

premier issue

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magazine

simple pleasures for the medical professional

Dr. Frank Mastandrea

Florida Urology Partners LLP
with Hillarie,
Jack and Alex
aboard Knot On Kall

Knot On Kall

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SOLD

Carole's listings shown above are the highest priced closed sales per MLS for 2010 to date

Carole's listing on Oceanview Drive, Tierra Verde is the Highest Priced Sale ever recorded in south Pinellas County per MLS




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Frank Mastandrea, MD
Past President of the Hillsborough
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Diplomate, American Board of Urology

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Nationally respected for his mastery of the state-of-the-art da Vinci Surgical System™, Dr. Frank Mastandrea has earned the reputation as the doctor that other doctors choose for treatment. Having successfully performed over 700 prostatectomies, he is widely recognized for his consistent delivery of the highest quality of care in our region.

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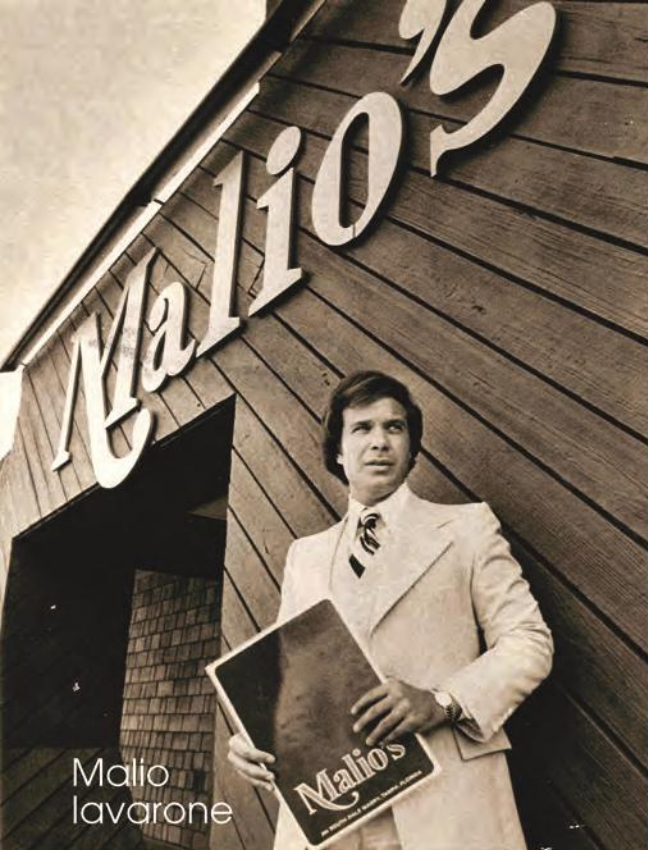


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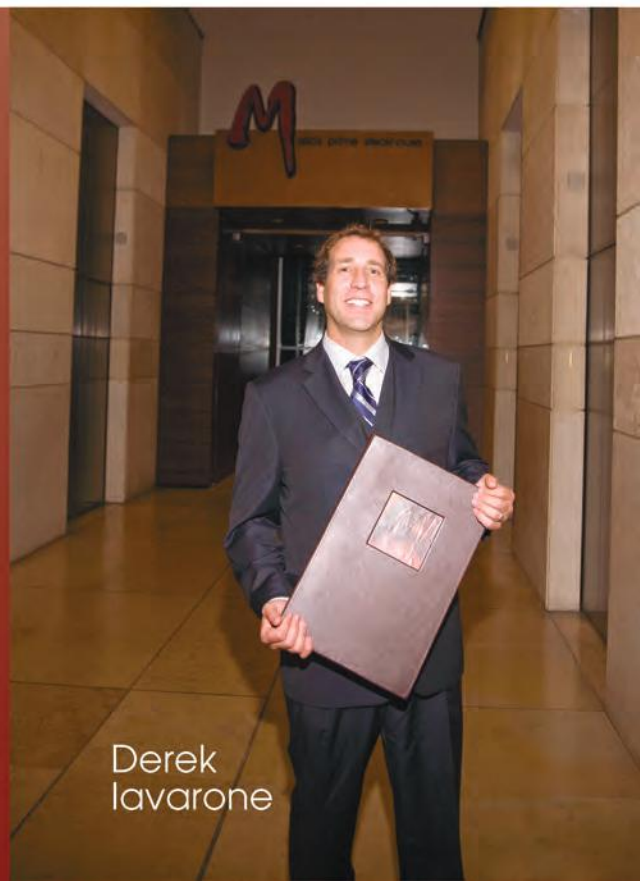
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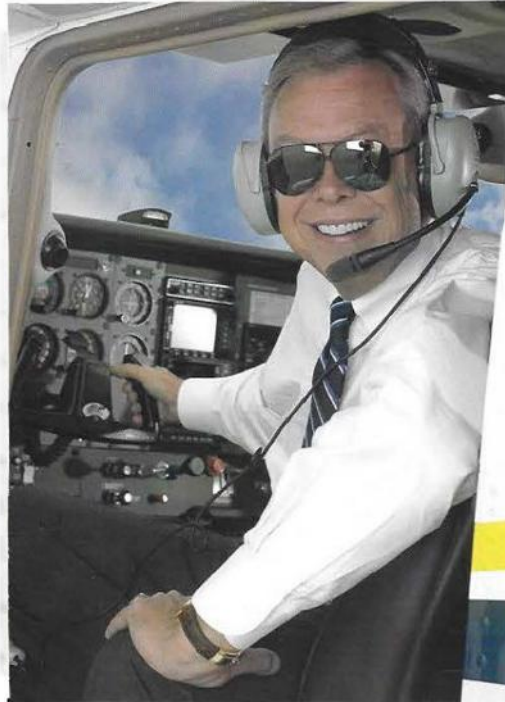
circa 2010.



