

## The Business & Dining Guide Directly Mailed To East Lake & Surrounding Areas

This Independent Community News, Business & Dining Guide Is Directly Mailed Once Each Month To: Boot Ranch, Brookers Landing, Crescent Oaks, Cypress Cove, Cypress Lakes Estates, Cypress Run, Cypress Trails, Deer Hollow, Grey Oak, Eagle Cove, Eagle's Cove at Lake Tarpon, Eagle Ridge, Eagle Trace, Eagle Watch, East Lake Oaks, East Lake Woodlands, Hunters Wood, Lansbrook, Lansbrook Village, Keystone Bluffs, Keystone Palms, Meadow Ridge, Nature's Watch, Oak Hill, Pine Ridge, Regina Estates, Ridgemoor, Tarpon Woods, Wentworth, Whispering Lakes, Woodfield



## Promises Good Times, Good Wine and Good People

By Kim Thomas

Cork&Olive has a unique concept—try before you buy! The Cork&Olive located in Ridgemoor Commons (near Starbucks), at Ridgemoor Blvd. and East Lake Rd., strives to be your neighborhood wine store, where you discover new wines among old and newfound friends and neighbors. Unlike other stores where you buy a bottle of wine, take it home and hope you enjoy the taste; Cork&Olive gives customers the opportunity to sample a wide variety of wines—all day—every day.

With a reasonably priced wine selection from around the world, four distinctive olive oils and accompanying spices, natural sea salts, hand-blown glassware and a unique assortment of other gifts and accessories, the Ridge-

moor Cork&Olive hopes to become a destination for all of your wine purchases. Next time you need to purchase a gift, consider giving one of the beautifully arranged gift baskets that are available throughout the store, or you can have one customized for an even more personal touch. Father's Day is Sunday, June 15th. Why not get dad a gift he'll really enjoy? Custom made gift boxes can include your choice of wines, glassware, olive oils, spice blends, natural sea salts and salt and pepper grinders. Orders can be placed in advance to assure your special items will be in stock.

Store manager Yolanda Rutel, assistant manager Victor Troia and special events coordinator Raquel Conté-Butler will help you discover the joy of wine.



*John & Beth Lee brought their friend Lisa Porter (center) to the Sip&Dip because she loved the wines at their home party.*

In addition to assisting customers shopping for wine, olive oil, sea salt and spices on a daily basis, Cork&Olive also hosts private in-home parties, corporate events and in-store events such as the exclusive and fun "Sip&Dip", which is

held on the last Thursday of every month and features live entertainment, food and wine tasting. Other events also are great fun to have at Ridgemoor

*See "Cork&Olive" on page 14.*



## You Have A Doctor In The Family at Trinity Family Physicians

Julie Kanehl

While there may be doctors everywhere, finding the right one may seem kind of tricky. How do you find a doctor who is as interested in your health as you are, one that will follow-up with you, one who will make you feel like your time is valuable as well? What about going the extra mile? Do they make doctors that do that anymore? Yes, I believe they do. Introducing the Trinity Family Physicians, husband and wife team Amir Shirmo-hammad, M.D., MPH, and Stephanie Eldridge, M.D.,

MPH. While their former office in New Port Richey has been open since September of 2007, the Trinity Family Physicians have opened their shiny new office just minutes away from Eastlake, at the corner of Trinity Blvd. and Duck Slough Blvd in Trinity at 1817 Cypress Brook Drive, Suite 101.

"Dr. Shirmo" and Dr. Eldridge believe they are changing the way doctors treat their patients. While they still, of course, accept most kinds of insurance plans, the Trinity Family Physicians

*See "Physicians" on page 20.*



*Dr. Eldridge & Dr. Shirmo-hammad, pictured with their daughter Jasmine*

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## “Physicians” Continued from page 1

have a different attitude towards health care, one that involves taking time with each patient, one that involves knowing and calling their patients by name, one that involves customized health planning and personalized health services, one that involves making and returning phone calls personally, and one that even allows for house calls and 24-hour access. Their goal is to make you to feel like you have a physician in your family.

Drs. Shirmo and Eldridge are first and foremost a family. They have two lovely little girls, Jasmine (almost 2), and a brand-new baby named Lily, so, they know how important it is to have a doctor that you can trust, turn to and talk to.

Dr. Shirmo and Dr. Eldridge actually met at Busch Gardens and became high school sweethearts when they were 17, even though they attended separate high schools in Tampa (Dr. Shirmo graduating magna cum laude from Jesuit High School and Dr. Eldridge graduating from King High). They did attend Tulane University in New Orleans together and both graduated cum laude from Tulane with Bachelor of Science degrees in Cell and Molecular Biology. While they both had plans to go to medical school, they were interested in public health and the study of epidemics, so they both received Masters Degrees in Public Health in Epidemiology at Tulane before attending and graduating from medical school at Tulane Medical School in 2003.

After medical school, they completed their Family Practice Residencies at Florida Hospital, a Christian and “faith-based” hospital in Orlando, Florida in 2006.

