Baptist Beaches: World-Class Care in Your Community

Inside:
Reaching a maternity care milestone
Life-saving measures at THE PLAYERS
Bringing home the gold in nursing excellence
Women’s pursuit of the latest advancements in care, has driven excellence in the medical services provided uniquely to women by Baptist Medical Center Beaches today. In this article, we interview several of our women’s specialists to learn what’s new and noteworthy at Baptist Beaches.

Caring for Mothers and Babies

Baptist Beaches’ obstetrical team provides a high level of personalized care and attention by board-certified physicians from a choice of physician groups. Our team delivered 1,200 babies last year in 16 private, spacious birthing suites, where expectant mothers go through the entire labor, delivery, recovery and postpartum experience in a single room.

“Every time a baby is born, we play a lullaby heard throughout the hospital,” says Sayra Sievert, MD, Chairwoman, Baptist Beaches Department of Women & Children’s Services. “People pause to listen. It brings a smile to everyone’s face.”

The OB team is joined by highly trained neonatologists on call 24/7, and specialized nurses who are well-versed in dealing with pressurized situations in a fast-paced environment. Once a baby is born, these same expert nurses who helped take care of mom during her delivery now help her care for her newborn baby.

In the rare case when a baby needs extended monitoring, newborns at Baptist Beaches have a direct link to its sister facility, Wolfson Children’s Hospital, for Level III Newborn Intensive Care.

Advanced Health Care for Women in a

Comprehensive GYN Care

In addition to Baptist Beaches’ bustling obstetrical program, our gynecology team treats hundreds of women for health issues including cycle control, infertility, contraception, menopause, osteoporosis, uterine prolapse and urinary incontinence.

Sub-specialists on staff provide expert care for more complex issues in reproductive endocrinology, gynecology-oncology and urology-gynecology.

While reproductive health, menopause and hormone management remain at the forefront of women’s health issues, advancements in technology and pharmacology have led to many improvements, such as new drug therapies for osteoporosis and the latest, five-year IUD for safe contraception/reproductive health and cycle control.

Baby Christopher was born August 11, 2012, on our 15th anniversary of delivering excellent maternity care to the beaches community.
Warm, Friendly Environment

Advanced Surgical Techniques

New, minimally invasive surgical techniques like advanced laparoscopy deliver speedier recovery for gynecological surgeries that women’s busy lives demand. Soon, beaches-area women will be able to choose daVinci robotic surgery for gynecological procedures at Baptist Medical Center Beaches.

“Up to 1 in 3 women will be faced with a potential hysterectomy in her lifetime and about 50 percent of needed hysterectomies are still done the traditional way. Now, we can do most of these procedures with a minimally invasive approach, decreasing the need to do ‘open’ cases,” Dr. Rodriguez says.

Infertility and reproductive endocrinologist Travis McCoy, MD, a noted robotic surgeon, says that in addition to difficult hysterectomies, “robotic-assisted surgery brings real benefits in women’s health for treating patients with uterine fibroids and endometriosis.”

“All patients should have access to the latest in medical technology regardless of the size or location of their community. I’m excited to both perform procedures and train other physicians on the daVinci robot at Baptist Beaches,” says Samuel Brown, MD, reproductive endocrinologist and infertility specialist.

Continued Excellence

The vibrancy of the beaches community will no doubt continue to drive excellence in women’s services at Baptist Medical Center Beaches, says longtime OB/GYN Sam Christian, MD.

“We’re seeing a more educated population come through our doors. People in general — but women in particular — are trying to take better care of themselves and are exercising greater responsibility for their health,” Dr. Christian says.

Do you have a doctor for obstetrical and gynecology care?

Nearly 20 OB/GYN doctors in the Beaches area are on our hospital team, including:

Obstetrical/Gynecology Care

North Florida OB/GYN Assoc., PA
Christina Adams, MD
Kathryn Bing, MD
Cameron Greene, MD
Sayra Sievert, MD
Elizabeth Walsh, MD
1361 13th Ave. S., Suite 190
Jacksonville Beach, FL 32250
904.247.5514

North Florida OB/GYN Assoc., PA
John Bordelon, MD
Leandro Rodriguez, MD
1577 Roberts Dr., Suite 323
Jacksonville Beach, FL 32250
904.241.9775

UF Jacksonville Physicians
Kristin Caldow, MD
Meridith Farrow, MD
Fiorina Pellegrino, MD
Rebekah Richmond, MD
Brent Seibel, MD
Michelle Stalnaker, MD
390 16th Ave. S., Suite 4
Jacksonville Beach, FL 32250
904.633.0420