Derek Lavarone

Letter FROM THE Publisher

Scrip is a lifestyle magazine for discerning medical professionals who want to set themselves apart in life. To that end, our profiles and stories will feature achievers in their scene, what motivates them and how they accomplish the extras - their inspirations, hobbies, collections, sports, performance tips and more. When you come away from one of our issues, ideally you'll have jotted down a few notes. You'll know more about your colleagues in practice and what makes them tick. We want to present *doers* and *dreamers*. And, not least, we intend to be source material for how you (and family) can best eat, dress and relax in style here in Jacksonville, Florida.



Time to time, this editor will lend his own quirky contributions, in the category of knuckleballs. Never hurts to smile, especially if he tries to pass on advice. Our story department (also me) would like to hear your own suggestions for content. Our email address is below.

So, off to the adventure...

Rick
Rick Dixon
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Scrip

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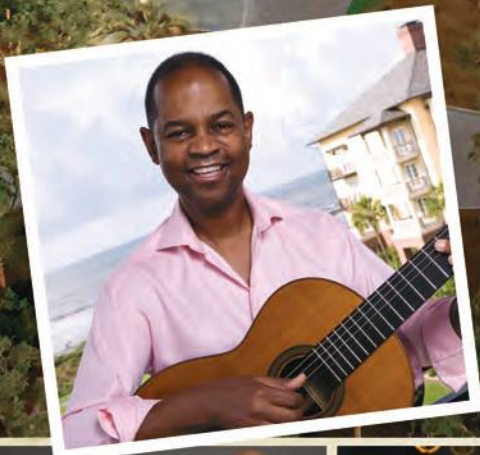
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the robotic man

frank mastandrea pioneers robotic laparoscopic surgery



the origins of robotic surgery

It was the battlefield, not a hospital, where the seeds of robotic surgery were planted. Prior to the use of the helicopter, many soldiers would die from battle wounds simply because surgery could not be performed in time. Even with the breakthrough introduction of MASH units during the Korean war, all the surgical needs on the battlefield could not be met.

It was at this point that the U.S. Army convinced the Pentagon to fund the first robotic enterprise, challenging both Stanford Research Institute and Massachusetts Institute of Technology to create a life-saving system. The concept was to develop a way to perform battlefield operations without physically endangering surgeons.

The solution?

Surgery done via remote control, with the doctor in one secure location, the robot and patient in another. This project marked the origin of what Intuitive Surgical has advanced to become today's da Vinci Surgical System™.

Tampa has literally been the epicenter of an extraordinary revolution in the advanced treatment of prostate cancer, the most common cancer diagnosed in men today.

