

BRAND EXAMPLES

NORTH FLORIDA REGIONAL HEALTHCARE

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EXPLORING NORTH FLORIDA REGIONAL HEALTHCARE'S BRAND

The following are examples of the brand and sub-brand in use.

IMMEDIATE CARE CENTER

NORTH FLORIDA REGIONAL HEALTHCARE



Announcing New EXTENDED HOURS

beginning
Monday October 19

Monday – Friday
7:00 a.m. to 9:00 p.m.

Saturday & Sunday
8:00 a.m. to 6:00 p.m.



- Affiliated with North Florida Regional Medical Center
- Providing urgent medical care for minor medical problems
- Walk-in care welcome – no appointment necessary
- Accepting most major insurance plans with self-payment options

812 NW 57th Street,
Gainesville, Florida 32605
Located 2 blocks east of North Florida Regional Medical Center
Accessible Monday-Friday on Bus #5
Weekends Bus #400

352-333-4700
www.northflimmediatecare.com

NORTH FLORIDA
REGIONAL HEALTHCARE

There's less of Brenda.
That's a good thing.



Brenda Bagan lost a lot of weight after Bariatric Surgery. She chose the least invasive surgery, outpatient gastric banding. Nearly at her goal weight, Brenda thinks often about what she has lost. 180 pounds. And what she has gained. A happier and healthier life.

Upcoming Information Session:

Monday December 14 at 7:00 p.m.

Presented by Bruce Brient, MD

Center for Obesity Surgery & Treatment
NFRMC - Medical Arts Building - Suite 107

For information and registration, call Consult-A-Nurse®.

1-800-611-6913 • www.NFRMC.com

**CENTER FOR OBESITY
SURGERY AND TREATMENT**

NORTH FLORIDA REGIONAL HEALTHCARE

**NORTH FLORIDA
REGIONAL HEALTHCARE**

SENIOR HEALTHCARE CENTERS

NORTH FLORIDA REGIONAL HEALTHCARE

We are with you **for life.**

PROVIDING COMPREHENSIVE GERIATRIC HEALTHCARE FOR SENIORS:

- Primary care physician services specializing in geriatric care
- Case Manager on staff
- Certified Geriatric Pharmacist on staff
- EKGs
- Lab draws
- Immunizations
- Vitamin B12 injections
- Coumadin/Warfarin testing
- Bladder Scans (Crown Pointe)
- Osteoporosis medication Infusions (Springhill)



Senior Healthcare Center at Crown Pointe
2205 NW 40th Terrace,
Ste B
Gainesville, FL 32605
Phone: 352-375-1999

Providers:
Alan Goldblatt, MD
Rafael Cott, MD
Joel Rich, MD
Sherif El-Salawy, MD
Gilbert Fortus, MD

Senior Healthcare Center at Melrose
5818 Centre Street
Melrose FL 32666
Phone: 352-475-3792

Provider:
Rakesh Sharma, MD

Senior Healthcare Center at Springhill
3720 NW 83rd Street
Gainesville, FL 32606
Phone: 352-336-3050

Providers:
Ann Weber, MD
James McCauley, MD
Bernard Ballou, MD
Julie Zhu, MD
James Nelson, MD
Terrie Barr, ARNP

NORTH FLORIDA
REGIONAL HEALTHCARE



FLU SCREENING

Your community hospital announces Flu Screening at the Immediate Care Center. We are conveniently located along Newberry Road 2 blocks east of North Florida Regional Medical Center. Physicians and nurse practitioners are ready to evaluate and treat patients with influenza symptoms. We have expanded our hours and medical staff to provide the flu relief you need as quickly and cost effectively as possible.

Monday – Friday 7:00 a.m. to 9:00 p.m.
Saturday & Sunday 8:00 a.m. to 6:00 p.m.

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Special Care NURSERY

Information for Parents

North Florida Regional Medical Center's Special Care Nursery (SCN) is a special place for babies with special needs. This intensive care unit is designed for babies who are premature or who experience certain conditions such as breathing difficulties or infections. The SCN is staffed 24 hours a day by a team of nurses, physicians and other healthcare professionals who have specialized training in caring for sick and premature babies.

We understand how important it is for parents and babies to remain as close as possible. We do all we can to help make it easier for SCN families. Here are some of the things you can expect:

- If mom is discharged before baby, parents who need education in caring for their baby are eligible for a free boarding room for up to 3 days, the maximum allowed by federal healthcare regulations. Free boarding for 3 days also depends on the availability of patient rooms in the hospital.
- Parents who wish to stay more than 3 days or who wish to stay without participating in education on baby care will be charged a fee of \$10 per day. Again, this option depends on the availability of patient rooms in the hospital. The fee can be paid in the business office of North Florida Regional Medical Center near the Main Lobby Monday through Friday during regular business hours. If you have questions, you can call 352-333-4100 Monday through Friday between the hours of 7:30 a.m. and 5:30 p.m. To make payment after 5:30 p.m. Monday through Friday and on weekends, patients need to call 352-333-5100.
- Please understand that parents who are boarding are not patients; therefore, staff will not be responsible for you or your care. You are responsible for your personal belongings such as money and cameras. We recommend you not leave them unattended in the room.
- If no boarding rooms are available, parents may consider nearby hotels that offer discounts to patients of North Florida Regional Medical Center. A list of those hotels and their discounted rates is on the back of this page.
- Parents are welcome to visit their baby in the SCN, but sleep chairs are not permitted. The number of visitors allowed at one time is limited to 2. Visitors, including siblings, must be at least 2 years old.
- We will provide one ticket per family each day for a discounted meal in the hospital cafeteria.

**NORTH FLORIDA
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6500 Newberry Road
(352) 333-4000
www.NFRMC.com