Gynecology Care

North Florida GYN Assoc., PA
Marijane Boyd, MD
Patricia Schroeder, MD
Sam Christian, MD
1370 13th Ave. S., Suite 118
Jacksonville Beach, FL 32250
904.249.4331

Randolph Ageless & Wellness Medical Center
Lori Leaseburge, MD
Cleveland Randolph Jr., MD
1891 Beach Blvd., Suite 200
Jacksonville Beach, FL 32250
904.249.3743

Coastal Gynecology
Phillip Bruner, MD
14011 Beach Blvd., Suite 220
Jacksonville Beach, FL 32250
904.265.0180

Sayra Sievert, MD, demonstrates minimally invasive techniques for gynecological surgeries in the operating room.
The journey from breast cancer diagnosis to treatment, follow-up care and support, can be overwhelming.

But fortunately, women can experience special care close to home through our Wilson Cancer Care Center, established last year as the only place of its kind in the beaches area.

Scheduling yearly screening mammograms is a good place to start and women who schedule their screening mammograms at the Wilson Epstein Building enjoy the added efficiency of digital transmission to Baptist Health’s Hill Breast Center, where world-class radiologists provide expert analysis within 24 to 48 hours.

“Our board-certified diagnostic radiologists are ‘dedicated breast imagers,’” says Christine Granfield, MD, medical director for Breast Health Services at Baptist Health.

“Why does this matter? Because they read primarily breast imaging cases throughout the day, which means our radiologists have developed a keen, eagle-eye ability to see small abnormalities that other general radiologists might not recognize. Experience really matters,” Dr. Granfield says.

Should treatment or surgery become necessary, Wilson Cancer Care Center provides beaches-area women comprehensive, expert care in an intimate setting close to home.

Here, women gain the convenience of consulting with a group of highly skilled, knowledgeable cancer experts, all in one appointment and in one location, to develop the most effective plan of care. Our team includes medical oncologists, radiation oncologists, surgeons, a personal RN breast care coordinator, and support staff to give patients the best option for a positive outcome.

Comprehensive Breast Care

Baptist Beaches provides access to comprehensive breast care, including:

- The latest in digital screening mammography and breast MRI
- Holistic care including educational resources, yoga, stress reduction and relaxation, nutritional counseling, pastoral care and more
- Personal Breast Care Coordinator
- Convenient online scheduling at ebaptisthealth.com/breasthealth or by phone at 904.202.2222
Shelly’s Story

Last year, Shelly was leading a healthy, active life when she felt a lump under her left arm that caused her shoulder pain. A biopsy led to the diagnosis of a type of breast cancer called metastatic adenocarcinoma, which led Shelly to oncologist Morris Dees, MD, at Baptist Medical Center Beaches.

General surgeon Thomas Austgen, MD, and radiation oncologist Abhijit Deshmukh, MD, joined Dr. Dees on Shelly’s medical team.

Personal Breast Care Coordinator

Shelly says her Breast Care Coordinator, Beth Bartleson, was indispensable, providing special understanding and compassion as Shelly progressed through an aggressive course of treatment including chemotherapy, radiation and surgery.

“Beth coordinated my appointments and came by to check on me all the time. She brought me little gift bags before surgery with a pillow, lotion, lip balm and lots of information about breast cancer.”

Today, Shelly is active in breast cancer awareness events and continues to win her battle with the help of her medical team and the love and support of family, friends and co-workers.

“It’s nice to have people who care about you and check on you when you’re going through something like this. Even though you might have family, it’s nice to have others.”

Shelly Greene, breast cancer survivor

Wilson Cancer Care Center at Baptist Beaches is the only place of its kind for patients in the beaches area. It is named in recognition of the generous support of longtime residents Tylee and Pat Wilson.

Individuals, corporations or foundations may demonstrate support for Baptist Beaches in several ways. If you’re interested in investing in the health of the beaches community, we would love to talk with you. Please call the Baptist Health Foundation at 904.627.2912.
Saving Lives Outside Hospital Walls
Quick Action by Medical Experts Makes the Difference for Golf Fan

For one middle-aged golf fan, the presence of medical services at the tournament meant the difference between life and death when he suffered a cardiac arrest at a concert on tournament eve.

For more than 20 years, the experts at Baptist Medical Center Beaches have provided first aid and patient care services during the world-famous THE PLAYERS Championship golf tournament at TPC Sawgrass in Ponte Vedra Beach.

Planning begins well in advance of each May tournament, ensuring that all First Aid Committee volunteers who will staff medical stations throughout the grounds are properly trained and credentialed to treat the thousands of spectators, volunteers and staff attending the week-long tournament. This year, more than 500 people received medical services at the tournament for dehydration, heat or sun exposure, a bandage and minor pain relief medications.

