TOM BUCKLEY, VICE-CHAIR
Naples Day Surgery

BUD HORNBECK, VICE-CHAIR
Lutgert Insurance

BILL SPINELLI, VICE-CHAIR
Titan Custom Homes

LOU VLASHO, VICE-CHAIR
Rimaco Corporation

JAMES A. WARNKEN, VICE-CHAIR

JOHN PASSIDOMO, VICE-CHAIR
Cheffy Passidomo, P.A.

MICHAEL REAGEN, PRESIDENT
Greater Naples Chamber of Commerce

THOMAS ABRAHAM
Morton Wasmer Abraham Construction Managers, LLC

BRUCE ANDERSON, ESQ.
Roetzel & Andress LPA

LAWRENCE ANTONUCCI
The Children's Hospital of Southwest Florida

MICHELLE ARNOLD
Collier County Government

JOE BUCKHEIT
MediaBrains

DAVID CALL
Fifth Third Bank

SCOTT CAMPBELL
Physicians Regional Healthcare System

MIKE CARRIGAN
TIB Bank

CATHY CHRISTOPHER
Inn on Fifth

MEI-MEI CHAN
The News-Press Media Group

CAROL CONWAY
CRS Technology Consultants

TODD GATES
GATES

DOTTIE GERRITY

MURRAY HENDEL
Collier County President's Council

CLARK HILL
Hilton Naples & Towers

JASON HUNTER KORN
Cohen & Grigsby, P.C.

SHELLY LUND
Florida Weekly

PETER MANION
Ex Officio Liaison with GNL

STEVE MAGIERA
Florida Gulf Coast University

ROBERT METZGER
Golden Gate Fire Control & Rescue District

TOM MORAN
Moran Edwards Asset Management
Group of Wells Fargo Advisors

EDMUNDO MUNIZ
Tigris Pharmaceuticals

COLLEEN MURPHY
Community Foundation of Collier County

BOB MURRAY
Collier County President's Council

DAVID NEILL
Naples Daily News

FRED NERONE
Hodges University

CHERYL PAVLICK
Collier Enterprises

KP PEZESHKAN
Manhattan Construction

KEVIN RAMBOSK
Collier County Sheriff's Office

MAYELA ROSALES
Media Vista Group

JOHN SCHMIEDING
Arthrex

JEANNE SEEWALD
Hahn Loeser & Parks, LLP

THOMAS SCHNEIDER
EX Officio Liaison with GNL

J. KEITH SHORT
IBERIA BANK

MICHAEL STEPHEN
Coastal Engineering Consultants, Inc.

BRIAN STOCK
Stock Development

TOM TAYLOR
Hole Montes, Inc.

GARY TICE
First National Bank of the Gulf Coast

VICKI TRACY
The Arlington of Naples

ALLEN WEISS
NCH Healthcare System

RYAN WILLIAMS
Kevin Williams Construction, Inc.

because issues such as cancer, heart disease, and diabetes are detected in early stages allowing for an immediate plan to be developed for solutions and future prevention.

According to Physicians Regional's Heidi Falanga, "Core services such as physical exams, laboratory analysis, chest x-rays, a stress echocardiography and comprehensive eye exam are always included. Patients can have their wellness program personalized, based on their individual medical history, to include a package of services focusing on their special needs, family history, and preferred timing."

Falanga heads up the Executive Health Program for Physicians. "Naples has a national reputation for providing excellence in all areas of hospitality and customer service. As anyone with a busy schedule knows, access to expedient and expert medical care is tremendously beneficial. Add in our concierge-style approach to managing the needs of our patients and we occupy a position worthy of Naples' history of healthcare excellence."

Developed with a clear understanding that each patient must be viewed as an individual, the menu of optional services represents a variety of clinical needs including, but not limited to, vascular screening, vein screening, and total body CT scan with cardiac calcium scoring. One of the Executive Healthcare Program's popular optional services is providing patients with individualized nutritional counseling based on personal history and goals.

