

**AdventHealth**

**2021**

**Media Snapshot**



**AdventHealth**

# Executive Summary

Throughout 2021, the journey of AdventHealth's team members, patients and communities was featured in hundreds of stories that highlight our culture and team member experience, clinical excellence, network expansion, innovation and commitment to whole-person care.

In 2021, AdventHealth had a record level of proactive and reactive media engagement with national and local media. At a time when our communities needed reliable health information and COVID-19 dominated headlines, AdventHealth's experts across the system were featured in top-tier national media such as The New York Times, The Wall Street Journal, The Washington Post, USA Today, CBS, NBC, ABC, CNN, Forbes, Newsweek and The Associated Press, to name a few. AdventHealth also had a consistent cadence of coverage in health care trade publications like Modern Healthcare, Becker's Healthcare, Healthcare Innovation and STAT News, along with consumer health publications like The Healthy, INSIDER, Verywell Health and more. Strong placements in Seventh-day Adventist publications positioned AdventHealth as a leader in COVID-19 information for the church audience while also showcasing the organization's mission enduring through a historic health crisis. President/CEO Terry Shaw's thought leadership platform also saw substantial traction and growth that attracted features by LinkedIn News editors and placed Terry as #1 in LinkedIn content engagement among CEOs of the nation's top 20 health systems as well as health system CEOs included in Modern Healthcare's 100 Most Influential People in Healthcare for 2020, according to an analysis performed in Q1 and Q2 2021.

Through this pandemic year, hospitals and health systems have held a critical leadership role in providing accurate information to their communities. They were a trusted source of truth at a time when health advice had become widely politicized and distorted in news media and on social media. Hospital operations also became the focal point of the nation as topics like health care supply chain, clinical processes, clinician staffing and hospital capacity saw significant disruption due to the multiple coronavirus variants that surged through communities in 2021.

For AdventHealth, structures like the COVID-19 System Command Center and Story Bureau helped maintain aligned messaging and storytelling amid the pandemic's constant flow of new and sometimes conflicting information. This made it possible to pursue a wide range of media opportunities through a process of media trend identification, interview preparation, execution, tracking and continuous learning. Edelman's media strategy counsel and interview training were also leveraged to help best position our experts for key media opportunities.

This full-year snapshot contains some of the highlights of this storytelling from across the organization in 2021, ranging from top-tier national media to key local market and owned media.



# Table of Contents

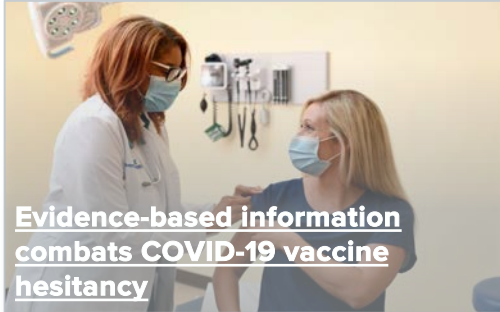
<b>January 2021</b>	<b>1</b>
<b>February 2021</b>	<b>5</b>
<b>March 2021</b>	<b>10</b>
<b>April 2021</b>	<b>16</b>
<b>May 2021</b>	<b>22</b>
<b>June 2021</b>	<b>27</b>
<b>July 2021</b>	<b>32</b>
<b>August 2021</b>	<b>39</b>
<b>September 2021</b>	<b>50</b>
<b>October 2021</b>	<b>58</b>
<b>November 2021</b>	<b>66</b>
<b>December 2021</b>	<b>74</b>



**January  
2021**

# AdventHealth January Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



**Media Type:** Church  
**Mentions:** Jeffrey Kuhlman, MD, AdventHealth Chief Quality and Safety Officer

In an effort to address vaccine hesitancy in the Adventist community, AdventHealth teamed up with the health ministries director of the North American Division of Seventh-day Adventists on a news story discussing the mRNA vaccines' safety, efficacy and tiered rollout.



**Media Type:** Local  
**Key Mentions:** Brian Adams, AdventHealth Heart of Florida and AdventHealth Lake Wales CEO

AdventHealth opened its first COVID-19 vaccination site at Orlando International Airport. Since administering its first doses in December, the organization has delivered more than 37,000 vaccines to local seniors and health care workers across Central Florida, including about 8,000 doses at the airport site.



**Media Type:** Local  
**Key Mentions:** Eric Henderson, AdventHealth Gordon Director of Wound Care and Hyperbaric Medicine

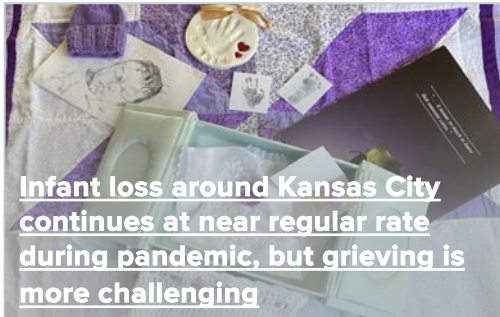
AdventHealth Gordon recently purchased the Sechrist Model 4100 hyperbaric chamber for the hospital's Wound Care department. Now with two hyperbaric chambers, the hospital can provide more patients with hyperbaric oxygen therapy.



**Media Type:** Local  
**Key Mentions:** Rebecca Rubio, AdventHealth Central Texas Clinical Dietitian

While COVID-19 continues to be a focal point, some are bringing light to other aspects of health that might be overlooked during the pandemic, including Rebecca Rubio, clinical dietitian at AdventHealth Central Texas, who shared insights on the benefits of probiotics.

# AdventHealth January Media Snapshot



**Media Type: Local  
Mentions: Tricia Rausch, AdventHealth Shawnee Mission Nurse**

As the leader in maternity care and births in Kansas City, AdventHealth Shawnee Mission is the only area hospital to have a full-time, dedicated perinatal bereavement coordinator. She was featured in an article describing the challenges for parents grieving during a pandemic.



**Media Type: Local  
Key Mentions: Robin McGuinness, AdventHealth WFD Sr. Executive Officer of Patient Outcomes**

As people 65 and older began receiving COVID-19 vaccines in the West Florida Division, Tampa Bay-area media covered the WFD's launch of community vaccinations for AHMG patients.



**Media Type: Local  
Key Mentions: David Banks, AdventHealth Chief Strategy and Organizational Transformation Officer**

NASCAR on Fox analyst and two-time Daytona winner Jamie McMurray returns to the track for "The Great American Race," this time behind the wheel of the AdventHealth car.



**Media Type: National  
Key Mentions: Randy Haffner, AdventHealth CFD President and CEO**

The Orlando Magic agreed to a multiyear partnership with AdventHealth to make this facility one that many throughout central Florida will benefit from.

# AdventHealth January Media Snapshot



**Media Type: Local  
Mentions:  
AdventHealth**

AdventHealth Ocala partnered with the Marion County Department of Health to launch a vaccination site at Paddock Mall. AdventHealth led the strategy, staffing and execution of the rollout. These efforts helped make it easier for the DOH to vaccinate more than 50,000 patients 65 and older.



**Media Type: Local  
Key Mentions: Brent  
Box, MD, AdventHealth  
Chief Medical Officer**

The monoclonal antibody Bamlanivimab has been found to lower the chance of hospitalization or ER visits for people with mild-to-moderate COVID-19 who are at greater risk of hospitalization due to their age or a chronic medical condition.



**Media Type: National  
Key Mentions:  
Nicholle Henning,  
AdventHealth Tampa  
Nurse**

Hundreds of team members were surprised with tickets to the Super Bowl as part of the NFL's effort to recognize fully vaccinated health care workers, including Nicholle Henning who received the news while sitting at a red light.

**February  
2021**



# AdventHealth February Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand.

It is not a comprehensive report of media activity.



**Media Type: Local**  
**Mentions: AdventHealth Hendersonville CMO Teresa Herbert, MD**

AdventHealth Hendersonville CMO Teresa Herbert, MD, shared details of vaccine uptake among team members, highlighting efforts to make it easy, keep them informed and answer questions through regular team calls.



**Media Type: Local**  
**Key Mentions: AdventHealth Hendersonville hospitalist and internal medicine PCP Steven Hauser, MD**

AdventHealth Hendersonville hospitalist and internal medicine PCP Steven Hauser, MD, was featured in an article that focused on COVID-19 long-haulers.



**Media Type: Local**  
**Key Mentions: Brandon Baker, AdventHealth University Immersive Technologies Lab Director**

With the pandemic changing the way future nurses learn critical skills, AdventHealth University has become one of the first in Central Florida to use virtual reality.



**Media Type: Local**  
**Key Mentions: Michael Longley, MD, AdventHealth North Pinellas CMO**

Local media looked at how AdventHealth North Pinellas is administering monoclonal antibody therapies to treat COVID-19 patients in Pinellas County.

# AdventHealth February Media Snapshot



**AdventHealth execs describe scale-up of vaccination procedures, tools**



**Media Type: National**  
**Mentions: Brent Box, MD, AdventHealth CMO; David Oakley, VP, Digital Health; Pam Guler, Chief Experience Officer; and Jessica Baird-Wertman, VP of Operations, Physician Enterprise**

Several AdventHealth leaders shared how the health system leveraged software from Phreesia during the vaccine rollout to manage the waitlist, automate patient intake and deliver personalized messaging for education, reminders and recalls.



**More COVID vaccine clinics coming to Johnson County megachurch**



**Media Type: Local**  
**Key Mentions: AdventHealth**

This story highlights AdventHealth Shawnee Mission's partnership with Church of the Resurrection to use the facility to hold vaccine clinics. Plans are now in place to hold clinics at the church every week through May.

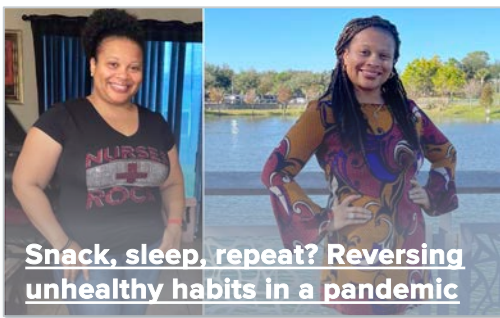


**Hospital upgrades to new robotic-assisted surgery system**

## Calhoun Times

**Media Type: Local**  
**Key Mentions: Mike Murrill, AdventHealth Gordon CEO; Hak Lee, MD, AdventHealth Gordon Director of Robotic Surgery**

AdventHealth Gordon recently upgraded its current robotic surgery system to the da Vinci Xi robotic-assisted surgery system, furthering its ability to offer the leading surgical technology throughout the region.



**Snack, sleep, repeat? Reversing unhealthy habits in a pandemic**



**Media Type: National**  
**Key Mentions: Randy Haffner, AdventHealth CFD President and CEO**

The article features an AdventHealth team member who lost weight and lowered her blood pressure at the height of the pandemic through the AdventHealth Diabetes Institute's "New Day, New Weigh" program, and includes expert advice from a nutritionist as well as a board-certified family physician.

# AdventHealth February Media Snapshot



## Orlando Sentinel

**Media Type: Local**  
**Mentions: Alric Simmonds, MD, AdventHealth Chief Health Equity Officer**

In an op-ed published by the Orlando Sentinel, AdventHealth Chief Health Equity Officer Alric Simmonds, MD, shared his perspective on vaccine hesitancy among minorities and called on the community to exercise empathy to build trust while also encouraging all to get vaccinated when they have a chance.



## BLAVITY

**Media Type: National**  
**Key Mentions: Alric Simmonds, MD, AdventHealth Chief Health Equity Officer**

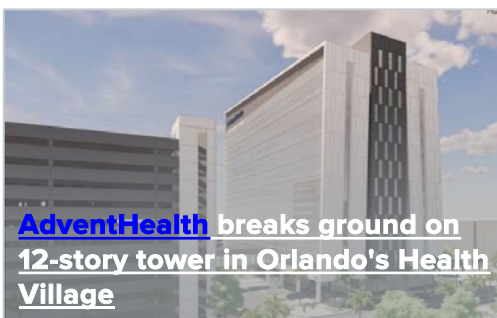
This story highlights AdventHealth Shawnee Mission's partnership with Church of the Resurrection to use the facility to hold vaccine clinics. Plans are now in place to hold clinics at the church every week through May.



## AdventHealth

**Media Type: Owned**  
**Key Mentions: AdventHealth**

As AdventHealth Manchester celebrates its 50th anniversary, this story reflects on the legacy of jeep nurses who brought care to patients living in remote areas of the region.



## FOX 35 ORLANDO

**Media Type: Local**  
**Key Mentions: Duane Davis, CFD Chief Physician Executive of the Institutes**

Construction is underway on AdventHealth's newest state-of-the-art health care center, which will serve as Florida headquarters for Rothman Orthopaedic Institute and also bring a range of new and expanded services to the region.

# AdventHealth February Media Snapshot



**Killeen Daily Herald**  
kdhnews.com

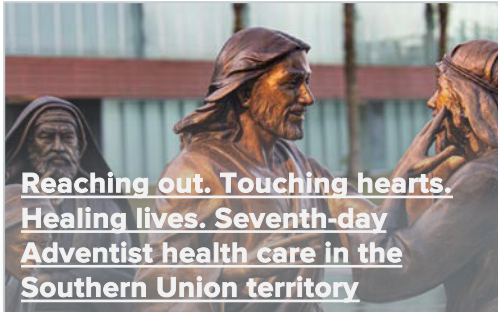
**Media Type: Local  
Mentions:  
AdventHealth**

AdventHealth Central Texas is among providers partnering with the county health department to administer COVID-19 vaccinations, allowing the local Public Health District to get vaccines to even more residents.

**March  
2021**

# AdventHealth March Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



## TIDINGS

**Media Type:** Church  
**Date:** March 1  
**Key Mentions:** Terry Shaw, President/CEO; Womack Rucker, FMR VP, Corp. Relations & Mission Enculturation; Des Cummings, FMR VP, Central Florida Foundation; Connie Hamilton, FMR CNO, CFD – South; Tom Werner, CEO Emeritus

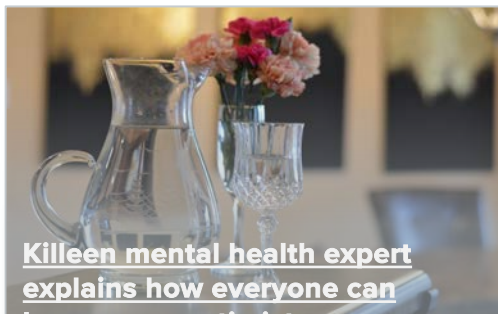
This cover story for the March issue of Southern Tidings magazine tells the history of Adventist health care in the Southern Union and AdventHealth's bold vision of delivering whole-person care in the future. The feature is part of the magazine's year-long celebration of 150 years of evangelism in the territory.



## SPECTRUM NEWS 13

**Media Type:** Local  
**Date:** March 2  
**Key Mentions:** AdventHealth Chief Scientific Officer Steven Smith, MD

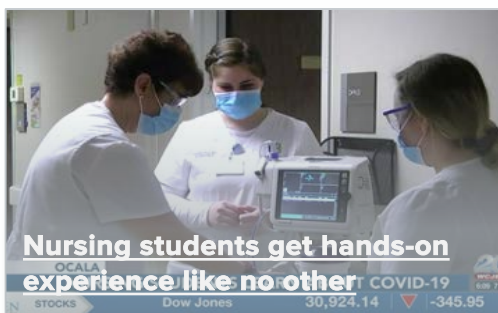
AdventHealth Chief Scientific Officer Steven Smith, MD, discussed the Johnson & Johnson vaccine following the FDA's issuance of an emergency use authorization.