Dramatic Rescue at THE PLAYERS

Dwight Elliot, 61, felt chest pressure as he walked across the grounds to meet his wife, and then collapsed.

The next thing he remembers was his transport by ambulance to Baptist Medical Center Beaches’ Emergency Center, where Jeff Smowton, MD, chairman of THE PLAYERS First Aid Committee, serves as director of emergency services.

Dr. Smowton credits fast action by first aid volunteers and initiation of CPR by a bystander with EMT training, for keeping Mr. Elliot alive until he reached the hospital, sustaining only mild damage to his heart. Only 5 percent of those who suffer cardiac arrest outside of a hospital typically survive, Dr. Smowton says.

A few days later, Mr. Elliot successfully underwent quadruple bypass surgery at Baptist Heart Hospital, on Baptist Medical Center’s Jacksonville campus.

“I’m thankful for everyone who was there and knew what they were doing,” Mr. Elliot says.

“Outcomes like this make it all worth it,” Dr. Smowton says. “It’s why we do what we do — both inside and outside our hospital walls.”
As the top nursing executive at Baptist Medical Center Beaches, Kathy Murray takes special pride in Baptist Health’s recent re-designation as a Magnet Health System by the American Nurses Credentialing Center — the gold standard in recognizing nursing excellence and quality patient care.

Magnet recognition involved a rigorous review process, including 2,000 pages of documentation, more than 1,000 interviews with hospital employees, leadership and community members, and a week-long site visit that examined every nursing unit in the Baptist Health system.

“It’s much harder the second time around because they keep raising the bar,” Murray emphasizes.

The opportunity for Magnet re-designation comes every four years. Baptist Health first received the honor in 2007. Because sustained excellence is required, the Magnet process is ongoing and always evolving, Murray says.

“The health of the beaches community will benefit from the hospital’s ongoing focus on outstanding care for better patient outcomes,” Murray says.

How important is achieving Magnet designation?

Only seven percent of the hospitals in the U.S. have earned Magnet designation. Baptist Health is the only Magnet-designated health system in North Florida.

What exactly does it mean?

By reaffirming our Magnet status, the American Nurses Credentialing Center acknowledges that our nurses are among the best in:

- Providing excellent nursing care
- Pursuing ongoing training
- Working as a team
- Giving to the community

How will it be noticeable to patients?

Providing a safe environment for patients is always a priority, and Magnet reinforces that focus by encouraging the use of evidence-based research in nursing practice.

It will also be noticeable in how much our nurses love their jobs! An infrastructure is put in place to increase job satisfaction by helping them further their academic education, pursue professional development and obtain national certification in their specialties.
What Makes Baptist Beaches Special?
We Asked a Longtime Resident With a Unique Perspective

Mark Messinese, MD, knows when a place feels “special,” as he travels great distances in his spare time to capture their essence with his camera.

Dr. Messinese’s favorite places to photograph reveal animals in the wild, professional race cars, ice skating competitions and amazing surf. They include France; Sunset Beach, Hawaii; the surfing mecca of O‘ahu’s famous Banzai Pipeline; and NASCAR events throughout the U.S.

But Dr. Messinese’s travels always bring him back home to the beach. Here, he bought his first longboard as a boy, traces his maternal ancestry to the well-known Mickler name in Ponte Vedra, his paternal ancestry to one of the first dairies operated at the beach, and serves today as Chief of Staff at Baptist Medical Center Beaches.

He describes himself as homegrown, a product of childhood fishing, surfing, Jacksonville Beach Little League, and the Fletcher High School football squad. And he points to many nurses and doctors on the hospital staff who, likewise, live at the beach.

“We grew up together, went to school together, go to church together. We’re a team, not two separate professions divided by a wall. This has had a profound effect on our institution. It’s friendly, it’s kind and it’s a place that is caring.”

Mark Messinese, MD
Chief of Staff, Baptist Beaches

Dr. Messinese still knows the obstetrician who delivered him, now in his nineties. Today, he cares for that doctor’s niece in his own practice of Internal and Family Medicine in Jacksonville Beach. A father of five, Dr. Messinese is joined in his practice by two of his adult children and his wife, who serves as office manager.

“This place is unique in that it has a genuine spirit of caring that, I believe, is derived from the fact that it is local. What defines us is our people. The spirit of our institution, from the volunteers up, is really quite special.”

Mark Messinese, MD
Chief of Staff, Baptist Beaches

Dr. Messinese, wife Debbie, and their adult children dressed in costume last year to celebrate the First Thanksgiving. He and his family share a long history in the beaches community.