

Healthcare Resources is an annual directory designed to help people find the healthcare provider or service they need —*When they need it.*



- 100,000 copies are distributed free to consumers throughout the year at more than 400 locations in Lee and Collier counties.
- It is the area's most comprehensive, concise full-sized directory with easy to use index and attractive, full-color health and wellness features by local providers.
- Use this targeted, efficient and effective way to reach new and established patients - it's all about healthcare and providers - nothing else to dilute its purpose or focus.

Ask about our Advertorials – written and designed to appear as a feature article that informs patients of your special expertise or service and positions you as the local expert. Ad pricing includes professional copywriting, photography, design and it will be featured online at HealthcareResourcesSwfl.com

Reserve your space now for the next annual edition!

Norm Letendre
239-273-4453

Norm@PrimeMediaSwfl.com

Jay Letendre
239-287-8927

Jay@PrimeMediaSwfl.com

Dawn Carvotta
239-443-0522

Dawn@PrimeMediaSwfl.com

Melissa Runions
239-333-9976

Melissa@PrimeMediaSwfl.com



Prime Media SWFL
LOCAL PUBLISHING ● DIGITAL MARKETING

Need a Second Opinion?

From a reader...

We received a phone call from a reader who recently moved to Candler, NC from Greenville, SC. She picked up a copy of *Healthcare Resources* at a Mission clinic in Asheville. Here's what she said...

"I was looking for services for my son. It was so helpful to read articles like the one you printed on ADHD and counseling. The list of doctors you have compiled in the order of what they practice is priceless! This is a great way to get knowledge about which doctors' offer what services. Thanks for putting this all together in one publication. As a newcomer it's a very nice resource to have."

We Come to YOU, Wherever "Home" IS!
You Can Count On Us

Home "Carefree" is known for delivering competent, compassionate in-home care that consistently exceeds our clients' expectations. Our dependability and the high quality of both our people and our services have earned us partnerships with assisted living facilities, skilled nursing facilities, continuing care retirement communities and the local hospital.

We are fully licensed in North Carolina for Home Care and our Nursing Pool.
License # HC 2210, NP 2217

Our Home Care Services Division is Home "Carefree", in-home aides and certified nursing assistants provide person centered care at home, in assisted living, long-term care or during a brief hospital stay. We will prepare meals, assist you with ambulation, transfers, activities, dressing, grooming, showering, bathing, medication or incontinence care. We may assist with picking up your prescriptions, shopping, errands, household management bill paying.

Need someone to help after a total "schiff" period after surgery? CALL US before your planned surgery to discuss options.

Pro Temps Medical Staffing Great CNAs are hard to find! CALL US for temporary staffing assistance on your Assisted Living, Long Term Care Facility, or Hospital. We will communicate and provide a facility specific consultation based on your performance. Our facility employees meet the stringent criteria required by JCAHO. We have worked with Monroe Hospital for 12 years to provide quality CNAs. We currently staff multiple long term care facilities.

Our Staffing Coordinators are the BEST in the business and our Human Resources Department ensures all employees are doing increased, have a clear criminal background, and meet all regulations for health care. Our RNs prepared RNs have 5-10 years combined experience in hospital, intensive, long term care, facilities and Case Management. We would be proud to help you say "It's the Carefree of Your Own Home, It Really IS Possible!"

Call us first or stop by to meet us in person at 900 Hendersonville Road, Suite 204 Asheville, NC
828-277-1580
www.homecarefree.org

Home Carefree & Pro Temps Medical Staffing
Independent Family Owned and Operated for 13 years.
Serving Henderson, Haywood, Hendersonville, Transylvania, Madison, Mitchell and Swain Counties.

From our advertisers..

"We recently put an ad in *Healthcare Resources*. My daughter, who is a nurse at Park Ridge Health is in a picture in the article. One of her coworkers came to her one day and said that she was in the doctor's office with her young daughter and her daughter was looking through the *Healthcare Resources* Magazine. Her daughter said, "Mom, look—I need that and pointed to our article on helping kids with ADHD train their brains to function better. Her mom took the article and noticed the picture with my daughter Angelina in the article. Your magazine really is far reaching and we are getting many comments on our article."

We are so happy that we have advertised in the *Healthcare Resources* Magazine. Because the magazine is so widely distributed we have received clients from up to 45 minutes away from our office. And because the magazine is in many hospitals we have also received referrals from people that are reading the magazine while waiting in various waiting rooms. We really like that this magazine will be out for a whole year, and is in all of the area hospitals."

—JoJo Younce, Asheville Brain Training

"I have tried many other methods of advertising in the Asheville/Hendersonville area for our Home Care and Medical Staffing Agency. Most of our referrals come from satisfied customers and the *Healthcare Resources* publication. Brett Hulsey and his staff are professional and they listen to what is important to your business. We did not see results from any of the other advertising methods; your return on investment is the most important reason to be seen in the *Healthcare Resources* publication!"

— Paula Ziemer, Home Carefree & Pro Temps Medical Staffing

"We track the results of our advertising so there's no emotion involved. We advertise in *Healthcare Resources* because it works."

—Pete Richards, DDS

A Balanced Brain Changes Everything

Safe, Painless, Non-Invasive and Drug-Free Treatment for Brain Regulation

Neurofeedback is a safe, drugless approach to symptoms related to:

- ADD/ADHD
- Anxiety
- Learning Challenges
- OCD/Tics
- Depression
- Autism/Asperger's
- PTSD
- Fibromyalgia
- Dementia/Alzheimer's
- Insomnia
- Migraines
- TBI/Concussions

Individuals are as different as snowflakes, yet their brains generally share major similarities. "We have discovered a great deal about how the brain functions in the last 20 years since I was in school," says Dr. JoJo Younce of Asheville Brain Training. According to Dr. Younce, "We have discovered that our brain waves, which are tied to certain states and behaviors, can become "off-track" resulting in unwanted states or behaviors. I learned that there is a way to get those brain waves back on-track so that the brain can perform and function at its very best when I was searching for a safe, effective solution for my own daughter, who was diagnosed with ADHD."

Most of the ways in which the brain gets off track or becomes dysregulated are short lived, and the brain auto-corrects over a short time. But when it doesn't that can lead to dysfunctional brain wave states and subsequent unintended symptoms and emotional states. The way in which the four main brain wave types can become "off-track" will often determine the states, conditions or symptoms that a person will likely experience or get stuck in over time.

828-375-0002
Call our office to schedule a free consultation with Dr. Younce, or visit www.ashevillebraintraining.com/HealthcareResourcesSpecialOffer to get a certificate for our services.

Asheville Brain Training
— A BALANCED BRAIN —
CHANGES EVERYTHING

Let us diagnose your marketing needs
HealthcareResourcesSWFL.com