## Killeen Daily Herald

**Media Type:** Local  
**Date:** March 3  
**Key Mentions:** Vinod Alluri, MD, AdventHealth Central Texas Psychiatrist

With several studies pointing to the health benefits of being optimistic, Vinod Alluri, MD, a psychiatrist at AdventHealth Central Texas, discussed the benefits of having a positive outlook.

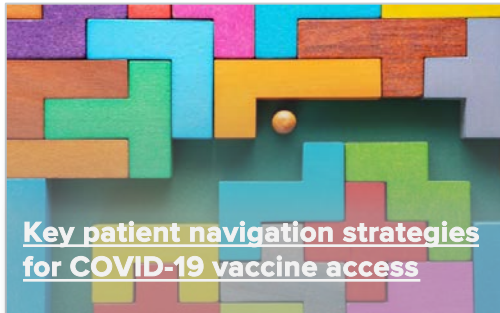


## 20 gbc WCJB

**Media Type:** Local  
**Date:** March 4  
**Key Mentions:** Patrice Price, AdventHealth Ocala CNO

Ocala-area media looked at how a pilot program at AdventHealth Ocala is working to help train and ultimately bring more LPNs into the acute care setting.

# AdventHealth March Media Snapshot



**Key patient navigation strategies for COVID-19 vaccine access**

**PATIENT ENGAGEMENT HIT**  
intelligent HEALTHCARE MEDIA

**Media Type: National**  
**Date: March 5**  
**Key Mentions: Jessica Brazier, Chief Diversity & Inclusion Officer; Steven Smith, MD, Chief Scientific Officer; and Pam Guler, Chief Experience Officer**

As the nationwide vaccination effort continues, AdventHealth leaders shared how the organization is working to address vaccine access and hesitancy.



**AdventHealth, Seminole County officials announce partnership to fight opioid epidemic**

**Orlando Sentinel**

**Media Type: Local**  
**Date: March 9**  
**Key Mentions: Tim Cook, AdventHealth Altamonte Springs CEO; and Scott Tucker, Clinical Director of Operations**

In central Florida, an innovative treatment center called the Hope & Healing Center is now offering a path out of addiction for patients struggling with substance abuse. A partnership between AdventHealth and Seminole County, the center offers intensive outpatient services, including individual and group counseling; substance-related and recovery-focused education; reflection and spiritual healing groups; and career assistance.



**Texas Health Huguley nurses make Dallas-Fort Worth's Great 100 Nurses list**

**D**

**Media Type: Local**  
**Date: March 11**  
**Key Mentions: Texas Health Huguley Nurses Maliah Kelley and Mary Lewis**

Two nurses at Texas Health Huguley, Maliah Kelley and Mary Lewis, made the list which honors top caregivers, nominated by patients and coworkers, in the DFW area.



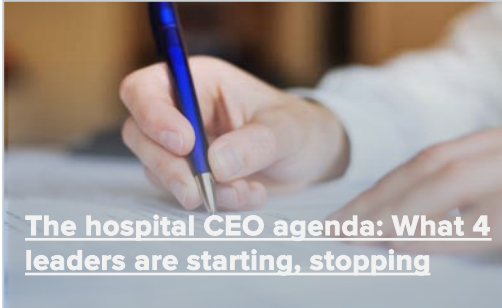
**AdventHealth's West Florida Division will spend \$400 million on expansion projects throughout Tampa Bay and beyond**

**TAMPA BAY BUSINESS JOURNAL**

**Media Type: Local**  
**Date: March 15**  
**Key Mentions: Mike Shultz, AdventHealth WFD President/CEO**

AdventHealth's West Florida Division announced a \$400M expansion plan which includes breaking ground on a new hospital in Riverview later this year. The state-of-the-art project is another addition to the robust network of connected care being offered throughout the region.

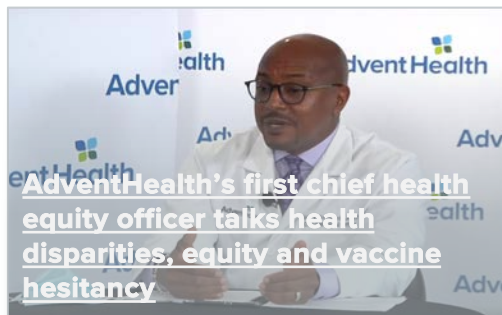
# AdventHealth March Media Snapshot



BECKER'S  
**HOSPITAL REVIEW**

**Media Type: National**  
**Date: March 17**  
**Key Mentions: Terry Shaw, AdventHealth President/CEO**

With the COVID-19 pandemic forcing some health care CEOs to rethink how their organizations operate, AdventHealth President/CEO Terry Shaw shared insights on some systems and processes the company is starting and stopping to accommodate the new health care environment.



THE SPECTRUM

**Media Type: Church**  
**Date: March 20**  
**Key Mentions: Alric Simmonds, MD, Chief Health Equity Officer**

In a Q&A interview, AdventHealth Chief Health Equity Officer Alric Simmonds, MD, shared his perspective on health disparities, vaccine hesitancy and the organization's overall focus on health equity.



Calhoun Times

**Media Type: Local**  
**Date: March 23**  
**Key Mentions: Jessica Hubert and Leisa Bryant, AdventHealth Gordon Nurses**

As it reflected on the events of the past year, the Calhoun Times featured several AdventHealth Gordon team members and their experiences as caregivers during the pandemic.



BECKER'S  
**HOSPITAL REVIEW**

**Media Type: National**  
**Date: March 25**  
**Key Mentions: Olesea Azevedo, Chief Human Resources Officer; and Tricia Smith Edris, Chief Consumer Officer**

In honor of International Women's Day, AdventHealth Chief Human Resources Officer Olesea Azevedo and Chief Consumer Officer Tricia Smith Edris were among 32 women in the health care industry who shared their perspectives on leadership with Becker's Hospital Review.



# AdventHealth March Media Snapshot

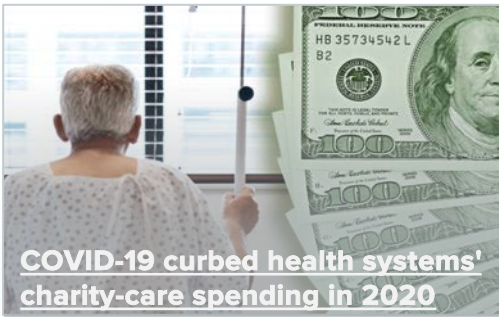


**AdventHealth Shawnee Mission reflects on one-year anniversary of treating COVID-19 patients**



**Media Type: Local**  
**Date: March 26**  
**Key Mentions: Ashley Johnston, AdventHealth Shawnee Mission Inpatient Physical Therapist**

As AdventHealth Shawnee Mission recognized its one-year anniversary of treating COVID-19 patients, Kansas City media covered efforts to honor health care workers, including the "Hope Shines On" campaign.

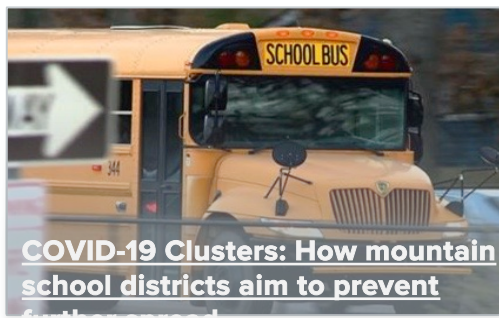


**COVID-19 curbed health systems' charity-care spending in 2020**

## Modern Healthcare

**Media Type: National**  
**Date: March 26**  
**Key Mentions: Tim Reiner, Senior VP, Revenue Cycle**

With the COVID-19 pandemic affecting hospital volumes and subsequently the amount of free or discounted care they could provide to patients, Modern Healthcare looked at how charity care spending for leading health systems, including AdventHealth, was impacted.



**COVID-19 Clusters: How mountain school districts aim to prevent further spread**



**Media Type: Local**  
**Date: March 29**  
**Key Mentions: Teresa Herbert, MD, AdventHealth Hendersonville CMO**

In the wake of the emergence of COVID-19 clusters in area schools, AdventHealth Hendersonville CMO Teresa Herbert, MD, touts mask-wearing and social distancing as ways to help prevent the spread.



**Biden, health officials sound alarm as signs of covid surge proliferate**



**Media Type: National**  
**Date: March 29**  
**Key Mentions: Eduardo Oliveira, MD, CFD Executive Medical Director for Critical Care Services**

As officials deal with rising coronavirus cases, Eduardo Oliveira, MD, executive medical director for critical care services in the Central Florida Division, shared insights with the Washington Post on what AdventHealth is seeing in the region, including an increase in "middle aged" patients.

# AdventHealth March Media Snapshot



**Media Type: Owned**

**Date: March 30**

**Key Mentions: Jeffrey Kuhlman, MD,**

**AdventHealth Chief Quality and Safety Officer; and Bill Washburn, Texas Health Huguley Nurse**

A Vietnam War veteran and registered nurse at Texas Health Huguley reflects on his experience with two major vaccine rollouts.

**April  
2021**

# AdventHealth April Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



**Media Type: Local**  
**Date: April 5**  
**Key Mentions: AdventHealth Wesley Chapel**

AdventHealth Wesley Chapel has partnered to serve as a distribution site for BuyFarmFood.com, which gets fresh produce from farms in Florida and Georgia and both sells and donates food to local families and food pantries.



## MedCityNews

**Media Type: National**  
**Date: April 6**  
**Key Mentions: Pam Guler, Chief Experience Officer; and Alric Simmonds, MD, Chief Health Equity Officer**

To better understand consumer perceptions and readiness as they relate to the COVID-19 vaccine, AdventHealth is leveraging machine learning and natural language processing for deeper insights.



**Media Type: Digital**  
**Date: April 7**  
**Key Mentions: Terry Shaw, President/CEO**

On his LinkedIn platform, AdventHealth President/CEO Terry Shaw addressed the wave of violence against Asian Americans and Pacific Islanders, while also encouraging unity and greater understanding.



**Media Type: National**  
**Date: April 7**  
**Key Mentions: Pam Guler, Chief Experience Officer; and Alric Simmonds, MD, Chief Health Equity Officer**

As the COVID-19 vaccine distribution effort continues across the country, two AdventHealth leaders discussed the health system's strategy for the rollout.

# AdventHealth April Media Snapshot



**Forbes**

**Media Type: National**  
**Date: April 8**  
**Key Mentions: Terry Shaw, President/CEO**

In a profile piece on Epic CEO Judy Faulkner, AdventHealth President/CEO Terry Shaw shared insights on the organization's switch to the Epic electronic health record system.



**AdventHealth**

**Media Type: Owned**  
**Date: April 14**  
**Key Mentions: Ted Hamilton, MD, Chief Mission Integration Officer; Sam Huenergardt, Mid-America Region CEO; and Alric Simmonds, MD, Chief Health Equity Officer**

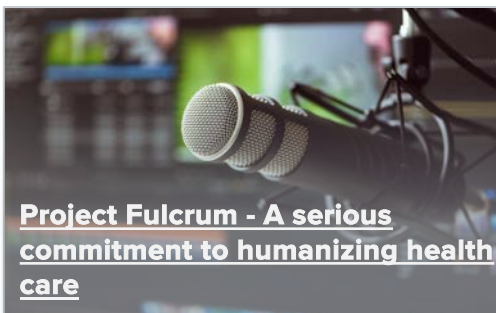
As the vaccine rollout works through challenges around access, hesitancy and mistrust, AdventHealth is seeing the value and effectiveness of partnering with churches to drive efforts.



**BlueRidgeNow**

**Media Type: Local**  
**Date: April 15**  
**Key Mentions: Cory Reeves, AdventHealth Hendersonville CEO**

To celebrate and honor the dedicated team members at the hospital, a local Chick-fil-A surprised some AdventHealth Hendersonville employees with free food for a year.



**Creating a New HEALTHCARE**  
A podcast series with Dr. Zeno Ross

**Media Type: National**  
**Date: April 21**  
**Key Mentions: Nick Archer, Project Fulcrum CEO**

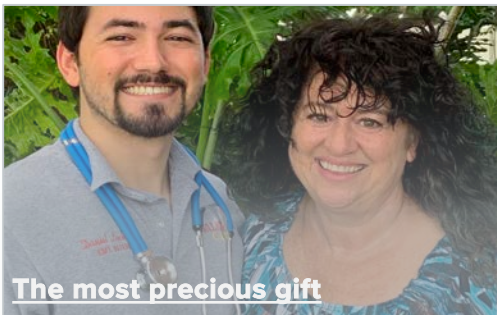
The Creating a New Healthcare podcast recently looked at how Project Fulcrum is helping AdventHealth deliver an optimal experience for consumers.

# AdventHealth April Media Snapshot



**Media Type:** Local  
**Date:** April 21  
**Key Mentions:** Amy Milroy, B.E. Smith Family Center Director

Kansas Governor Laura Kelly visited the B.E. Smith Family Center at AdventHealth Shawnee Mission, highlighting child care as essential to health care and hospital workers throughout the pandemic.



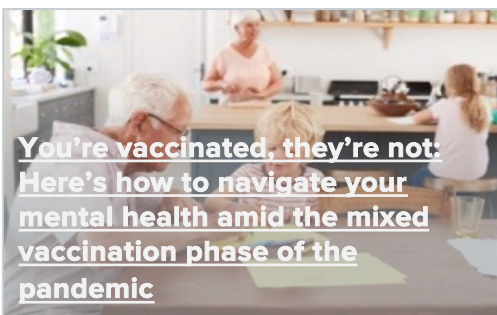
**Media Type:** Church  
**Date:** April 21  
**Key Mentions:** Thomas Chin, MD, Transplant Institute Medical Director, Liver Transplant; and Bobby Nibhanupudy, MD, Transplant Institute Medical Director, Abdominal Transplant

This article features an AdventHealth team member whose life was saved by a kidney donation.



**Media Type:** Digital  
**Date:** April 22  
**Key Mentions:** Terry Shaw, President/CEO

In the wake of the verdict in the Derek Chauvin trial, AdventHealth President/CEO Terry Shaw shared thoughts on his LinkedIn platform about the organization's ongoing goal to foster inclusiveness and shape a more just and equitable community.



**Media Type:** National  
**Date:** April 23  
**Key Mentions:** Robert Rodgers, MD, CMO of Senior Care; and Xiomara Hewitt, Corporate Director of Infection Prevention

With vaccines being deployed across the country, and mixed vaccination households not all that uncommon, AdventHealth leaders examined the mental well-being of seniors at this stage of the pandemic.