Because standing ready in a specially equipped operating room at the Cancer Institute at St. Joseph's Hospital is the state-of-the-art da Vinci Surgical System™ with which Dr. Frank Mastandrea has perfected a life-saving robotic-assisted surgical procedure - the removal of the cancer-affected prostate gland.

the da Vinci surgical system

The da Vinci Surgical System is made up of a complex suite of highly sophisticated components. At its core is the "console" whose master controls replicate Dr. Mastandrea's surgical motions and foot pedals that control a high performance vision system. At the side of the patient is the "cart" that provides the two robotic arms that execute the surgeon's commands using minute instruments that mimic the dexterity of the human wrist. Also on the cart is the 3-D Endoscope and image processing equipment that provides a true 3-D image of the operating field at an amazing 10X magnification.

To perform a radical prostatectomy, Dr. Mastandrea sits at the console at the master controls; the cart sits at the patient's side, mirroring the actions that Dr. Mastandrea executes at the console. Though a laparoscope - a long, very thin lighted telescope - he can literally see inside the patient's body on his video screen. Because of this greatly magnified and illuminated view of the operating field, Dr.

Mastandrea can precisely identify vital anatomy such as the delicate nerves and blood vessels surrounding the prostate.

The instruments, attached to the delicate robotic arms inserted along with the laparoscope through tiny incisions in the patient's abdomen, provide critical increased dexterity not possible with the larger, conventional laparoscopic instruments used in traditional surgery.



the many benefits of robotic surgery

As early as the first surgical incision, the benefits of robotic surgery over traditional surgical procedures are evident. Because Dr. Mastandrea's technique requires only very tiny incisions, blood loss is minimal, dramatically decreasing the required anesthesia level as well as possible need for transfusion. This also results in less trauma to the body, which automatically leads to a dramatically lessened risk of infection.

The benefits continue. Robotic surgery normally requires only an overnight stay in the hospital, and, once home, patients recover remarkably faster than they would after traditional surgery. The concern about post-operative pain is also relieved by robotic surgery, since the level of discomfort is significantly reduced, requiring little or no post-operative pain medication. The procedure also produces less scarring, giving Dr. Mastandrea's patients a much enhanced cosmetic appearance over the inevitable results of a major invasive procedure.

a nationally recognized advocate for men's health

Dr. Mastandrea is one of the very few urologists in the country who has mastered the use of the da Vinci Surgical System™ and is nationally recognized as a leading advocate of this advanced surgical technology.

Having performed over 700 robotic prostatectomies, achieving a low risk of incontinence at 1%, Dr. Mastandrea has earned the reputation as the doctor that doctors choose for treatment, testament to the fact that the highest quality of care is available right here at home.

A Tampa Bay native and past president of the Hillsborough County Medical Association (2004-2005), Dr. Mastandrea served as Vice-Chief of Staff at St. Joseph's Hospital from 2006 to 2008, assuming Chief of Staff responsibilities from 2008 to 2010. He was recently named one of the Top Ten Urologists in Tampa Bay by Tampa Bay Metro Magazine.

In addition to writing several publications, he has been a laparoscopy instructor for post graduate medical education, teaching lymph node dissections, nephrectomies, and partial cystectomies, and is a frequently sought-after lecturer on the future of robotic-assisted surgery to effectively treat prostate cancer as well as several other urological conditions.

At home, Dr. Mastandrea and wife Hillarie spend off duty hours chasing after sons Jack, 7 and Alex, 6. After coaching the boy's soccer and flag football teams, he heads out on Tampa Bay waters to boat, fish and scuba, competing in triathalons on land when he can. His oldest son Aiden is a USF freshman.

patient spotlight:

Rob Del Vecchio Firefighter, Spring Hill Fire/Rescue

Mr. Del Vecchio shares his experience with Dr. Mastandrea in his own words:

"In July of 2006 at the age of 57, I was diagnosed with prostate cancer. I considered a number of treatment options, and finally chose the robotic laparoscopic. After positive recommendations from my urologist and personal physician, I met Dr. Mastandrea and was impressed with his experience and his confidence in the procedure.

The day after my surgery at St. Joseph's Hospital on October 10, I was up and walking and I was released from the hospital after Dr. Mastandrea's visit. A couple days later, I was no longer taking pain medication. And three weeks later, I began doing some light physical workouts and jogging up to three miles a day.