When they were finished with their Residencies and it was time to think about where to open their family practice, Dr. Shirmo says they were heavily recruited. In fact, the now under con-

struction, Trinity Medical Centre, helped to recruit Dr.’s Shirmo and Eldridge to the Trinity area. At this time, both doctors have hospital privileges at Community Hospital, Mease Countryside and North Bay.

Dr. Shirmo adds, “Dr. Eldridge and I are faculty professors for Florida State University Medical School and have medical students working with us and learning from us and our patients regularly. Our patients love the extra time and attention that they receive when we teach them and our medical students, and it keeps us continually studying in the ever-changing medical world for our patients and for our students.”

Of course, having contact with FSU medical students is optional, and patients are asked permission prior to having any interaction with their visiting students. Dr. Shirmo says, “We currently have a medical student with us from Tallahassee named Abby Hunter, and our patients love her and ask for her at every visit.”

Margaret Gaunt is Dr. Stephanie Eldridge’s patient and says of the practice, “They are totally professional, and Dr. Eldridge is a wonderful person. More than a doctor, she is a mother, and she really listens to what I have to say. I would definitely recommend them to everyone. My parents go to Dr. Shirmo, so they are truly our family physicians. We found them through the Trinity (Area) Neighborhood News, and I thank God for your magazine because I can honestly say that I am grateful that we found these doctors. With these doctors, you are not a number or an insurance card, but a person.”

### Specialties

The Trinity Family Physicians treat patients from the ages of 7-107, Caring for everyone from children to grandparents and they specialize in “all your family’s needs”. In fact, they have a number of specialties starting with adolescent concerns.

Dr. Shirmo says, “Adolescents are

at an in-between stage. They feel too old to go to the pediatrician, but don’t want to go to an older or ‘all adults’ doctor. We see people of all ages, so we feel like we have the approachability that is necessary for that age group, or any age group.”

Both doctors specialize in women’s health and gynecology, providing routine check-ups and professional women’s care with a focus on comfort. They also specialize in cosmetic procedures (including Botox and minor surgical skin procedures), dermatology (which includes skin cancer screenings), and preventative medicine.

In fact, at their new location in Trinity, the Trinity Family Physicians has their own dermatology and skin care suite, which has a spa-like atmosphere, making it the perfect place to combine real medical expertise with the latest technology in cosmetic procedures and skin care.

In addition to being professional, accessible and friendly, Trinity Family Physicians is also unique in that it is a paperless practice. Dr. Shirmo and Dr. Eldridge have a national acclaimed Electronic Medical Records (EMR) system that allows their medical charts to be accessible to them from anywhere in the world, and also gives them the capability of sending their patients’ records to anyone in the world in just

a matter of seconds, saving time when time is priceless.

Another perk of the EMR system is that it allows the doctors to prescribe medications electronically, which means that by the time their patients leave the office and get to their pharmacy, their prescription is ready to be picked up.

Dr. Shirmo says, “Our EMR allows us to manage every illness that our patients may have, and practice our passion, preventative medicine.”

Preventative medicine is about taking the time to find out what might be coming down the line for each patient because of their lifestyle choices or their eating habits, or what they might be predisposed to because of heredity and trying to prevent disease.

“We can help prevent things that other doctors might not think about,” says Dr. Shirmo. “We aggressively prevent disease through time, education and patience. If we can get that from our patients and help each patient with those good habits and start at a young enough age, then it gives each patient the best possible shot.”

Dr. Eldridge adds, “We look at the broad spectrum because we are looking at more than the current symptoms, but truly at the patient.”

Dr. Shirmo claims that “By thinking globally and acting locally we [are working to] reach prevention. For

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example, every single person should exercise, take supplements, and take part in cancer screenings. What we have seen, and this is extremely unfortunate, are all of the patients that say, 'I wish I'd seen a doctor sooner.' We need to get the information out there."

Dr. Eldridge adds that, "Our lifestyle today, in general, is so busy that people are forgetting to take care of themselves. There isn't enough 'me' time."

"We offer our patients the opportunity to heal in three different ways: Mind, body and spirit," says Shirmo. "We practice up-to-date medicine with the latest technology to give the best care for our patients and we try to do that in the simple old-fashioned way that medicine used to be practiced, by getting to know our patients and their families."

And finally Dr. Shirmo says, "This is why we're going to make a change. We have all become victims by allowing these third parties to allow control and to determine what kind of treatment patients are allowed to receive. We want to change that by setting up a 'Concierge or VIP Practice.' Where patients will have the option to pay an annual membership fee to basically have one of us become the doctor in your family."

### A Doctor in the Family?

Every patient can expect to receive high quality, unrushed, personal attention from the doctors at Trinity Family Physicians, but what makes this practice extremely special is its Concierge and VIP Services. Concierge and VIP Services include house calls, same day or next day appointments, personalized health services (which means customized medical attention that best fits each patient's needs), 24-hour access to your physician, 30-minute appointments and VIP treatment.