# AdventHealth April Media Snapshot

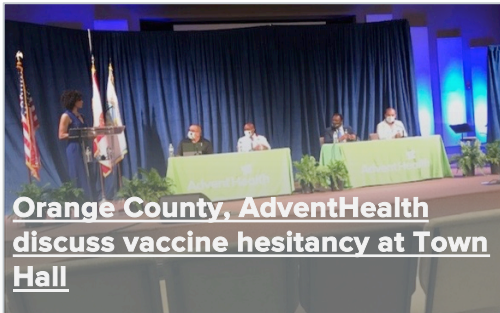
## BECKER'S HEALTHCARE PODCAST

AdventHealth's chief supply chain officer talks supply chain logistics on the Becker's Healthcare Podcast

### BECKER'S **HOSPITAL REVIEW**

**Media Type: National**  
**Date: April 26**  
**Key Mentions: Marisa Farabaugh, Chief Supply Chain Officer**

As the COVID-19 pandemic has brought into greater focus the importance of the health care supply chain, Marisa Farabaugh, chief supply chain officer for AdventHealth, was recently a guest on the Becker's Healthcare Podcast.



Orange County, AdventHealth discuss vaccine hesitancy at Town Hall



**Media Type: Local**  
**Date: April 26**  
**Key Mentions: Victor Herrera, MD, AdventHealth Orlando Associate CMO**

As part of a wide-ranging effort to combat vaccine hesitancy, AdventHealth physicians joined local leaders in a town hall at an Orlando church to address questions from the community.

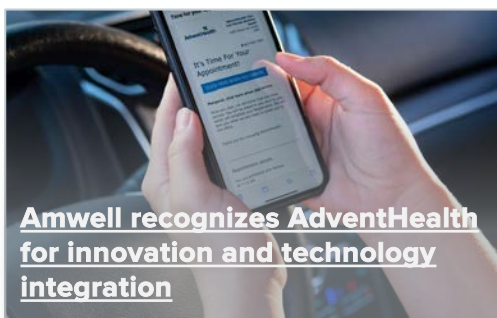


The 2021 Fortune/IBM Watson Health 100 Top Hospitals

## FORTUNE

**Media Type: National**  
**Date: April 27**  
**Key Mentions: AdventHealth Daytona Beach, AdventHealth Shawnee Mission; and AdventHealth Wesley Chapel**

Three AdventHealth hospitals – AdventHealth Daytona Beach, AdventHealth Shawnee Mission and AdventHealth Wesley Chapel – were among those selected to the Fortune/IBM Watson Health 100 Top Hospitals list.



Amwell recognizes AdventHealth for innovation and technology integration



**Media Type: Owned**  
**Date: April 29**  
**Key Mentions: David Oakley, Vice President of Digital Health**

AdventHealth earned the Innovative Integration Award for its digital front door strategy.

# AdventHealth April Media Snapshot



**Media Type: Owned**  
**Date: April 29**  
**Key Mentions: Penny Johnson, Texas Health Huguley Hospital President and CEO**

The Centers for Medicare and Medicaid Services (CMS) gave the hospital a 5-star Overall Hospital Quality Star rating for the spring 2021.



**Media Type: Local**  
**Date: April 29**  
**Key Mentions: Marlon C. Robinson, AdventHealth Manchester Pastoral Care Director**

A chaplain at AdventHealth Manchester shared perspectives on how the COVID-19 pandemic has affected the well-being of clergy.



**Media Type: Owned**  
**Date: April 30**  
**Key Mentions: Terry Shaw, President/CEO; and Brent Box, MD, CMO**

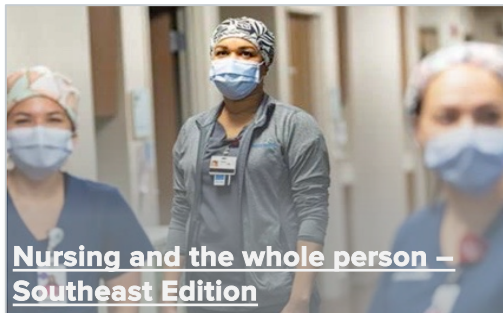
The health system's COVID-19 vaccine rollout spans communities across its nine-state footprint.



**May  
2021**

# AdventHealth May Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



**Media Type:** Church  
**Date:** May 1  
**Key Mentions:** Trish Celano, AdventHealth Chief Nursing Executive; Jessica Hubert, AdventHealth Gordon Nurse

In honor of National Nurses Week, Southern Tidings shared the story of an AdventHealth Gordon nurse and how the organization's mission makes her job even more meaningful.



**Media Type:** Church  
**Date:** May 1  
**Key Mentions:** Trish Celano, AdventHealth Chief Nursing Executive; Various AdventHealth Team Members

A special feature in Outlook Magazine highlights the compassion and whole-person care of team members from AdventHealth Shawnee Mission (Bobbie Shaw, nurse), AdventHealth Ottawa (Kelli Boetel, surgical services director) and Littleton Adventist Hospital (Deb Morrey, nurse and Anthony Gianatasio, nurse) in recognition of National Nurses Week.



**Media Type:** Local  
**Date:** May 1  
**Key Mentions:** Cathy Henesey, AdventHealth Executive Director of Talent Acquisition

Orlando Magazine named AdventHealth Executive Director of Talent Acquisition Cathy Henesey one of its 2021 women of the year. Henesey is one of only 23 women to receive the distinction this year.



**Media Type:** Local  
**Date:** May 3  
**Key Mentions:** AdventHealth Shawnee Mission

AdventHealth Shawnee Mission is among six area hospitals to earn a five-star rating from the Centers for Medicare and Medicaid Services. The hospital was also recognized among the Fortune/IBM Watson Health Top 100 Hospitals and earned an "A" grade from The Leapfrog Group, making it the only hospital in Kansas City to receive all three quality distinctions.

# AdventHealth May Media Snapshot



## Orlando Sentinel

**Media Type:** Local  
**Date:** May 6  
**Key Mentions:** Terry Shaw, AdventHealth President/CEO; Randy Haffner, CFD President/CEO

AdventHealth announced the “AdventHealth World of Wellness” to transform the health and wellness experience for Walt Disney World Resort guests and become the attraction’s official health care provider. Expanded alliance



## AdventHealth

**Media Type:** Owned  
**Date:** May 7  
**Key Mentions:** Don Jehle, AdventHealth Gordon Chaplain

AdventHealth Gordon was one of multiple facilities across the system to participate in the National Day of Prayer. The annual observance invites people of all faiths to pray for the nation.



## healthleaders

**Media Type:** National  
**Date:** May 13  
**Key Mentions:** Terry Shaw, AdventHealth President/CEO

AdventHealth has signed a definitive agreement to purchase 230-bed Redmond Regional Medical Center in Rome, Georgia, from HCA Healthcare. The agreement also includes the hospital’s related businesses, physician clinic operations, outpatient services and all issued and outstanding equity interests.



## NEWS 13 WLOS

**Media Type:** Local  
**Date:** May 17  
**Key Mentions:** Teresa Herbert, MD, AdventHealth Hendersonville CMO

AdventHealth Hendersonville CMO Teresa Herbert, MD, shared her perspective on what the public can expect as mask restrictions ease.

# AdventHealth May Media Snapshot



BECKER'S  
**HOSPITAL REVIEW**

**Media Type: National**  
**Date: May 17**  
**Key Mentions: Vincent Hsu, MD, AdventHealth Infection Control Officer**

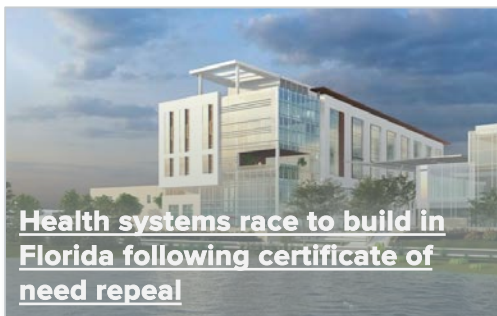
With patient survey data showing the impact of COVID-19 myths, AdventHealth Infection Control Officer Vincent Hsu, MD, discussed how the health system is using these findings to inform its outreach strategy.



 Home Health Care News

**Media Type: National**  
**Date: May 18**  
**Key Mentions: Lisa Musgrave, AdventHealth Vice President of Home Care Administration and Post-Acute Services**

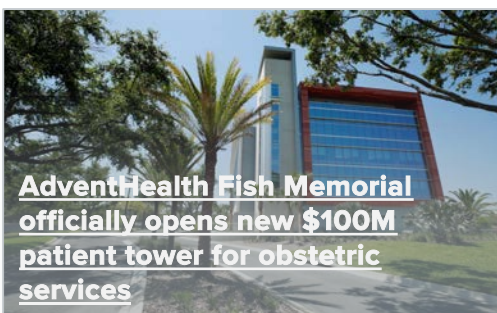
In an effort to increase access to health care services, AdventHealth has partnered with DispatchHealth to provide in-home medical care to consumers in Florida and the Kansas City metro area.



**Modern Healthcare**

**Media Type: National**  
**Date: May 18**  
**Key Mentions: David Banks, AdventHealth Chief Strategy and Organizational Transformation Officer**

With the state's repeal of the certificate of need, AdventHealth Chief Strategy and Organizational Transformation Officer David Banks shared insights on the organization's strategy to build and design more cost-efficient hospitals.

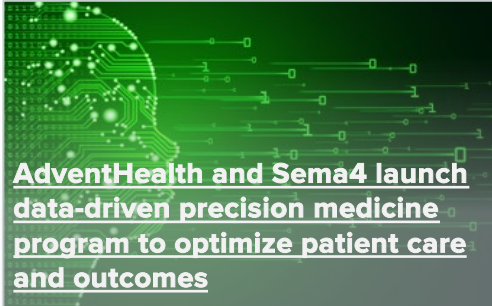


 THE DAYTONA BEACH  
NEWS-JOURNAL  
news-journalonline.com

**Media Type: Local**  
**Date: May 24**  
**Key Mentions: David Ottati, CFD-North Region CEO; Lorenzo Brown, AdventHealth Fish Memorial CEO; and Michele Johnson, AdventHealth Fish Memorial CNO**

The completion of the four-story, 72-bed tower expands the size of the Orange City hospital's emergency room, and allows all inpatient rooms throughout the hospital to be private.

# AdventHealth May Media Snapshot



**Media Type: Local**  
**Date: May 25**  
**Key Mentions: Steven Smith, MD, AdventHealth Chief Scientific Officer**

The collaboration builds upon the current AdventHealth Genomics and Personalized Health Program to provide new research insights and to prevent, detect and treat disease in patients.



**Media Type: Local**  
**Date: May 26**  
**Key Mentions: Kevin Sherin, MD, AdventHealth Sebring Family Medicine Residency Program Director**

To help fill the need for more doctors in rural areas, the program aims to create a pipeline to train new, young doctors that will hopefully decide to stay and practice in the area.



**Media Type: Local**  
**Date: May 27**  
**Key Mentions: Chris Self, AdventHealth Manchester CEO; Gregory Wilkens, MD, AdventHealth Manchester General Surgeon**

The new surgical center will increase health care access for the community and house two surgical suites, a procedure room and an additional room for future expansion.



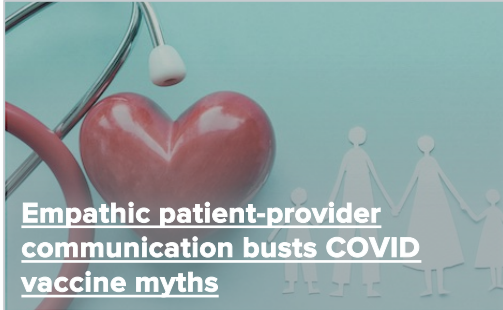
**Media Type: Digital**  
**Date: May 27**  
**Key Mentions: Terry Shaw, AdventHealth President/CEO**

In honor of Mental Health Awareness Month, AdventHealth partnered with NASCAR drivers Ross Chastain and Kurt Busch for a campaign to raise awareness. On LinkedIn, AdventHealth President/CEO Terry Shaw encouraged more conversations around mental health and simple interactions that could be valuable in destigmatizing mental health disorders.

**June  
2021**

# AdventHealth June Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



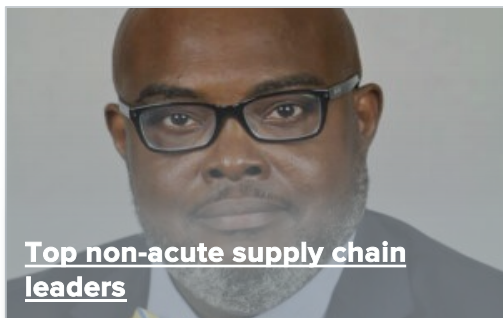
**Media Type: National**  
**Date: June 1**  
**Key Mentions: Vincent Hsu, MD, AdventHealth Infection Control Officer**

AdventHealth Infection Control Officer Vincent Hsu, MD, discussed how the health system is using survey findings to inform its vaccination strategy and combat COVID-19 myths.



**Media Type: Church**  
**Date: June 1**  
**Key Mentions: Clifton Saper, PhD, AMITA Health Psychologist; Christina Lobraco, AMITA Health CMI Program Manager**

A feature story for the Lake Union Herald focused on AMITA Health's unique faith-based, wholistic approach to mental health and well-being.



**Media Type: National**  
**Date: June 1**  
**Key Mentions: Darrick Adams, AdventHealth Director of Non-Acute Supply Chain**

In the June issue of The Journal of Healthcare Contracting, AdventHealth Director of Non-Acute Supply Chain Darrick Adams was featured among the top supply chain leaders in the non-acute space.



**Media Type: Local**  
**Date: June 2**  
**Key Mentions: AdventHealth Shawnee Mission**

The pay changes affect more than 800 workers, from environmental services to those in administrative roles. Every eligible employee receiving this increase will also get annual pay raises later this year.

# AdventHealth June Media Snapshot



Dr. Juleun Johnson is a chaplain who ministered to Pulse survivors and victims' families

**90.7 WMFE**

**Media Type:** Local  
**Date:** June 9  
**Key Mentions:** Juleun Johnson, AdventHealth Chaplain

Reflecting on the tragic Pulse nightclub shooting in Orlando, Juleun Johnson, an AdventHealth chaplain, shared what the shooting taught him about his ministry, healing from tragedy and his faith.

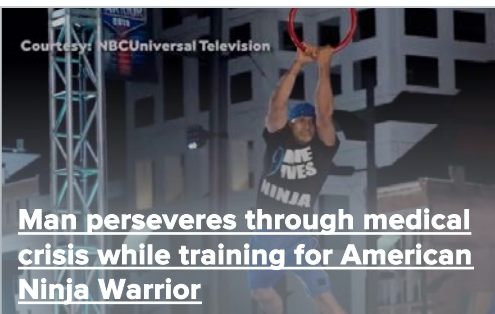


New Johnson County program offers 'sensory friendly' options for children with autism

**4 KSHB**  
KANSAS CITY

**Media Type:** Local  
**Date:** June 10  
**Key Mentions:** Janette Foster, Britain Development Autism Program Supervisor

AdventHealth Shawnee Mission's Britain Development program for children with special needs has partnered with the Johnson County Museum to offer "Sensory Friendly Days," a new slate of programs designed to make the museum accessible to more people in the community.