One month after surgery, I returned to my job as a Firefighter, and shortly after that, my strength level was almost back to where it was before surgery, my cardiovascular level had increased, my continency was 100% and my potency kept improving.

I can not say enough about how pleased I am over the outcome of the surgery, the recovery and the care afforded me by Dr. Mastandrea and his staff."

For more information: Dr. Frank Mastandrea, 813.875.8914 or drfrank@drmastandrea.com. www.drmastandrea.com



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Grammy® Winner Earl Klugh

It's no wonder the New York Times proclaims Grammy® winner Earl Klugh "...a guitarist with impeccable technique." His career of more than four decades includes over 200 compositions, more than 30 full-length albums, producing his own events, soundtrack recording and numerous world tours. 23 of his albums are Top Ten charting records – with 5 of those reaching #1 – on Billboard's Jazz Album charts, selling multi-millions worldwide and earning him 12 career Grammy® nominations. He is thrilled to bring his renowned Weekend of Jazz event to Kiawah Island, SC for the first time, after seven successful years – and counting – at the Broadmoor Resort in Colorado Springs. Read more at www.earlklugh.com



Grammy® Award Winner Earl Klugh

Kiawah Island Golf Resort

Located along 10 miles of pristine beach just south of Charleston, SC, Kiawah Island Golf Resort is rated as the top resort in the U.S. Mainland by readers of Conde Nast Traveler magazine and No. 1 resort in the U.S. by Golf World Magazine.

It includes The Sanctuary – a AAA Five Diamond and Forbes Five Star-rated, 255-room hotel and spa – and 600 private villas and luxury homes. The resort has five championship golf courses, including The Ocean Course, host of the 1991 Ryder Cup, the 2007 Senior PGA and 2012 PGA championships.

The resort also ranks in the top 5 tennis resorts in the U.S. by Tennis Magazine, has nine restaurants, and features a renowned recreation and nature program.

For more information visit www.kiawahresort.com or call 800-654-2924.



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"A lot of doctors we've talked with stay in homes that no longer fit their needs because they don't have time to shop," says Cheryl McCormick Brown, sales director at The Towers of Channelside.

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"Prices have been reduced by as much as 45 percent," says Steve McAuliffe, president of The Towers' sales and marketing company JMC Realty, Inc. "You can purchase a beautiful home here for under \$200,000, or a penthouse for under \$500,000."

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management of Salamander Hospitality, the resort has undergone a complete and total transformation.

“One of the goals of our recent and complete resort renovation was to make Innisbrook a location for everyone to enjoy,” said Lloyd Williams, Innisbrook’s managing director. “We recognize that we are renowned as a golf destination, but families also want activities and locations that allow them to spend quality time with each other. That’s exactly what we have accomplished.”

the ultimate golf experience

It's no secret that Innisbrook is highly regarded for its golf experience and it offers four of the finest courses in the country, including Copperhead – home to the nationally televised PGA TOUR's Transitions Championship. The Island Course now hosts the Legends Tour Open Championship each November, while the North and South courses provide different challenges for all levels of golfers. If your game needs a tune up, the resort's Director of Golf Rodney Green and Director of Instruction Dawn Mercer can oblige with a customized teaching program.

In addition to golf, Innisbrook has a world-class tennis and racquetball center, with instruction and regular leagues. It also features a new fitness facility with state-of-the-art equipment, training rooms and cutting-edge instruction.

At the beautiful new Indaba Spa you'll find 12 treatment rooms with private outdoor terraces, a unique meditational labyrinth, separate men's and ladies steam rooms and lounges, whirlpool, full-service hair and nail salon with professional make-up consultation and a full line of spa services including personalized massage treatments, scrubs, and wraps.

The Ice Cream Social Pedicures have become a favorite for a great mother/daughter outing.

glorious food and a “dive-in” movie

The new Osprey Clubhouse boasts a brand new restaurant, Market Salamander Grille and Bar which emphasizes fresh produce purchased daily from area farmers. Packard's Steakhouse, which overlooks the Copperhead Course, serves only the finest in steak and seafood dining. The spectacular bar features floor to ceiling glass walls that open completely to the patio for outdoor dining with a view of the golf courses and a comfortable fire pit.

All of the resort's restaurants, including the Loch Ness Pool Grill and Turnberry Pub at the Island Course, are overseen by Innisbrook's renowned Executive Chef Andre David Halston.