The Executive Health Program operates exclusively at the state-of-the-art Pine Ridge Campus of Physicians Regional at 6101 Pine Ridge Road. Patients should generally plan on a four to seven hour day depending on the specific type of services selected. As flexibility is often critical to comprehensive healthcare screening, additional appointments and/or testing may be added to the schedule as required. Falanga adds, "To maintain individual schedules, patients are personally escorted to their appointments throughout the day."

Falanga continues, "Perhaps a favorite part of my job is witnessing patient reactions first hand. As a result of a

The Executive Health Program at Physicians Regional Healthcare System Frequently Asked Questions

Why should I have an Executive Health physical?

Our mission is to provide you with a comprehensive adult diagnostic and preventive health evaluation so you can achieve and maintain peak performance. Our campus utilizes only state-of-the-art equipment and testing procedures. We are committed to making your time spent with us as convenient, comfortable and informative as possible.

What tests will be included with my physical?

Our standard "core" tests offered are based on a comprehensive health assessment which is age-specific. We recognize the importance of a mammogram for women over 40 years of age and a bone density test for those 50 years and older.

How much time will this take out of my busy schedule?

Executive Health physicals take 4 to 7 hours depending on the program chosen. Other appointments and/or testing may be added on to your schedule for the day if deemed necessary. You will be personally escorted to your appointments in a timely fashion.

How soon will I have my test results?

All tests are done stat, so most, if not all, will be available during your Executive Health exam with your physician at the end of the day. You will receive a copy of all reports and test results in the mail.

How should I prepare for my Executive Health physical?

After your appointment has been scheduled, you will receive an information packet which includes a Registration Form, Health History Questionnaire, and Medical Records Release Form. Please complete these forms and either fax or mail to us prior to your appointment, if possible. Also included is a letter detailing what to wear, what to bring, and where to proceed upon your arrival. Preparation instructions are provided for each appointment, if applicable, and you will also receive a schedule of your appointments. Your packet may include a Hemocult Test Kit (if you are not having a Colonoscopy).

To learn more about the Executive Health Program at Physicians Regional, please contact Heidi Falanga, Program Coordinator, directly at (239) 304-4713. [↪](#)



Physicians Regional Pine Ridge



positive experience with the program, many patients switch to physicians within the program for their follow-up services. Patients appreciate the efficient, VIP service as it provides a matchless level of personal attention in the Naples healthcare community. When a patient raves about our professionals and shares with me, as is often the case, 'I have never received such a thorough exam before,' it simply makes my day."

With all medical tests processed immediately, most results will be available for discussion during a final executive health physician appointment. Patients also receive a comprehensive physician report and test results in the mail in addition to an electronic copy to carry with them while traveling.

Further proof of the concierge-style approach to The Executive Health Program is the optional but popular Stay and Play Package. Physicians has partnered with The Ritz-Carlton Golf Resort, Naples, an award winning hotel and golf course conveniently located near Physician's Regional Medical Center, to enhance the patient experience. Through this partnership, patients may take advantage of excellent corporate rates on both accommodations and golf.

Plus, to further maximize a positive, healthy feel, Physicians has partnered with EuroSpa to provide patients significantly discounted rates on spa services.

Lupton adds, "I can see a future where we cater, not only to Southwest Florida residents, but to their out-of-state friends and family as well. Wellness care should be a positive experience shared between deserving patients, knowledgeable physicians and informed hospital staff. The Executive Health Program, along with our highly skilled medical professionals and esteemed partners, enables us to bring our unique brand of medical expertise to our local community and to those who visit us each year."

To learn more about the Executive Health Program at Physicians Regional, please contact Heidi Falanga, Program Coordinator, directly at (239) 304-4713.



**When problems add up,
count on CRS for Solutions**

"You're a genius – it worked, thanks!"
- CRE

CRS TECHNOLOGY CONSULTANTS
BETTER TECHNOLOGIES. BETTER BUSINESS.
239.643.1888

Visit Our Website!

f t in CRS BLOG