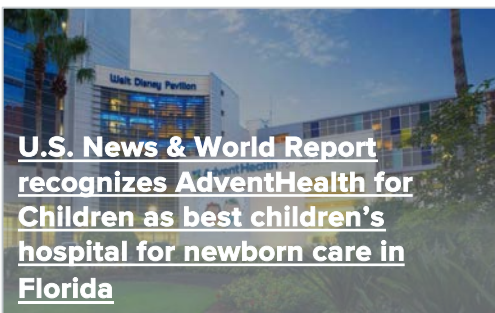


Man perseveres through medical crisis while training for American Ninja Warrior

**WESH 2**

**Media Type:** Local  
**Date:** June 14  
**Key Mentions:** Rohit Bhatheja, AdventHealth Physician

A central Florida landscaper who suffered chest pains while training for the competition "American Ninja Warrior" and was treated at AdventHealth Altamonte Springs for a severe blockage known as the "widowmaker" has now made it his mission to educate people on heart health and support cardiovascular patients.



U.S. News & World Report recognizes AdventHealth for Children as best children's hospital for newborn care in Florida

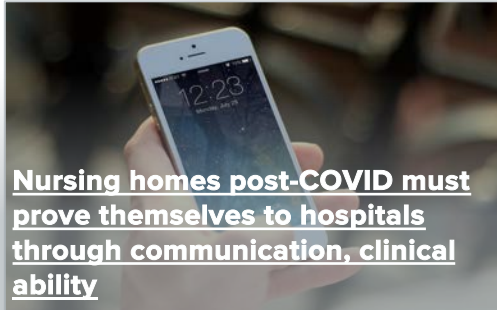
**AdventHealth**

**Media Type:** Owned  
**Date:** June 15  
**Key Mentions:** Rajan Wadhawan, MD, AdventHealth for Children Senior Executive Officer

In the annual Best Children's Hospitals rankings and ratings, now in their 15th year, AdventHealth for Children ranked No. 35 in the nation for neonatology.



# AdventHealth June Media Snapshot

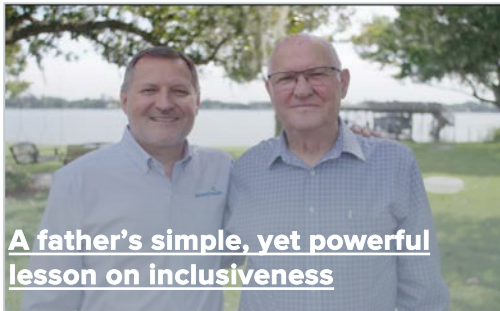


**Nursing homes post-COVID must prove themselves to hospitals through communication, clinical ability**

 Skilled Nursing News

**Media Type: National**  
**Date: June 17**  
**Key Mentions: Lisa Musgrave, AdventHealth VP of Home Care Administration and Post-Acute Services; Keith Boyce, ACC President & CEO**

As the health care landscape continues to evolve, Skilled Nursing News looked at some of the key factors that will impact the viability of skilled nursing facilities post-COVID.



**A father's simple, yet powerful lesson on inclusiveness**



**Media Type: Digital**  
**Date: June 17**  
**Key Mentions: Terry Shaw, AdventHealth President/CEO**

On his LinkedIn platform, AdventHealth President/CEO Terry Shaw shared how a trip to a bike shop with his dad when he was a boy turned into a life-long lesson on inclusiveness.



**AdventHealth clinical leaders among world's top scientists according to study**



**Media Type: National**  
**Date: June 21**  
**Key Mentions: AdventHealth Clinical Leaders**

Six AdventHealth clinical leaders are featured in the ranking of the world's top 2% of scientists in a Stanford University study.



**The sun still rises**



**Media Type: Church**  
**Date: June 22**  
**Key Mentions: George Guthrie, MD, AHMG Physician; Marissa Channer, AHU Financial Services Accountant**

Dealing with a mysterious illness, an AdventHealth University employee finds her path to discovery and healing through an AdventHealth physician and fellow church member who helped diagnose her ailment and eventually get her lifesaving brain surgery.

# AdventHealth June Media Snapshot



BECKER'S  
**HOSPITAL REVIEW**

**Media Type: National**  
**Date: June 23**  
**Key Mentions:**  
AdventHealth

Becker's Hospital Review listed AdventHealth among 10 hospitals and health systems with strong operational metrics and solid financial positions, based on reports from Fitch Ratings and Moody's Investors Service.



**Media Type: Local**  
**Date: June 23**  
**Key Mentions:** Robin McGuinness, AdventHealth WFD Senior Executive Officer of Patient Outcomes

First Lady Jill Biden and Anthony Fauci, MD, were in attendance at a vaccination event hosted by AdventHealth and the Tampa Bay Lightning as part of efforts to help encourage the public to get vaccinated against COVID-19.

**July  
2021**

# AdventHealth July Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



## HUFFPOST

**Media Type:** National  
**Date:** July 8  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention

The new Lambda variant has been identified in over 29 countries. Dr. Vincent Hsu explained how this variant is circulating at a much higher frequency in many parts of South America.



## AdventHealth

**Media Type:** Owned  
**Date:** July 8  
**Key Mentions:** George Guthrie, MD, Lifestyle Medicine Physician, and Sherri Flynt, Nutritional Excellence Manager

The pandemic has driven lifestyle changes that experts hope will continue long after life returns to normal.



**Media Type:** Local  
**Date:** July 9  
**Key Mentions:** Neil Finkler, MD, Chief Clinical Officer for CFD

Fraser Cobbe interviewed Dr. Neil Finkler on his experience as a clinical leader and his advice for those who want to pursue leadership as a physician.



**Media Type:** Local  
**Date:** July 9  
**Key Mentions:** Doug Ross, MD, AdventHealth Tampa CMO

As COVID-19 hospitalization rates have risen in the Tampa Bay area, Dr. Doug Ross provided clinical expertise about the uptick in cases and the efficacy of COVID-19 vaccines.

# AdventHealth July Media Snapshot



**AdventHealth Recognized as One of the 100 Best Places to Work in IT**



**Media Type:** Owned  
**Date:** July 12  
**Key Mentions:** Brent Snyder, Chief Information Officer

AdventHealth has been named one of the Top 100 Best Places to Work in IT by Insider Pro and Computerworld, ranking #42.



**Health Officials Find Success in Monoclonal Antibody Treatment, AdventHealth Ocala Administers Dose to Over 220 People**



**Media Type:** Local  
**Date:** July 16  
**Key Mentions:** Michael Torres, MD, AdventHealth Ocala CMO

AdventHealth Ocala team members cared for the mayor of Ocala with a monoclonal antibody infusion. The mayor credited the treatment and highly specialized team for helping him fight COVID-19.



**Preemie Born During Pandemic Thrives After Months in NICU**



**Media Type:** Owned  
**Date:** July 16  
**Key Mentions:** AdventHealth Tampa NICU

A family relied on video and photo updates about their baby from NICU nurses due to COVID-19 restrictions. The family expressed gratitude for the AdventHealth NICU nurses, who cared for the baby like their own.



**Terry Shaw Shares Insights on AdventHealth's Pandemic Response**



**Media Type:** Owned  
**Date:** July 16  
**Key Mentions:** Terry Shaw, President/CEO

AdventHealth President/CEO Terry Shaw discussed delivering whole-person care under emergency circumstances with the editor and publisher of Adventist World.

# AdventHealth July Media Snapshot



**Unvaccinated Americans Are Behind Rising COVID-19 Hospitalizations**

THE WALL STREET JOURNAL

**Media Type:** National  
**Date:** July 18  
**Key Mentions:** Jeffrey Kuhlman, MD, Chief Quality and Safety Officer

At AdventHealth, about 97% of roughly 12,700 COVID-19 patients treated this year were unvaccinated or partially vaccinated.

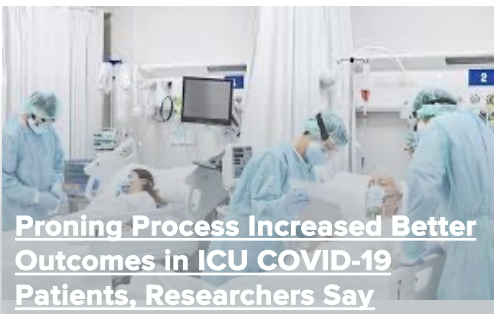


**AdventHealth Shawnee Mission Names Second-Ever Chief Medical Officer**

KANSAS CITY BUSINESS JOURNAL

**Media Type:** Local  
**Date:** July 20  
**Key Mentions:** Lisa Hays, MD, AdventHealth Shawnee Mission CMO

AdventHealth Shawnee Mission named Dr. Lisa Hays its new chief medical officer. Dr. Hays began working at the hospital in 2007 and has helped lead the hospital's accreditation as a Diabetes Center of Excellence.

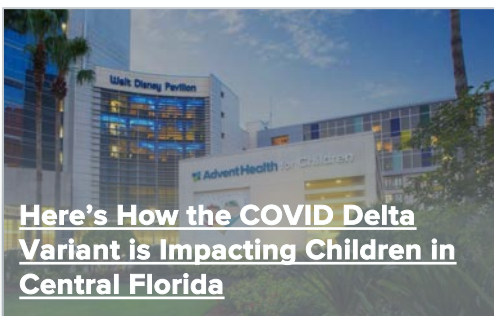


**Proning Process Increased Better Outcomes in ICU COVID-19 Patients, Researchers Say**



**Media Type:** Local  
**Date:** July 20  
**Key Mentions:** Eduardo Oliveira, MD, Director of Critical Care

A recent study showed one of the most effective practices to improve outcomes for COVID-19 patients is proning, where a patient is placed face down instead of face up, which allows the lungs to function more efficiently.



**Here's How the COVID Delta Variant is Impacting Children in Central Florida**

CBS TELEVISION STATIONS

**Media Type:** National  
**Date:** July 20  
**Key Mentions:** Fatma Levent, MD, Pediatric Infectious Disease Physician

As the Delta variant surges in central Florida, Dr. Fatma Levent shared how this variant is affecting children more than previous strains. This segment was syndicated across 140+ local CBS news stations across the country.

# AdventHealth July Media Snapshot



## Forbes

**Media Type:** National  
**Date:** July 22  
**Key Mentions:** Neil Finkler, MD, Chief Clinical Officer for CFD

AdventHealth has limited visitation and scaled back elective procedures due to the surging Delta variant in Florida.



**Media Type:** National  
**Date:** July 26  
**Key Mentions:** Victor Herrera, MD, AdventHealth Orlando CMO

The flood of new COVID-19 patients has put a strain on hospital ICUs. Dr. Victor Herrera shared his insights on the danger of COVID-19 among unvaccinated individuals.



## The Enterprise

**Media Type:** Local  
**Date:** July 29  
**Key Mentions:** Chris Self, AdventHealth Manchester President/CEO

AdventHealth Manchester recently opened a new state-of-the-art surgery center and a primary health care center.



**Media Type:** National  
**Date:** July 29  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention

The rate of new COVID-19 infections has continued to surge across Florida. Dr. Vincent Hsu shares his insights on this surge in comparison to previous peaks.

# AdventHealth July Media Snapshot



**Senior Volunteers at AdventHealth Dade City Earn Legend Status for Decades-long Commitment to Service**



**Media Type:** Local  
**Date:** July 29  
**Key Mentions:**  
AdventHealth Dade City  
Volunteers

Two AdventHealth Dade City volunteers were profiled by ABC Action News for their commitment to providing hope and comfort to patients in the hospital.



**Florida's Unexpected COVID-19 Delta Surge Could Be Prolonged: Infection Expert**

**Newsweek**

**Media Type:** National  
**Date:** July 29  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention

The Delta variant has overwhelmed hospitals in Florida. The state has seen its greatest number of COVID-19 admissions and has exceeded the number of cases from the previous January peak.



**7 Day Average of New Cases Now Highest Since Mid-April**



**Media Type:** National  
**Date:** July 29  
**Key Mentions:**  
AdventHealth Orlando

AdventHealth's COVID-19 hospitalizations have risen to more than 1,000 COVID-19 patients as of July 29.



**Texas Health Huguley Adding Four-Story Patient Tower**

**FORT WORTH BUSINESS PRESS**

**Media Type:** Local  
**Date:** July 30  
**Key Mentions:** Penny Johnson, President/CEO, Texas Health Huguley and Southwest Region

Texas Health Huguley announced it will undergo a \$73 million expansion that will add more than 108,000 square feet to the hospital's footprint.



# AdventHealth July Media Snapshot



## OUTLOOK

NEWS AND INSPIRATION FROM MID-AMERICA

**Media Type:** Church  
**Date:** July/August  
**Key Mentions:** Ted Hamilton, MD, Chief Mission Integration Officer

Three vignettes from the perspective of E-Spiritual Caregivers illustrated the impact of AdventHealth's spiritual wholeness screening.

**August  
2021**

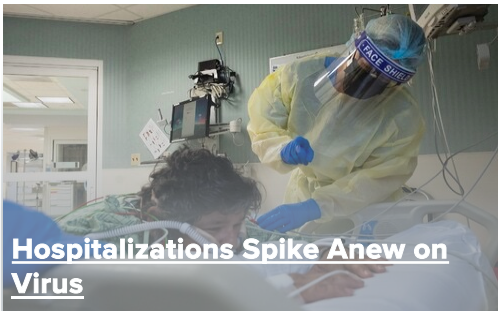
# AdventHealth August Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



**Media Type:** National  
**Date:** August 1  
**Key Mentions:** Dr. Neil Finkler, Chief Clinical Officer for CFD

Dr. Neil Finkler noted how unvaccinated pregnant women and young, healthy patients are filling up hospitals due to the Delta variant.



**Media Type:** Social Media  
**Date:** August 2  
**Key Mentions:** Terry Shaw, CEO for AdventHealth

LinkedIn News featured Terry's post in one of their top news highlights about hospitalization spikes due to the Delta variant.



**Media Type:** Local  
**Date:** August 2  
**Key Mentions:** AdventHealth's Central Florida Division

AdventHealth Orlando was ranked as a best hospital locally and nationally by U.S. News & World Report.



**Media Type:** Local  
**Date:** August 2  
**Key Mentions:** Teresa Herbert, MD, CMO for AdventHealth Hendersonville

Dr. Herbert warned about a steep increase of COVID-19 cases, and the rate in which they are increasing, with the Delta variant being responsible for 80% of new cases across North Carolina.

# AdventHealth August Media Snapshot



**A Guide To Outdoor Transmission & The Delta Variant**

romper

**Media Type:** National  
**Date:** August 3  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention for AdventHealth

Dr. Vincent Hsu explained the infectious properties of the Delta variant, specifically in outdoor settings.



**When Delta Strikes: Latest Coronavirus Surges Grow Faster, Hit Record Heights in Louisiana, Florida**

The Washington Post

**Media Type:** National  
**Date:** August 3  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention for AdventHealth

Dr. Vincent Hsu shared how quickly and severely the Delta surge has affected Central Florida hospitals.



**Hospital Lab Technicians Crucial to Hospitals, Unsung Heroes**



**Media Type:** Local  
**Date:** August 4  
**Key Mentions:** Bob Pellerin, Administrative Director for Clinical and Anatomic Pathology for AdventHealth Central Texas

Lab technicians work behind the scenes to ensure doctors have what they need to properly diagnose and treat patients in a timely manner.