Just like adults, children have a plethora of options from which to choose, including Camp Nessie. Families can cool off with a dive-in movie at the Loch Ness Monster Pool, replete with a water slide and its own beach. The resort also has five other pools, a miniature golf course, a playground, while its vast, self-contained acreage and nature trails makes bicycling and exploring a safe activity.

Innisbrook is conveniently located off Highway 19 North in Palm Harbor. Jump online to see more: www.innisbrookgolfresort.com.



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The new All Children's Hospital in St. Petersburg was designed with input from physicians, nurses, patients and families. Each room has a clinical zone with its own dedicated computer, the patient zone with a patient education and entertainment system, and a parent zone with accommodations for both mom and dad to spend the night. The 259-bed hospital combines the latest in medical technology with family-centered care to create an ideal healing environment.

The Walmart and Sam's Club Emergency Center has 28 individual exam rooms, two trauma bays, a Quick Kid program and an internal x-ray suite. The Emergency Center is conveniently located adjacent to the Radiology and Diagnostic Imaging Center. Available services include pediatric MRI (including 3T and functional MRI), 64-slice CT, PET/CT and nuclear medicine. All Children's pediatric anesthesiologists staff

the radiology department to manage sedation of young and medically complex patients.

The Surgery Center has 10 operating suites equipped for minimally invasive surgery, with 61 individual patient stations for pre-op and post-op care. The pediatric general surgery program at All Children's is a national leader in the use of single incision laparoscopic surgery.

Two additional operating suites, dedicated to cardiac surgery, are located in the Heart Center on the fifth floor, along with OR-capable Cardiac Catheterization laboratories. The Heart Center is also home to the Cardiovascular Intensive Care Unit, which has 22 individual inpatient rooms with sleeping accommodations for two parents, plus a low-energy playroom ideal for these patients. The south end of the fifth floor is home to the Pediatric Intensive Care Unit, which has 28 individual rooms for children with acute illnesses or traumatic injuries. Here too, parents can stay overnight with their child.

The All Children's Hospital Guild Neonatal Intensive Care Unit occupies the entire sixth floor of the new hospital and accommodates 97 infants—almost all in individual rooms or patient stations, along with an Admitting Nursery and Mother's Milk Depot.

The Vinny Lecavalier Center for Pediatric Cancer and Blood Disorders has 28 individual patient rooms and its own playroom, plus a positive-



pressure HEPA system that allows most patients to move freely about the unit. Other inpatient units include a 28-bed Surgery & Neuroscience Unit, plus 56 individual patient rooms divided between two pediatric medical units.

The adjacent Outpatient Care Center is home to outpatient diagnostic services, physician offices, the Ronald McDonald House Central (one of three houses on the All Children's campus), and the new Family Resource Center, a healthcare information library for both patients and parents. Visit www.allkids.org to learn more about All Children's new home.



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Katie, Age 9

For Katie, a team of pediatric specialists in gastroenterology, nutrition, speech-language pathology and occupational therapy all helped her develop the vital motor feeding skills she needed. It's a highly specialized level of care that has been our sole focus since 1926: to provide exceptional care for children, and only children, in every way. Now with more pediatric specialists than ever before and an outstanding new hospital, we continue in our mission to ensure the very best children's care in the world, that's just as special as each and every child.



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diamonds on the beach

the legend that is the Don CeSar

Once a playground for distinguished celebrities such as Clarence Darrow and F. Scott Fitzgerald, The Don CeSar Beach Resort, a Loews Hotel, continues to charm and impress guests including today's Elton John and Justin Timberlake with service preserved from the Great Gatsby era of pampering.

Sugar-sand beaches, Spa Oceana, poolside activities, more than 22,000 square feet of meeting and event space, and Four-Diamond dining await visitors who return season after season.

Blending European grandeur and seaside elegance with the enchantment of yesteryear, the romantic legend exemplifies the grandness of America's traditional beach resorts and is the only historic resort on Florida's Gulf Coast.



From mingling in The Lobby Bar to Karaoke Saturdays in Sunsets' Tequila Bar to a casual fare at the Sea Porch Café to a sweet treat at Uncle Andy's Ice Cream Parlor, The

Don CeSar Beach Resort, a Loews Hotel, offers a variety of food and beverage offerings.

award-winning cuisine

Guests can also choose the "ultimate" dining experience at the award-winning, AAA Four-Diamond, Maritana Grille, voted one of the Top 10 Seafood Restaurants in the United States by the Gayot Guide and most recently receiving the Wine Spectator award. Maritana's new menu features a plethora of delectable seafood dishes with Floribbean accents, homemade desserts and an extensive wine list.