Dr. Shirmo says that the reason that many doctors can't spend more time with each patient is simply because they are so busy. It's not personal. They have to keep moving, and their hands are basically tied by the insurance companies. They do only have so much time to spend with each patient, and part of that is because they have so many patients. "The idea," he says, "is to prevent having a patient walkout without all of their questions answered."

Dr. Shirmo and Eldridge know that they are not going to be able to provide longer appointments and personalized attention if their practice has so many patients and only so many hours in a day, so they are actually limiting the amount of patients that they are going to accept into their

Concierge and VIP Program. While on average, doctor's practices accept between 4000-5000 patients, Dr.'s Shirmo and Eldridge are only going to accept around 600 to the VIP program. This will ensure that the patients who are part of the program will always receive the extra time and care that the VIP program requires, regardless of how big their practice becomes.

For around \$4 a day (\$120 per month), a person or a family can become a VIP member. They will meet with Dr. Shirmo or Dr. Eldridge for a free consultation so that the doctors can see what the patient's expectations are, and so that the patients can find out what the program provides, and if the doctor's feel that you are a right fit for the program, then that patient will be invited to become a VIP.

VIP patients will be able to come in and see the doctor whenever they feel that they need to. Each VIP membership begins with a "Presidential Physical" which is the same kind of head-to-toe physical that the President of the United States routinely receives and includes an on-site EKG and lung function test.

As part of their VIP program, families who are VIP members can be seen together, and while their insurance will cover their tests and medication, the monthly VIP membership fee covers the cost of the visits, so that the insurance company isn't in charge of how many visits to the doctor you can have. The VIP programs allows the doctors to look at a family who is battling a contagious illness (like the flu or strep throat, for example) to be seen all at once and treated together, as opposed to three different family members being seen and treated by two or three different doctors. It's family medicine that makes sense.

The most incredible VIP perks, however, have to be the 24-hour access to a physician and the house calls. Dr.'s Shirmo and Eldridge will give patients their personal phone numbers upon becoming a Concierge and VIP member. If a patient has a question or concern about their health, they are encouraged to call day or night.

With this program, house calls are no longer the fodder of "Little House on the Prairie" reruns. For VIP members, they are a reality. According to Dr. Eldridge, "The idea of house calls revolves around the patient's needs. If one of our [Concierge] patients wants to be seen at home, or isn't feeling well enough to come to the office, we will just go to them."

These are doctors who believe in going above and beyond for their patients, and instead of having too many patients to handle, they'd like to

have a smaller, more personal practice where their patients are treated like family.

Dr. Shirmo says that since the VIP membership includes all doctor's visits and in-house tests, "It puts you in the driver's seat. And, we are hoping that going to the doctor will become a good experience and actually inspire people to come in for more visits, even preventative visits."

There is no obligation to become part of the VIP program, as not every patient is going to require that amount time and treatment. Wonderful, personalized, and un-rushed professional care and treatment is going to be given to each patient regardless, whether the patient is a traditional patient or a VIP patient. VIP patients simply receive extra perks. All patients are going to be able to get quick appointments, usually the next day, and all patients will see their own doctors if they are ever admitted to a local hospital and all patients will receive excellent care.

In fact, new patients can be seen relatively quickly, unlike many doctors who will put you on a long waiting list and refuse to see you prior to the "new patient appointment", Dr.'s Shirmo and Eldridge operate their practice differently. They will see brand new patients if they are sick without making them wait for a "new patient appointment" first. The "new patient appointment" is important, however. It allows the doctor and the patient that quality time to get to know one another and to discuss health issues.

### I've Made My Appointment!

In meeting and interviewing Dr. Shirmo and Dr. Eldridge, I realized that this was exactly what I was looking for in a family practice, and immediately started referring my own family to theirs. My sister, Lindsay, who was home from college for a brief visit was so happy to find a local doctor who was happy to see her on short notice, and I have become a patient myself.

One day, I went to see Dr. Eldridge and had my little girl with me, and not only did they make me feel comfortable, but they treated my daughter like a princess. Dr. Eldridge even brought toys into the room for her to play with while she addressed my medical concern. It is that kind of time and attention that makes a patient feel comfortable, that makes me feel comfortable enough to say that these are the doctors for me and for my family. I feel like I've finally found two doctors that sincerely care more about their patients than in the number of patients that they can acquire. I can honestly say that I am impressed with their outlook on medicine and impressed with the changes that they are striving to make in their own practice so that patients can really and truly be benefited.

The staff at Trinity Family Physicians is incredible as well. Jerry Ghamoos (office manager) and Dana Coogan (CAN/Nurse) are so friendly and easy to talk to that it just makes the entire experience of making an appointment and going to the doctor that much easier.

While I don't know if I will ever become a VIP patient, I do know that I am really happy with the kind of attention that I've already received as a traditional patient, and I am sure to be a Trinity Family Physicians patient for a long time to come.

*Trinity Family Physicians is located at the corner of Trinity Blvd. and Duck Slough Blvd. at 1817 Cypress Brook Drive, Suite 101 (see map in advertisement). Trinity Family Physicians is open Monday-Friday, 8 a.m.-5 p.m.*

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