**'It Wasn't for Me, It Was for My Baby:' Some Moms Urging Pregnant Women to get Vaccinated**



**Media Type:** Local  
**Date:** August 4  
**Key Mentions:** John Cuellar, MD, OBGYN for AdventHealth Hendersonville

Dr. John Cuellar shared the risks and benefits of COVID-19 vaccines versus an actual infection for pregnant women.

# AdventHealth August Media Snapshot



## USA TODAY

**Media Type:** National  
**Date:** August 4  
**Key Mentions:** Neil Finkler, MD, Chief Clinical Officer for CFD

Dr. Neil Finkler described the surge being higher than any previous waves and straining the health system's resources.



## THE WALL STREET JOURNAL

**Media Type:** National  
**Date:** August 4  
**Key Mentions:** Linnette Johnson, CNO for CFD

AdventHealth's Central Florida Division was highlighted among other communities across the U.S. where hospitals are experiencing a surge caused by the Delta variant.



## Highlands News-Sun

**Media Type:** Local  
**Date:** August 7  
**Key Mentions:** AdventHealth Sebring

AdventHealth Sebring launched a two-year Advanced Patient Care Tech Apprenticeship Program to foster professional development for the next generation of bright medical minds. The robust program will elevate patient experience in rural communities.



## BECKER'S HOSPITAL REVIEW

**Media Type:** National  
**Date:** August 7  
**Key Mentions:** Neil Finkler, MD, Chief Clinical Officer for CFD

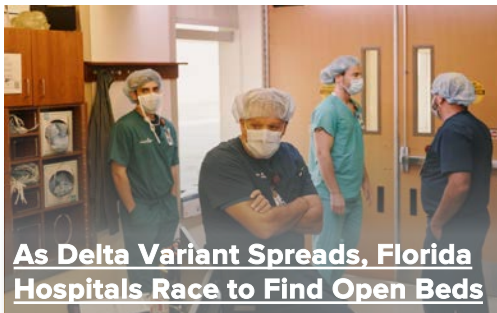
In an episode of the Becker's Hospital Review podcast, Dr. Finkler discussed the role of the chief clinical officer, the long-term impact of the pandemic and more.

# AdventHealth August Media Snapshot



**Media Type:** Local  
**Date:** August 9  
**Key Mentions:** Doug Ross, MD, CMO for AdventHealth Tampa

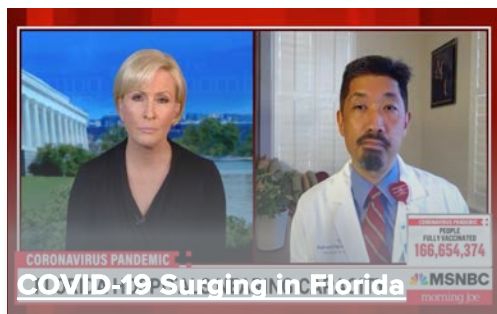
This ABC Action News piece offered a behind-the-scenes look at the difficult but crucial job of the lab techs at AdventHealth Tampa who process COVID-19 test samples for WFD.



THE WALL STREET JOURNAL.

**Media Type:** National  
**Date:** August 9  
**Key Mentions:** CFD Mission Control

The Wall Street Journal spent a week in Orlando, documenting how Mission Control helps handle capacity management as COVID-19 hospitalizations threatened to overload the system.



**Media Type:** National  
**Date:** August 10  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention for AdventHealth

On MSNBC's "Morning Joe," Dr. Vincent Hsu spoke about the capacity and staffing concerns as COVID-19 hospitalizations continued to rise.



**Media Type:** National  
**Date:** August 10  
**Key Mentions:** Sanjay Pattani, MD, Associate CMO for AdventHealth Orlando

On CNN's "Newsroom," Dr. Sanjay Pattani was interviewed about the rising case numbers, trends in age and acuity, and the preponderance of unvaccinated patients.

# AdventHealth August Media Snapshot



**Pediatricians Urge Parents, Families to Get Vaccinated as Kids COVID Hospitalizations Rise**

## Newsweek

**Media Type:** National  
**Date:** August 11  
**Key Mentions:** Michael Keating, MD, CMO for AdventHealth for Children

Dr. Michael Keating shared how unpredictable COVID-19 symptoms can be for children. He compared the higher risks of the virus' actual infection versus the lower risk of COVID-19 vaccines for eligible children.



**Dr. Jeffrey Kuhlman of AdventHealth: "Make the patient, not technology, the focus again"**

## THRIVE GLOBAL

**Media Type:** National  
**Date:** August 12  
**Key Mentions:** Jeffrey Kuhlman, MD, Chief Quality & Safety Officer for AdventHealth

Dr. Jeffrey Kuhlman participated in a Q&A as part of the interview series "In Light Of The Pandemic, Here Are The 5 Things We Need To Do To Improve The U.S. Healthcare System." The Q&A was also published in Authority Magazine.

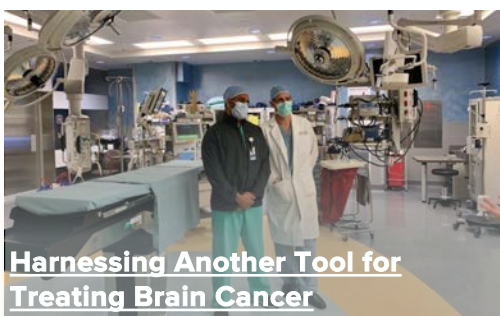


**Local Doctor Explains How Students Can Prevent COVID Infections in School**

## KILLEEN DAILY HERALD

**Media Type:** Local  
**Date:** August 15  
**Key Mentions:** Ashley Chamberland, MD, AdventHealth Family Physician in Lampasas

Dr. Ashley Chamberland highlighted the importance of students following CDC guidelines as more kids are becoming infected in this wave of COVID-19 compared to past surges and are still unable to get vaccinated.



**Harnessing Another Tool for Treating Brain Cancer**

## EMB

**Media Type:** National  
**Date:** August 16  
**Key Mentions:** Melvin Field, MD, Medical Director for AdventHealth Minimally Invasive Brain Surgery program

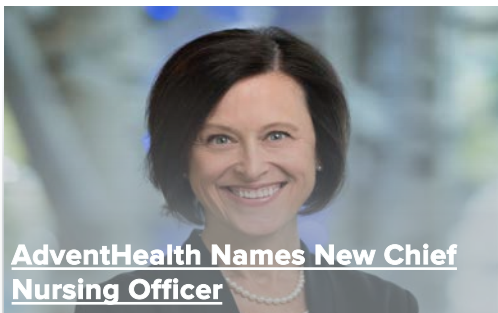
For people diagnosed with brain cancer, the addition of new tools such as GammaTile can offer hope for the future.

# AdventHealth August Media Snapshot



**Media Type:** National  
**Date:** August 16  
**Key Mentions:** Neil Finkler, MD, Chief Clinical Officer for CFD

With growing concern over the highly contagious Delta variant, the Foundation for Women's Cancer asked Dr. Neil Finkler to break down how the strain is dangerous for cancer patients.



**Media Type:** Local  
**Date:** August 18  
**Key Mentions:** Maureen Dzialo, CNO for AdventHealth Hendersonville

AdventHealth Hendersonville named Maureen Dzialo as its new vice president of clinical services and chief nursing officer.



**Media Type:** Local  
**Date:** August 18  
**Key Mentions:** Kevin Roberts, CEO for AdventHealth Central Texas

Kevin Roberts spoke to the resilience of the staff at AdventHealth Central Texas as they continue to respond to the pandemic. The hospital received additional staff and ventilators to support their efforts.



**Media Type:** Owned  
**Date:** August 20  
**Key Mentions:** AdventHealth Manchester

AdventHealth Wound Care Manchester has been recognized with the Clinical Distinction Award and Excellence in Patient Satisfaction Award.



# AdventHealth August Media Snapshot

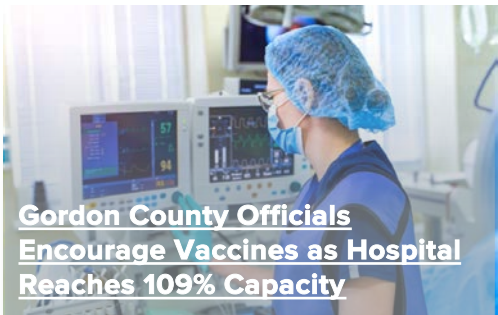


**David Ottati Named President and CEO for AdventHealth's West Florida Division**



**Media Type:** Owned  
**Date:** August 20  
**Key Mentions:** David Ottati, CEO for WFD

David Ottati has been named president and CEO for AdventHealth's West Florida Division. He will oversee the strategic direction, development and expansion of the entire division.



**Gordon County Officials Encourage Vaccines as Hospital Reaches 109% Capacity**



**Media Type:** Local  
**Date:** August 20  
**Key Mentions:** AdventHealth Gordon

AdventHealth Gordon and Gordon County leaders are urging the community to help slow the spread of COVID-19 by getting vaccinated.



**FDA Approval of Pfizer COVID-19 Vaccine a Big Step in Right Direction, Local Doctor Says**



**Media Type:** Local  
**Date:** August 23  
**Key Mentions:** Teresa Herbert, MD, CMO for AdventHealth Hendersonville

Dr. Herbert said the FDA's full approval of the Pfizer COVID-19 vaccine should help convince those who have been hesitant to get the shot as vaccination rates slowly increase across North Carolina.



**Relationships Are Critical to Compliance, Says AdventHealth Leader**



**Media Type:** Sponsored  
**Date:** August 24  
**Key Mentions:** Nancy Hayt, Vice President of Corporate Responsibility for AdventHealth

Nancy Hayt shared her approach to corporate responsibility as part of Deloitte's Risk & Compliance Journal sponsored content series.

# AdventHealth August Media Snapshot



**Killeen Daily Herald**

**Media Type:** Local  
**Date:** August 25  
**Key Mentions:** Amberly Malone, Registered Dietitian Nutritionist for AdventHealth Central Texas

An AdventHealth Central Texas dietician shared tips for staying hydrated and explained how hydration can affect the body.



**abc 13 NEWS**

**Media Type:** Local  
**Date:** August 25  
**Key Mentions:** AdventHealth's Partnership with Buncombe County Schools

AdventHealth is one of four partners supporting Buncombe County schools in North Carolina by providing mental health services for teachers and students.



**Tampa Bay Times**

**Media Type:** Local  
**Date:** August 26  
**Key Mentions:** Michael Longley, MD, CMO for AdventHealth North Pinellas

AdventHealth North Pinellas has completed a \$20 million emergency department expansion project that will elevate expert care and enhance overall patient experience.



**FOX 4**

**Media Type:** Local  
**Date:** August 27  
**Key Mentions:** Stephanie Wise, CNO for AdventHealth Shawnee Mission

Stephanie Wise shared how the labor shortage is affecting AdventHealth Shawnee Mission and how traveling nurses are providing relief.

# AdventHealth August Media Snapshot



**Media Type:** Local  
**Date:** August 27  
**Key Mentions:** Lisa Hays, MD, CMO for AdventHealth Shawnee Mission

Lisa Hays shared how the staffing shortage, not a lack of hospital beds, is increasing the wait times for patients needing emergency care.



## BlueRidgeNow

**Media Type:** Local  
**Date:** August 28  
**Key Mentions:** AdventHealth Hendersonville

As COVID-19 hospitalization rates continue to rise in Henderson County, health leaders encourage vaccination coupled with mask wearing and hand washing.



## THE Healthy

**Media Type:** National  
**Date:** August 30  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention for AdventHealth

With COVID-19 booster shots becoming available at the end of September, Dr. Hsu weighed in on eligibility, key differences and why first doses of the vaccines are still important.



## Calhoun Times

**Media Type:** Local  
**Date:** August 30  
**Key Mentions:** Joe Joyave, MD, CMO for AdventHealth Gordon

AdventHealth Gordon is holding daily monoclonal antibody infusion clinics to treat non-hospitalized COVID-19 patients to keep symptoms from worsening.

# AdventHealth August Media Snapshot



healthleaders

**Media Type:** National

**Date:** August 30

**Key Mentions:** Chetan Patel, MD, Medical Director for Spine Surgery at the AdventHealth Neuroscience Institute

An AdventHealth spine surgeon patented an innovative system called iSight that overlays critical data such as vital signs, anesthesia and imaging onto a surgeon's eyeglasses.



Southern  
**TIDINGS**

**Media Type:** Church

**Date:** August Issue

**Key Mentions:** Chris Self, CEO for AdventHealth Manchester

As AdventHealth Manchester celebrates 50 years at its current hospital site, AdventHealth secured an article in Southern Tidings highlighting the hospital's expansion of care and services in its surrounding rural community.

**September  
2021**

# AdventHealth September Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



## LinkedIn

**Media Type:** Social Media  
**Date:** September 2  
**Key Mentions:** AdventHealth team members

Terry Shaw acknowledged the heavy burden on health care workers amid the Delta variant surge and appreciated those doing what they can to support caregivers.



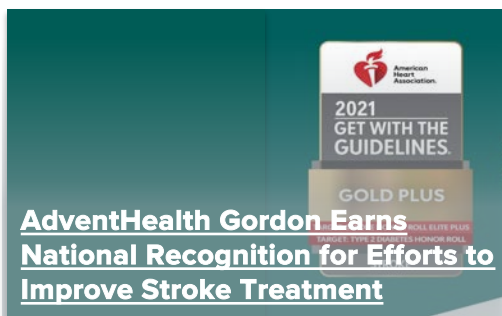
**Media Type:** Local  
**Date:** September 2  
**Key Mentions:** Arlyn Johnson, lactation consultant at AdventHealth Central Texas

Arlyn Johnson, together with other experts, engaged new moms on the struggles and benefits of breastfeeding. For Johnson, breastfeeding and helping new moms, both physically and mentally, is a personal mission.



**Media Type:** Owned  
**Date:** September 3  
**Key Mentions:** Anita Cornett, MD, CMO for AdventHealth Manchester

Dr. Cornett received the AdventHealth Christian Service Award for her 30 years of care for patients' physical, mental and spiritual health.



## Calhoun Times

**Media Type:** State  
**Date:** September 7  
**Key Mentions:** Mike Murrill, CEO for AdventHealth Gordon/Murray

AdventHealth Gordon has received the American Heart Association's Gold Plus Get With The Guidelines-Stroke Quality Achievement Award for their commitment to ensuring stroke patients receive the most appropriate treatment according to nationally recognized, research-based guidelines.

# AdventHealth September Media Snapshot



BECKER'S  
**HOSPITAL REVIEW**

**Media Type:** National  
**Date:** September 8  
**Key Mentions:** Rob Deiningger, CEO for AdventHealth Orlando

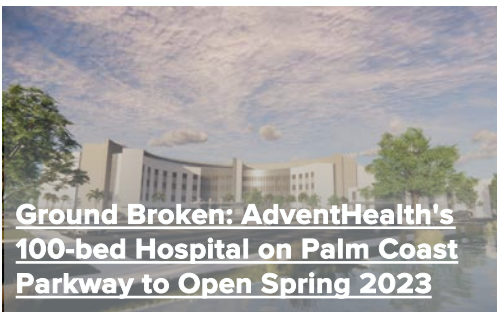
Rob Deiningger shared his top priorities of addressing vaccine hesitancy and stabilizing our workforce as the pandemic continues to pose challenges.