Find the Don CeSar at 3400 Gulf Boulevard in St. Pete Beach. For information and reservations: Loewshotels.com/doncesar or call 727.360.1881.

marry me at the pink palace

Weddings at the Don CeSar are truly picturesque.

The resort hosts approximately 400 weddings a year ranging in size from intimate weddings of two to lavish affairs of 300.

At the "Pink Palace," weddings are seamless as the resort offers a "one stop shop" for all of the wedding day needs. From florists, to decor to officiating the ceremony to photographers to music, the Don CeSar's wedding coordinators will handle all of the details needed to make this special day happen. Even wedding cakes are made on-site. Pastry Chef Tara Bishop can custom create the cake of your dreams. From outrageous to traditional fondant to themed, cakes are created to make every bride's wishes come true.

Listed on the National Register of Historic Places, the St. Pete Beach resort is renowned for its world class amenities, family-friendly atmosphere and one-of-a-kind kids programs. The hotel's newest gem, Spa Oceana, features 16 treatment rooms, full salon and a rooftop garden overlooking the azure blue water of the Gulf of Mexico.



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The full beam salon inside the Just Lucky II yacht may be one of the best places to take in a view of Tampa Bay. And now it's for sale.*

With five elegant staterooms, the Westport yacht lets you dream in style and awaken to paradise. In the past, owner Carl Lindell has privately provided non-chartered trips on Just Lucky II for various charitable organizations in Tampa Bay such as the American Cancer Society and United Way. He has spent more than \$1.5 million on Just Lucky II to keep it at its highest standard since being purchased in 2005, making it one of the finest Westport yachts available. Despite its mint condition, it's the lowest-priced Westport on the market.

The expansive salon is the centerpiece of the yacht and was created by moving the

formal dining aft. With large windows offering extraordinary views, the salon is an open, airy and comfortable setting for private parties, dinners or just lounging, and can accommodate more than 30 people. The upper deck is equally as spacious but offers an open-air alternative to the luxurious, air-conditioned salon.

Forward on the main deck is the "country kitchen," suitable for even the most demanding chef, and a casual dining area with spectacular outlooks. The upper deck provides outdoor living at its best, for both dining and relaxing.

Whether enjoying a cocktail on the deck or watching the sunrise in the salon, you'll discover a whole new sense of luxury when you're aboard the Just Lucky II yacht.

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departures

high flying decisions

to lease or buy time in the skies

So, how are you really enjoying flying these days? The joy of panic packing and rushing to the airport, the thrill of queuing up like lemmings to enjoy the privilege of removing your shoes and, perhaps on your lucky day, the ultimate high of being escorted into the “puffer” booth.

Maybe it's time you aimed higher. To leasing or even buying a corporate jet that can whisk you wherever, whenever, on only your schedule and with your ultimate comfort as the primary mission.

But with so many options available, where does one begin to board the private jet adventure? Scrip asked veteran pilot Jeremy Cox to help sort through your options. What follows is his Corporate Jet 101, exclusively for our readers.

splendor in the air

When you peruse the luxury department at Harrods, or the amazingly unique creations at Cartier, you quickly realize that no one wants to talk about pricing until you have well and truly been totally captivated by the splendor of the luxurious piece. The same can also be said about business aviation.

As a buyer looking for the best value corporate and personal

jet-travel “bang-for-your-buck,” you will quickly find that there are four options open to you outside of having to buy a ticket on Southwest.

Before you signal your captain for takeoff, here are the basics, based on 100 hours per year on a Cessna Citation X. These numbers are for illustration only; actual miles, hours and costs may vary depending on the broker you select.

the jet card

There are many companies that sell Jet Membership, or Block-Time cards. These are either licensed resellers of unused fractional shares, or they are charter brokers who make arrangements with charter companies who sell blocks of time to them at a discounted rate. There is no shared depreciation that comes with this option. The occupied rates charged against a Card, or an account of Block-Time, is usually (but not always) charged at a higher rate than that which would be charged to a fractional owner or a charter client.