**AdventHealth**

**Media Type:** Owned  
**Date:** September 9  
**Key Mentions:** AdventHealth leadership and health equity experts

AdventHealth's 31<sup>st</sup> Conference on Mission focused on the state of health equity within the organization. To support AdventHealth's move from aspiration into execution, a \$2 million grant by the W. K. Kellogg Foundation was announced.



PALM COAST  
**Observer**

**Media Type:** Local  
**Date:** September 14  
**Key Mentions:** Ron Jimenez, MD, CEO for AdventHealth Palm Coast and AdventHealth Palm Coast Parkway

AdventHealth held a virtual groundbreaking celebration on September 14 for its 100-bed Palm Coast Parkway hospital which is set to open in spring 2023.

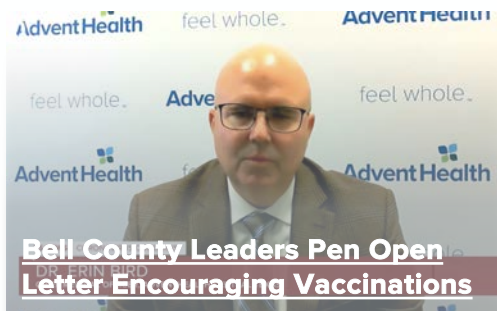


docwirenews

**Media Type:** National  
**Date:** September 14  
**Key Mentions:** Chetan Patel, MD, executive medical director for spine surgery at AdventHealth Neuroscience Institute

Dr. Chetan Patel's iSight technology eliminates the need for surgeons to look at screens during procedures, which makes surgeries safer for patients.

# AdventHealth September Media Snapshot



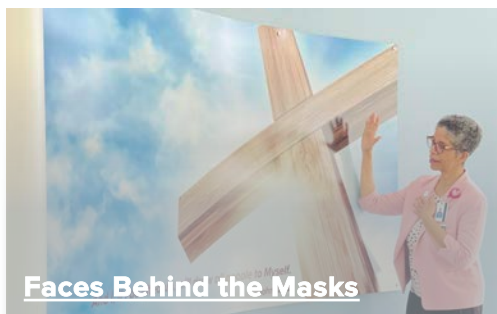
**Media Type:** Local  
**Date:** September 14  
**Key Mentions:** Erin Bird, MD, CMO for AdventHealth Central Texas

Dr. Erin Bird added his voice to Bell County leaders' plea to the community to take precautions and get vaccinated as hospitals stretch to care for rising COVID-19 hospitalizations.



**Media Type:** Owned  
**Date:** September 15  
**Key Mentions:** Penny Johnson, CEO for AdventHealth Southwest Region

As part of efforts to connect mental and physical health care, AdventHealth has partnered with Concert Health, a leading behavioral health medical group, to integrate behavioral health into primary care.



**Media Type:** Local  
**Date:** September 15  
**Key Mentions:** Linda Lynch, director of pastoral care for AdventHealth Sebring

Linda Lynch detailed the importance of in-house spiritual care in a hospital environment and how the pandemic has taken an emotional toll on front-line workers.



**Media Type:** State  
**Date:** September 16  
**Key Mentions:** Vincent Hsu, MD, executive director of infection prevention for AdventHealth

Dr. Vincent Hsu outlined the risks of the Delta variant and called on eligible Floridians to help fight COVID-19 by getting vaccinated. The radio spot aired in 47 markets across Florida.



# AdventHealth September Media Snapshot



## Calhoun Times

**Media Type:** Local  
**Date:** September 16  
**Key Mentions:** Mike Murrill, CEO for AdventHealth Gordon/Murray

Members of the Georgia National Guard are assisting hospital staff in a variety of non-clinical functions to provide relief as hospitals in the region respond to a surge of COVID-19 hospitalizations.



## BlueRidgeNow | Times-News

**Media Type:** Local  
**Date:** September 17  
**Key Mentions:** Teresa Herbert, MD, CMO for AdventHealth Hendersonville

With help from the Henderson County Board of Commissioners, AdventHealth Hendersonville will expand infusion treatments for COVID-19 patients. Teresa Herbert told commissioners the expansion is needed to meet the increased demand for treatment.



## AdventHealth

**Media Type:** Owned  
**Date:** September 17  
**Key Mentions:** Chris Self, CEO for AdventHealth Manchester

With only six ICU beds, the facility has been operating at 200% or greater ICU capacity over the last several weeks. Chris Self shared how the hospital is partnering with the community to increase vaccination rates.



## AdventHealth

**Media Type:** Owned  
**Date:** September 17  
**Key Mentions:** Chris Self, CEO for AdventHealth Manchester

As COVID-19 hospitalizations rise, members of the Kentucky National Guard have stepped in to assist in non-clinical roles under the direction of hospital medical personnel and support staff.

# AdventHealth September Media Snapshot



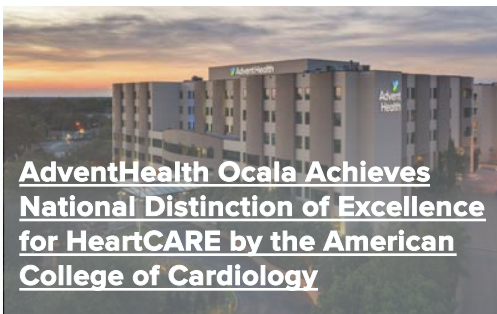
**Media Type:** Local  
**Date:** September 17  
**Key Mentions:** Keren Aguimaga, RN at AdventHealth Central Texas

During Hispanic Heritage Month, Keren Aguimaga shared the story behind her career journey and encouraged other Hispanics to pursue nursing. Currently, less than 10% of all registered nurses are Hispanic.



**Media Type:** National  
**Date:** September 19  
**Key Mentions:** Vincent Hsu, MD, executive director of infection prevention for AdventHealth

Dr. Vincent Hsu reiterated the importance of getting vaccinated amid rising COVID-19 cases across the country.



**Media Type:** Local  
**Date:** September 20  
**Key Mentions:** Joe Johnson, CEO for AdventHealth Ocala

AdventHealth Ocala has achieved all five American College of Cardiology accreditations and the HeartCARE Center National Distinction of Excellence.



**Media Type:** Church  
**Date:** September 20  
**Key Mentions:** Mike Schultz, CEO for the West Florida Division

Clinica Adventista de Quito in Ecuador was recently added as the 11th AdventHealth Global Missions footprint. The partnership was established through leadership in AdventHealth's West Florida Division.

# AdventHealth September Media Snapshot



**Media Type:** Local  
**Date:** September 20  
**Key Mentions:** Linnette Johnson, CNO for AdventHealth CFD – South Region

Linnette Johnson shared with News 6 and Telemundo how her Puerto Rican heritage, and being bilingual and bicultural, helps her connect with a wide range of patients and team members.



**Media Type:** Owned  
**Date:** September 22  
**Key Mentions:** Audrey Gregory, CEO for AdventHealth's Central Florida Division – North Region

Audrey Gregory, PhD, will oversee AdventHealth's facilities in Volusia, Lake and Flagler counties. She has been recognized by Modern Healthcare as one of the nation's Top 25 Minority Leaders in Healthcare and one of 70 African American leaders in health care to know by Becker's Hospital Review.



**Media Type:** Local  
**Date:** September 23  
**Key Mentions:** Taneja Center for Surgery at AdventHealth Tampa

AdventHealth Tampa has unveiled its new \$300 million center for surgery. The facility is the largest surgical expansion in Tampa Bay history and is set to open on October 12.



**Media Type:** Local  
**Date:** September 23  
**Key Mentions:** AdventHealth Shawnee Mission

The Kyla Y. Hartong Memorial Sensory Garden is an accessible space that encourages children of all abilities to participate in the sensory experiences of gardening.

# AdventHealth September Media Snapshot



**Media Type:** Local  
**Date:** September 23  
**Key Mentions:** Jay Plotkin, MD, OB-GYN at AdventHealth Winter Park

A mother fled New Orleans in the aftermath of Hurricane Ida to give birth at AdventHealth Winter Park.



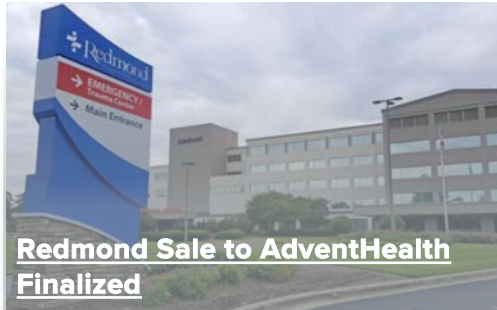
**Media Type:** Church  
**Date:** September Issue  
**Key Mentions:** AdventHealth Global Missions and executive leaders for CFD

AdventHealth Global Missions fosters long-term relationships with institutions around the world through volunteers who lend their time and expertise. (See page 14)

**October  
2021**

# AdventHealth October Media Snapshot

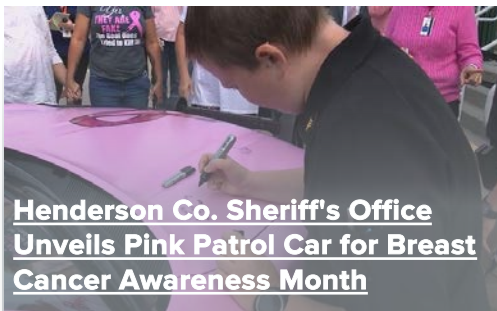
This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



## Rome News-Tribune

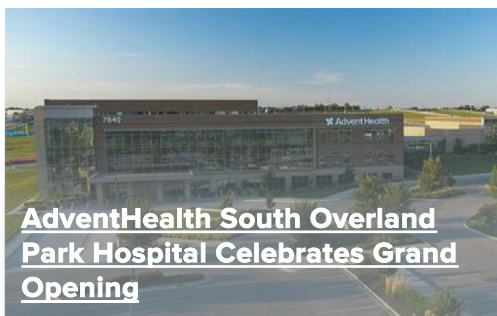
**Media Type:** Local  
**Date:** October 1  
**Key Mentions:** Mike Murrill, CEO for AdventHealth Southeast Region and Redmond Regional Medical Center

The \$635 million sale of Redmond Regional Medical Center to AdventHealth, announced in May, was finalized as of Oct. 1. AdventHealth plans to rename the facility to AdventHealth Redmond in January 2022.



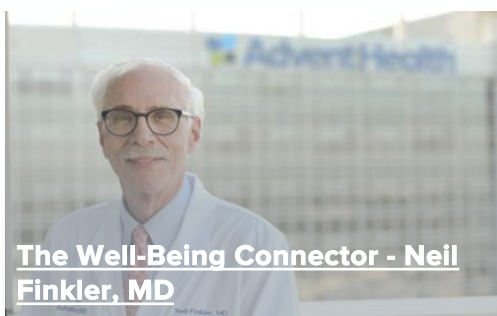
**Media Type:** Local  
**Date:** October 1  
**Key Mentions:** AdventHealth Hendersonville

To help bring more attention to the issue of breast cancer in the region, the Henderson County Sheriff's Office unveiled a new pink patrol car, sponsored by AdventHealth.



**Media Type:** Local  
**Date:** October 4  
**Key Mentions:** Alan Verill, MD, CEO for AdventHealth South Overland Park

As the first new full-service hospital in the Kansas City metro area in 15 years, this 193,000-square-foot hospital provides a full suite of medical and emergency services.



**Media Type:** National  
**Date:** October 4  
**Key Mentions:** Neil Finkler, MD, Chief Clinical Officer for CFD

Dr. Neil Finkler discussed his new role as chief clinical officer and how he plans to reduce stress and COVID-19 burnout to create a better physician experience at AdventHealth.

# AdventHealth October Media Snapshot



**Media Type:** Owned  
**Date:** October 4  
**Key Mentions:** AdventHealth Manchester Leadership

AdventHealth Manchester's leadership team joined together to pray for blessings for their community, churches, health care workers and first responders as they battle the COVID-19 pandemic. The prayer was also broadcast on local radio stations.



**Media Type:** Local  
**Date:** October 5  
**Key Mentions:** Erin Reed, MD, Hospital Director for AdventHealth Central Texas

Dr. Erin Reed updated the community on the lower COVID-19 hospitalization rates and warned that all must continue to take the virus seriously and take all precautions to prevent its infection and spread.



**Media Type:** National  
**Date:** October 6  
**Key Mentions:** Marisa Farabaugh, Chief Supply Chain Officer for AdventHealth

In honor of National Health Care Supply Chain Week, Marisa Farabaugh shared her perspective on the value of mentorship and networking.



**Media Type:** Owned  
**Date:** October 7  
**Key Mentions:** Brent Snyder, Chief Information Officer for AdventHealth

The CHIME Digital Health Most Wired program recognizes health care organizations for applying core and advanced technologies to their clinical and business programs to improve health and care in their communities.

# AdventHealth October Media Snapshot



*PureWow*

**Media Type:** National  
**Date:** October 8  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention for AdventHealth

Dr. Vincent Hsu answered consumers' most common questions about COVID-19 booster shots. He explained how boosters work, who they're intended for, how they're different from the primary series and more.



*Rome News-Tribune*

**Media Type:** Local  
**Date:** October 8  
**Key Mentions:** Sam Huenergardt, CEO for AdventHealth Mid-America Region

After seeing AdventHealth Gordon's recent surge in COVID-19 cases, AdventHealth Shawnee Mission showed support for their fellow team members by sending Kansas City barbecue meals along with words of encouragement.



*SPECTRUM NEWS 9*

**Media Type:** Local  
**Date:** October 12  
**Key Mentions:** Denyse Bales-Chubb, CEO for AdventHealth Tampa

The largest surgical tower in Tampa Bay officially welcomed patients through its doors. Local news crews spoke with patients and received a tour of its cutting-edge technologies.



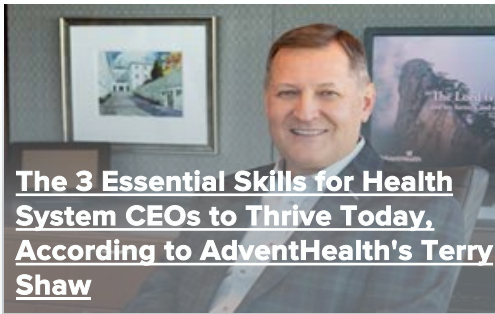
*WFTV 9 abc*

**Media Type:** Local  
**Date:** October 12  
**Key Mentions:** Alric Simmonds, MD, Chief Health Equity Officer for AdventHealth

AdventHealth received \$2 million in support from the W.K. Kellogg Foundation to utilize local data analyzed by AdventHealth University to address health inequities in the region.



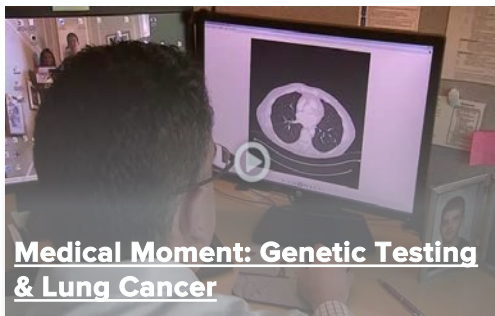
# AdventHealth October Media Snapshot



BECKER'S  
**HOSPITAL REVIEW**

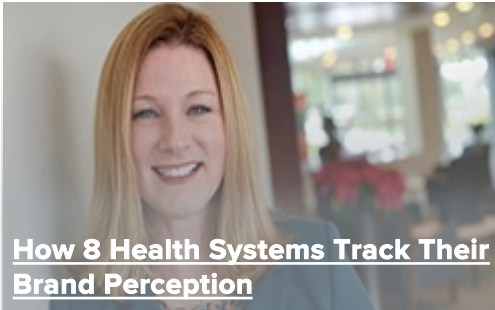
**Media Type:** National  
**Date:** October 15  
**Key Mentions:** Terry Shaw, President/CEO for AdventHealth

Terry Shaw shared some of his advice for leaders, his perspective on the challenges facing health care and his top priorities for the organization moving forward.



**Media Type:** Local  
**Date:** October 18  
**Key Mentions:** Mark Socinski, MD, Executive Medical Director of the AdventHealth Cancer Institute in CFD

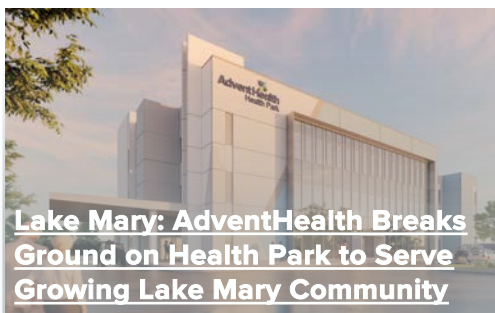
Dr. Mark Socinski uses genomic testing to search for genetic mutations in his patients that allows doctors to pinpoint an exact target to attack the cancer.



BECKER'S  
**HEALTH IT**

**Media Type:** National  
**Date:** October 20  
**Key Mentions:** Vickie White, Chief Brand and Consumer Officer for AdventHealth

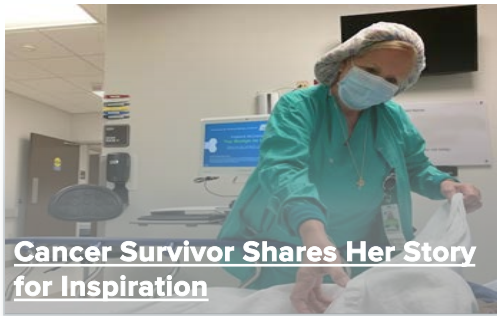
Vickie White shared how AdventHealth measures its consumers' awareness and perceptions of the brand.



**Media Type:** Local  
**Date:** October 20  
**Key Mentions:** AdventHealth Lake Mary Health Park

AdventHealth has broken ground on a 58,000-square-foot state-of-the-art health park that will provide a wide range of specialty services to Lake Mary and Seminole County residents.

# AdventHealth October Media Snapshot



**The Zephyrhills News**

**Media Type:** Local  
**Date:** October 21  
**Key Mentions:** Elizabeth Campbell, Nurse at AdventHealth Zephyrhills

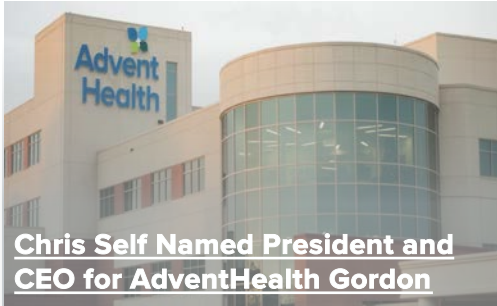
AdventHealth Zephyrhills nurse Elizabeth Campbell shared her story of overcoming breast cancer and encouraged others to get screened.



**CRAIN'S**  
CHICAGO BUSINESS

**Media Type:** Local  
**Date:** October 21  
**Key Mentions:** AMITA Health

Ascension and AdventHealth, which formed AMITA Health in 2015 as a joint operating agreement, have announced the unwinding of its partnership consisting of 19 hospitals in the Chicagoland area. Nearly a dozen other national and local media outlets also covered this announcement.



**COON VALLEY**  
**cvn NEWS**  
.COM

**Media Type:** Local  
**Date:** October 22  
**Key Mentions:** Chris Self, CEO for AdventHealth Manchester

Chris Self, currently CEO for AdventHealth Manchester, will assume his new role on Dec. 19.



**ORLANDO**  
**BUSINESS JOURNAL**

**Media Type:** Local  
**Date:** October 25  
**Key Mentions:** Terry Shaw, President/CEO for AdventHealth

Terry Shaw was chosen as one of Orlando Business Journal's 2021 CEOs of the Year. Terry's top three accomplishments of 2021 were highlighted, along with a Q&A that included his leadership and personal insights.

# AdventHealth October Media Snapshot



**Media Type:** Local  
**Date:** October 25  
**Key Mentions:** Teresa Herbert, MD, CMO for AdventHealth Hendersonville

AdventHealth Hendersonville Chief Medical Officer Dr. Teresa Herbert addresses COVID-19 booster shot confusion, expectations for COVID-19 vaccines for children ages 5 to 11 and if it's safe to trick or treat.



**Media Type:** Local  
**Date:** October 25  
**Key Mentions:** Elise Jones, Director of Talent Acquisition for AdventHealth Central Florida Division

Elise Jones shared how AdventHealth and AdventHealth University are attracting and retaining nursing staff amid a national nursing shortage.



**Media Type:** Local  
**Date:** October 26  
**Key Mentions:** West Florida Division Leadership

AdventHealth West Florida Division hosted a career expo with the goal of recruiting team members for its Tampa Bay-area hospitals. The story aired on ABC Action News, CBS Tampa and other TV outlets in the region.



**Media Type:** Local  
**Date:** October 27  
**Key Mentions:** Craig Box, MD, Surgeon at AdventHealth Gordon

Dr. Craig Box emphasized the importance of cancer patients getting a COVID-19 vaccine and eventually a booster due to their higher risk factors.

# AdventHealth October Media Snapshot



**OUTLOOK**  
NEWS AND INSPIRATION FROM AROUND AMERICA

**Media Type:** Church  
**Date:** October Issue  
**Key Mentions:** Oswaldo Grenardo, MD, Chief Diversity and Inclusion Officer for Centura Health

In observance of Breast Cancer Awareness Month, the corporate communications team worked with the experts at Centura Health to share with Outlook Magazine how they are removing barriers for minority groups to access breast cancer care.”



**Florida Trend**  
FLORIDA'S BUSINESS AUTHORITY

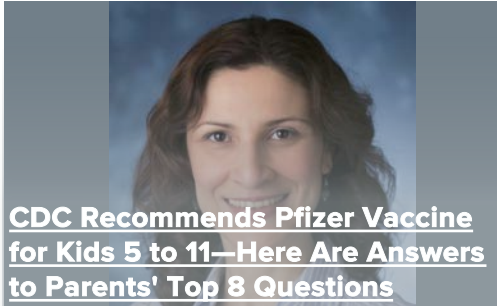
**Media Type:** State  
**Date:** October Issue  
**Key Mentions:** Terry Shaw, President/CEO for AdventHealth and Randy Haffner, President/CEO for CFD

The editorial staff of Florida Trend recognized Florida's most influential business leaders across more than 60 business categories in the fourth annual edition of the Florida 500. Both Terry Shaw and Randy Haffner were recognized in the Life Sciences category.

**November  
2021**

# AdventHealth November Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



## Health

**Media Type:** National  
**Date:** November 3  
**Key Mentions:** Fatma Levent, MD, Pediatric Infectious Disease Specialist for AdventHealth Orlando

Shortly after the approval of COVID-19 vaccines for children ages 5 to 11, Dr. Fatma Levent explained what minor post-vaccination side effects kids can expect.



**Media Type:** Local  
**Date:** November 4  
**Key Mentions:** Mike Murrill, CEO for Southeast Region and Redmond Regional Medical Center

In their new roles, Michael Murrill and Karen Steely will be working to seamlessly integrate Redmond Regional Medical Center into the AdventHealth family.



## Xileen Daily Herald

**Media Type:** Local  
**Date:** November 4  
**Key Mentions:** AdventHealth Central Texas Foundation

The AdventHealth Central Texas Foundation raised funds for a new stand-alone wellness center planned to offer the public free fitness classes, health screenings and vaccination clinics.



**Media Type:** Local  
**Date:** November 7  
**Key Mentions:** AdventHealth Ocala Lung Cancer Program

AdventHealth Ocala is the only hospital in Marion County with the Monarch, a device that helps diagnose lung cancer and enhances the ability to help treat patients sooner.

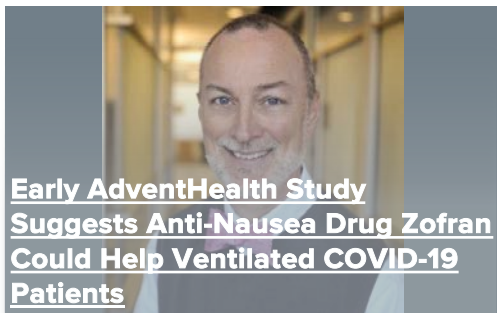
# AdventHealth November Media Snapshot



**verywell**health

**Media Type:** National  
**Date:** November 8  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention for AdventHealth

Dr. Vincent Hsu detailed how COVID-19 antiviral medicines work, how their distribution can impact the pandemic and the continued importance of vaccination.



**Orlando Sentinel**

**Media Type:** Local  
**Date:** November 8  
**Key Mentions:** Steven Smith, MD, Chief Scientific Officer and SVP for AdventHealth Research Institute

AdventHealth Research Institute leveraged AI to perform a study that found COVID-19 patients who took Zofran before being put on a ventilator died less often than people who didn't.



**Modern Healthcare**

**Media Type:** National  
**Date:** November 9  
**Key Mentions:** Ella Stenstrom, CFO for AdventHealth Hendersonville

AdventHealth Hendersonville has been ranked by Lown Institute as one of the nation's top hospitals for cost efficiency, making #5 on the list.



**verywell**health

**Media Type:** National  
**Date:** November 11  
**Key Mentions:** Vincent Hsu, MD, Executive Director of Infection Prevention for AdventHealth

Dr. Vincent Hsu explained how the Pfizer's upcoming Paxlovid COVID-19 antiviral pill works to drastically reduce hospitalizations and deaths.

# AdventHealth November Media Snapshot

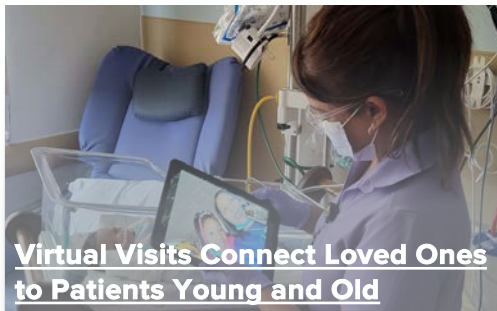


**AdventHealth Manchester Recognizes Veteran's Day**



**Media Type:** Owned  
**Date:** November 11  
**Key Mentions:** Chris Self, CEO for AdventHealth Manchester

Chris Self expressed his gratitude to veterans, including Dr. Paul Anderson for their brave service and dedication to our country.



**Virtual Visits Connect Loved Ones to Patients Young and Old**



**Media Type:** Church  
**Date:** November 12  
**Key Mentions:** Pam Guler, VP and Chief Experience Officer for AdventHealth

Virtual visitation services at AdventHealth connect loved ones beyond hospital walls, like a mother with her newborn and a community leader with his church family.

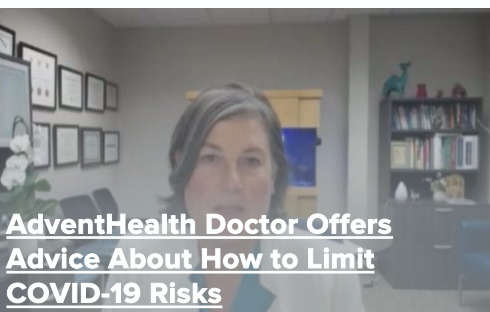


**'Life-Saving' ECG Screening Detected Florida Student Athlete's Heart Condition**



**Media Type:** Local  
**Date:** November 14  
**Key Mentions:** AdventHealth for Children

Thanks to AdventHealth's partnership with the Volusia County School District, 16-year-old Ethan Piazza was screened for a heart condition and underwent a heart ablation at AdventHealth for Children in Orlando.



**AdventHealth Doctor Offers Advice About How to Limit COVID-19 Risks**



**Media Type:** Local  
**Date:** November 15  
**Key Mentions:** Teresa Herbert, MD, CMO for AdventHealth Hendersonville

Dr. Teresa Herbert shared her guidance for limiting COVID-19 risks and reminded the community that vaccination remains key.



# AdventHealth November Media Snapshot



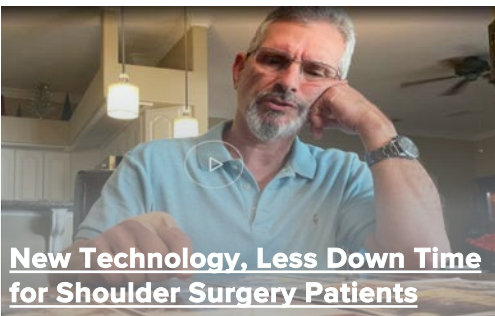
**Media Type:** Local  
**Date:** November 16  
**Key Mentions:** Doug Ross, MD, CMO for AdventHealth Tampa

Dr. Doug Ross updated the community on the lower COVID-19 hospitalization rates and shared his advice on how to gather safely during the holidays.



**Media Type:** Owned  
**Date:** November 16  
**Key Mentions:** Marisa Farabaugh, Chief Supply Chain Officer for AdventHealth

AdventHealth's supply chain team has been recognized in the Gartner Healthcare Supply Chain Top 25 for 2021, ranking 10th on the renowned list.



**Media Type:** Local  
**Date:** November 16  
**Key Mentions:** Mark Mighell, MD, Chief of Orthopedics for AdventHealth Carrollwood

After injuring his shoulder on the job, a retired Hillsborough County firefighter was one of the first patients in the Tampa Bay Area to undergo a shoulder replacement surgery using an innovative technique that cuts down on patient recovery time.



**Media Type:** Owned  
**Date:** November 17  
**Key Mentions:** Jennifer Wandersleben, CEO for Heartland Region, and Brian Adams, CEO of Acute Care Services for CFD-S

The new West Florida Division – Heartland Region will include Polk, Highlands and Hardee counties, and will help to improve access to care, strengthen the network for patients and improve the overall health of the communities we serve.

# AdventHealth November Media Snapshot



## Citizen Times

**Media Type:** Local  
**Date:** November 18  
**Key Mentions:** Teresa Herbert, MD, CMO for AdventHealth Hendersonville

AdventHealth Hendersonville scored an A for fall 2021, marking almost a dozen straight A's, and attributed much of its success to its team members diligently working to close safety gaps and protect patients.