Limited by Card - 25 Hour Increments
47,100 Nautical Air Miles per Annum
Total Annual Cost = \$690,000
Cost per Hour = \$6,900
Cost per Mile = \$14.65
No Mandatory Paid Returns
No Depreciation Possible

fractional ownership

Fractional Ownership has been given its own set of rules by the FAA, under which it must operate. There are several fractional share companies in operation today, and it's not limited to just aircraft. Cars, yachts and holiday homes are also available to fractional buyers. The normal share divisions are “Whole,” “Quarter,” “Eighth,” and “Sixteenth.” Your percentage increment share of depreciation is available to you with this option. Fractional ownership can offer the advantage over charter, whereby the “dead-head” (one-way, i.e. the return journey if you are staying at your destination) is not charged against you. Fractional ownership usually requires a 5 year contract that provides a specific number of hours per year of use. A monthly fee is applicable too.



1/8 Share Citation X
Limited by Card - 25 Hour Increments
Effective Hours = 50
47,100 Nautical Air Miles per Annum
Effective Air Miles = 23,550
Total Annual Cost = \$537,540
Cost per Hour = \$5,375.40
Cost per Mile = \$11.41
Mandatory Paid Returns
Depreciation Available

charter

Charter is very similar to a Jet Card or Block-Time arrangement in that there is no depreciation available with this expense. There are a lot more charter companies than there are Jet Card or Fractional companies, and therefore it is possible to shop around until you find your ideal level of service, equipment, people and cost. Often a "dead-head" will be charged against you, even though you only wanted to fly "one-way."

Unlimited Hours per Year
47,100 Nautical Air Miles per Annum
Total Annual Cost = \$460,000
Cost per Hour = \$4,600
Cost per Mile = \$9.77
Possible Mandatory Paid Returns
No Depreciation Possible

want to learn to fly?

If you decided to go out today and schedule your first lesson at a flight school, and if you like it and wanted to follow-through to the completion of your mandated course of lessons (40+ flight hours, including dual and solo flights, cross country flights and testing requirements), you should plan to spend somewhere between \$7,500 to \$12,000 to attain the FAA issued Private Pilot's Certificate.

After this, if you want to go on to your Commercial Certificate with an Instrument Rating, look to spend about \$50,000 to \$75,000.

The Airline Transport Rating and beyond will put you out about \$150,000 to \$200,000 more. A Jet Rating obtained through Flight Safety International will cost between \$18,000 to \$40,000 depending on the model airplane that you choose for your rating.



private ownership

Private Ownership is where you are the king or queen of your own destiny. You have full 100% depreciation available to you. Every-time that you are on a trip, you can leave personal belongings on-board, because your jet is not leaving until you are ready to leave. Best of all, you control who - and who does not - ride on your aircraft; you hand-pick your staff, and you outfit, equip, style and decorate the aircraft anyway that you so desire.

Unlimited Hours per Year
47,100 Nautical Air Miles per Annum
Total Annual Cost = \$876,608
Cost per Hour = \$8,766.08
Cost per Mile = \$18.61
No Mandatory Paid Returns
Depreciation Available

So to recap, your options are:

The Jet Card, with no monthly fee, but an hourly rate that is 50+% more than it is for a contract owner; fractional ownership which usually requires a 5 year contract with a monthly fee and provides a specific number of hours of use per year; charter, offered virtually everywhere and an all-in expense; and finally, private ownership, the ultimate luxury in the skies.

Happy flying!

Jeremy R.C. Cox is Vice President of JetBrokers, Inc. He holds Commercial/Multi/Instrument Licenses, A&P, IA, FCC, Radar, F20, GII and GIIIB. He can be reached at 1.636.449.2833 or jcox@jetbrokers.com.

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56' 2001 \$419,500 Stan 850-596-1645
56' 1998 \$429,000 Brian F. 850-428-0866

54' - 52' CRUISERS



54' 2003 \$499,000 Matt 850-259-9900
53' 2002 \$379,000 Bill 239-285-4700
52' 2006 \$549,000 Jeff 239-691-8100

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44' 2002 \$221,000 Mike 941-238-7641
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42' 2008 \$394,900 Kerry 941-920-0774

42' TIARA OPEN



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42' 2003 \$425,000 Dianne 239-293-5292

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