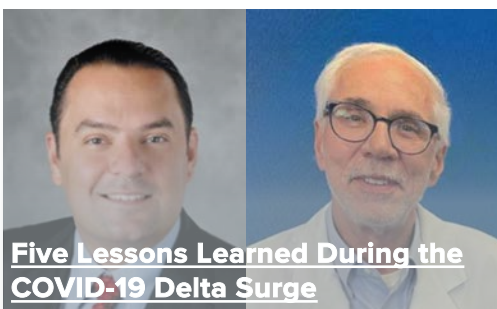
**Media Type:** Local  
**Date:** November 18  
**Key Mentions:** AdventHealth Winter Park

A one-of-a-kind, computerized technology at AdventHealth Winter Park allows patients recovering from strokes, brain injuries or broken bones to safely learn to walk again.



**Media Type:** Local  
**Date:** November 18  
**Key Mentions:** Luis Allen, MD, and Chaplain Juleun Johnson

Dr. Luis Allen, medical director for the Center for Behavioral Health for AdventHealth Orlando, and Chaplain Juleun Johnson, director of mission and ministry for AdventHealth Orlando, provided advice for coping with loss during the holidays.



**Media Type:** Owned  
**Date:** November 19  
**Key Mentions:** Victor Herrera, MD, VP/CMO for AdventHealth Orlando, and Neil Finkler, MD, Chief Clinical Officer for CFD

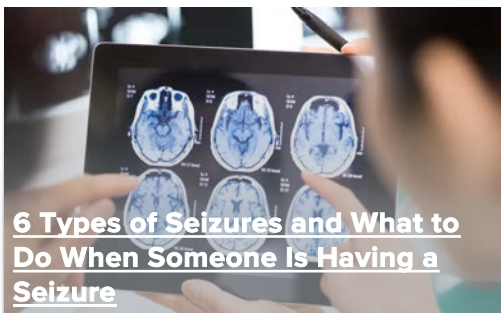
In a recent article published in the New England Journal of Medicine, Dr. Victor Herrera and Dr. Neil Finkler shared how clinical leaders moved beyond their traditional focus on quality and safety and drove change and innovation in the midst of the COVID-19 pandemic.

# AdventHealth November Media Snapshot



**Media Type:** Church  
**Date:** November 19  
**Key Mentions:** Greg Hodgson, Director of Global Health Initiatives for Centura Health

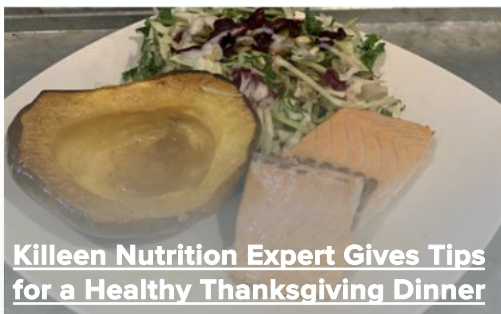
Through contributions from AdventHealth, ADRA and other donors, oxygen plants supplying Clínica Americana de Juliaca and Clínica Adventista Ana Stahl in Peru mark meaningful milestones in a country severely impacted by COVID-19.



## INSIDER

**Media Type:** National  
**Date:** November 22  
**Key Mentions:** Holly Skinner, DO, Neurologist for AdventHealth Orlando

Dr. Holly Skinner described various types of seizures, how they occur, their symptoms and the best ways to help someone experiencing them.



**Media Type:** Local  
**Date:** November 22  
**Key Mentions:** Rebecca Rubio, Clinical Nutrition Manager for AdventHealth Central Texas

Rebecca Rubio explained the many ways to make a Thanksgiving dinner healthier.



**Media Type:** Social Media  
**Date:** November 22  
**Key Mentions:** AdventHealth Manchester

Joel and Luke from For King & Country took a moment to appreciate health care workers at AdventHealth Manchester for their dedicated service throughout the pandemic.

# AdventHealth November Media Snapshot



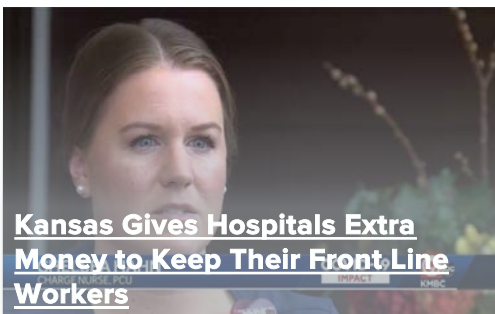
**Media Type:** Local  
**Date:** November 23  
**Key Mentions:** Alric Simmons, MD, Chief Health Equity Officer for AdventHealth

AdventHealth received a \$2 million grant from the W.K. Kellogg Foundation to address health inequities across racial and ethnic populations in Central Florida.



**Media Type:** Local  
**Date:** November 29  
**Key Mentions:** Jason Newmyer, CEO for AdventHealth Riverview

WFD hosted a virtual groundbreaking for AdventHealth Riverview. Local television stations including NBC affiliate WFLA and CBS affiliate WTSP shared the news on air and in print.



**Media Type:** Local  
**Date:** November 30  
**Key Mentions:** Stephanie Wise, CNO for AdventHealth Shawnee Mission.

AdventHealth Shawnee Mission received \$2.5 million from the state of Kansas to support front-line hospital worker retention. The funds were used to provide a temporary hourly pay increase for RNs, CAs, respiratory therapists and team members working in labs and behavioral health.



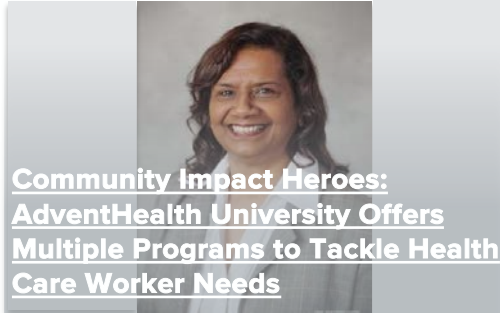
**Media Type:** Sponsored Content  
**Date:** November 30  
**Key Mentions:** Laura Gaffney, MD, Medical Director of AdventHealth Shawnee Mission's SPAN Program

Dr. Laura Gaffney started the Special Pediatric-to-Adult Need (SPAN) program, the only primary care program in the Kansas City area for adults with special needs including Down syndrome, autism, cerebral palsy and genetic disorders.

**December  
2021**

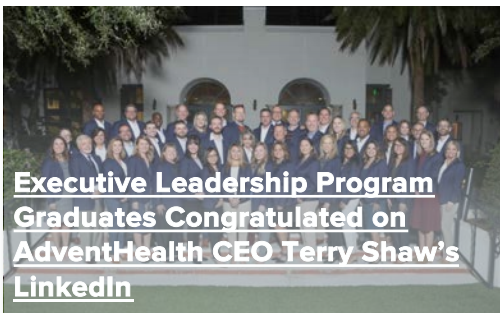
# AdventHealth December Media Snapshot

This snapshot contains select media coverage and content that highlight the AdventHealth brand. It is not a comprehensive report of media activity.



**Media Type:** Local  
**Date:** December 1  
**Key Mentions:** Nel Thomas, vice chair of the BS in nursing program at AdventHealth University

Nel Thomas shared AdventHealth University's mission to train and equip health care workers to meet the community's health care needs.



**Media Type:** Social Media  
**Date:** December 6  
**Key Mentions:** AdventHealth's Executive Leadership Program

Terry Shaw recognized the latest cohort of Executive Leadership Program graduates who took on the self-development journey amid a pandemic that challenged them professionally and personally.



**Media Type:** Owned  
**Date:** December 7  
**Key Mentions:** Ramchandra Siram, MD, AdventHealth Well 65+ physician

As older Americans become one of the fastest-growing demographic groups in the country, AdventHealth has stepped up its efforts to address a wide variety of seniors' health care needs that typically require greater medical attention.



**Media Type:** Local and Regional  
**Date:** December 8  
**Key Mentions:** Sanjay Pattani, MD, associate CMO for AdventHealth Orlando

Dr. Sanjay Pattani's firsthand account of AdventHealth's efforts to provide COVID-19 medical relief was featured by Physicians Society of Central Florida, Orlando Medical News and Florida Medical Association.

# AdventHealth December Media Snapshot



**FOX 13**

**Media Type:** Local  
**Date:** December 12  
**Key Mentions:** Michael Kramb, executive director of human resources for WFD

Michael Kramb discussed the tools and tactics used to recruit and retain team members in the growing West Florida Division.



**THE WALL STREET JOURNAL**

**Media Type:** National  
**Date:** December 13  
**Key Mentions:** AdventHealth's COVID-19 vaccine policy

Some of the largest U.S. hospital systems, including AdventHealth, have dropped COVID-19 vaccine mandates for staff after a federal judge temporarily halted the Biden administration's mandate.



**The New York Times**

**Media Type:** National  
**Date:** December 14  
**Key Mentions:** AdventHealth's COVID-19 vaccine policy

Amid a confusing legal landscape with state and local governments often running counter to federal efforts, AdventHealth and other health systems have paused their vaccine requirements.



**The Washington Post**

**Media Type:** National  
**Date:** December 14  
**Key Mentions:** AdventHealth's COVID-19 vaccine policy

In addition to AdventHealth, a number of hospital systems are walking away from vaccine requirements for their staff in the wake of court rulings that have blocked the White House's vaccine rule for many hospitals.

# AdventHealth December Media Snapshot



**Bad Batch of Spice Leads to Uptick in Hospitalizations Across Tampa Bay**  
DR. JEREMY KIRTZ  
ADVENTHEALTH CARROLLWOOD EMERGENCY ROOM DIRECTOR



**Media Type:** Local  
**Date:** December 14  
**Key Mentions:** Jeremy Kirtz, MD, emergency room director at AdventHealth Carrollwood

Dr. Jeremy Kirtz discussed the dangers of consuming synthetic marijuana. The story also aired on other local news stations across the country.



**AdventHealth Gordon Offers Advice for This Year's Holiday Gatherings**



**Media Type:** Local  
**Date:** December 14  
**Key Mentions:** AdventHealth Gordon

Experts at AdventHealth Gordon advised the community to continue wearing masks in public settings and practice social distancing measures during the holiday season.



**Bay Area Charity Steps in to Get Hip & Knee Replacement Patients Relief**



**Media Type:** Local  
**Date:** December 15  
**Key Mentions:** Brian Palumbo, MD, orthopedic surgeon at AdventHealth Carrollwood

A childhood injury left an uninsured Tampa Bay woman suffering from joint pain for years. Through Operation Walk USA, Dr. Brian Palumbo provided her and other patients with free hip and knee surgeries.



**Killeen Area Hospitals, Health Workers Prepare for Omicron's Arrival**



**Media Type:** Local  
**Date:** December 15  
**Key Mentions:** AdventHealth Central Texas

Health professionals in the community reiterated their confidence in vaccines, masks, proper hygiene and social distancing to help reduce the spread of the Omicron variant.



# AdventHealth December Media Snapshot



**Media Type:** National  
**Date:** December 19  
**Key Mentions:** Lisa Hays, MD, CMO for AdventHealth Shawnee Mission

Dr. Lisa Hays appeared live on NBC Nightly News and CNN to share an update on the Omicron surge in the Kansas City area. Her quotes and soundbites were also used by ABC News, Associated Press, Washington Post and NBC's TODAY.



**Media Type:** Local  
**Date:** December 20  
**Key Mentions:** Rajan Wadhawan, MD, SEO of AdventHealth for Children and AdventHealth for Women

PNC announced it awarded \$500,000 to AdventHealth for Children's West Lakes Early Learning Center to fund economic empowerment and education equity programs to address racial equity, economic empowerment, education and entrepreneurship in West Lakes.



**Media Type:** National  
**Date:** December 20  
**Key Mentions:** Vincent Hsu, MD, executive director of infection control for AdventHealth

With boosters now approved for most of the population, Dr. Vincent Hsu explained its side effects and how it impacts the immune system.



**Media Type:** Owned  
**Date:** December 21  
**Key Mentions:** William Scharf, MD, executive clinical director of quality and safety for AdventHealth

In 2021, 14 AdventHealth hospitals met Leapfrog's rigorous standards for the Top Hospital designation. Of the nation's 149 hospitals recognized as Top Hospitals, AdventHealth hospitals represent nearly a tenth of the list.

# AdventHealth December Media Snapshot



**BlueRidgeNow**

**Media Type:** Local  
**Date:** December 21  
**Key Mentions:** Steven Hauser, MD, hospitalist at AdventHealth Hendersonville

Experts from AdventHealth Hendersonville shared advice for planning a safe holiday gathering and gave updates on COVID-19 hospitalizations in the community.



**AdventHealth**

**Media Type:** Owned  
**Date:** December 22  
**Key Mentions:** George Guthrie, MD, lifestyle medicine physician at AdventHealth

The AdventHealth-sponsored documentary "PlantWise" chronicles six people's health transformation after transitioning to a plant-based, whole-food diet.



**Great Days KC**

**Media Type:** Sponsored content  
**Date:** December 23  
**Key Mentions:** ParentCare at AdventHealth Shawnee Mission

AdventHealth ParentCare, the first program of its kind in the nation, is a resource to find answers about parenting and get free, personal answers from trusted experts.



**THE KANSAS CITY STAR.**

**Media Type:** Local  
**Date:** December 23  
**Key Mentions:** Lisa Hays, MD, CMO for AdventHealth Shawnee Mission

Dr. Lisa Hays gave advice for planning a safe holiday gathering amid rising cases of the Omicron variant.

# AdventHealth December Media Snapshot



**Orlando Sentinel**

**Media Type:** Local  
**Date:** December 24  
**Key Mentions:** Chandan Reddy, MD, neurosurgeon at AdventHealth

A patient's tremors disappeared after a cutting-edge surgery from the AdventHealth Neuroscience Institute's minimally invasive brain program.



**NEWSY**

**Media Type:** Local  
**Date:** December 28  
**Key Mentions:** John Morrison, MD, family medicine physician at AdventHealth Wesley Chapel

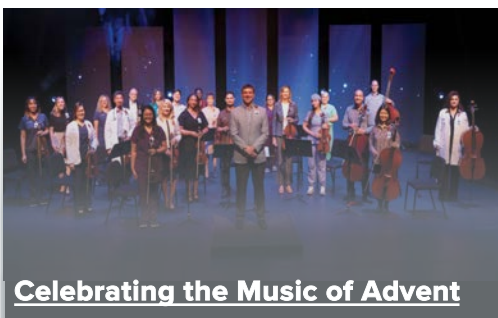
Dr. John Morrison discussed the rise in flu cases across the Tampa Bay area.



**WFTV 9 abc**

**Media Type:** Local  
**Date:** December 28  
**Key Mentions:** Tim Hendrix, MD, medical director for AdventHealth Centra Care

COVID-19 cases skyrocketed at AdventHealth Centra Care locations in Orange County, with Christmas gatherings likely playing a major role in the current surge.



**Southern Tidings**

**Media Type:** Church  
**Date:** December Issue  
**Key Mentions:** Richard Hickam, director of music and the arts for AdventHealth

This feature article announced the theme for AdventHealth's annual Advent video series tradition, connected the significance of Advent to our brand and invited our stakeholder audiences to join us for the weekly series.