



DR. SARAH
CARLSON

THE WOMEN
OF NORTH
CAROLINA
DIAGNOSTIC
IMAGING IN
MOORESVILLE



WOMEN— *The Gatekeepers Of* HEALTH

RECENT studies prove what most of us already knew: women make 80 percent of all healthcare decisions. And in our many roles as mothers, sisters, wives, daughters, and friends, we are often providers of care for all of those around us! It is, therefore, proper and fitting that local healthcare providers cater to and truly care about women...and that's just what our area is doing.

It's often the little extras that businesses do that can make a huge difference to their female clientele, especially when those little extras help to make a personal connection. Take Davidson Family Medicine, for instance. Located in the heart of downtown Davidson, the practice has a keen understanding of the Lake Norman woman and her needs, with Dr. Sarah Carlson, Dr. Craig White, and Nurse Practitioner Debra Witkin providing care. Office Manager Vone McDaniel has noticed that the women and moms remember the personal touches provided

by Davidson Family Medicine, which include specialty soaps and rocking chairs in the exam rooms and waiting areas. "Nursing moms are invited to use the exam room as long as they would like after an appointment," Dr. Carlson said. "I have seen patients waiting outside—rocking in a colorful rocking chair—it's so nice to see them have a chance to relax."

North Carolina Diagnostic Imaging in Mooresville, which provides MRI and CT services, has always had the needs of its female clients in mind with the "little extras" that it provides. Because these tests can sometimes bring about stress and concern for the patients and their caregivers, the center provides extras such as food and drink, umbrellas when it is raining, and a private spot to discuss the exam, said Center Manager Michelle Nicosia. Insurance plans and coverage can be a challenge to understand. Jackie Mansueto, who is also with the center, explains, "We obtain, for each patient, an estimate given by their insurance company so that once patients are billed for the procedure they will not be surprised."

Lake Norman Pulmonary and Critical Care is also providing a comfortable environment for its female patients and their families. Bonnie Moore, the office manager, Lesa Lewandowski, a physician's assistant, and Drs. Chris Poor and Sever Surdulescu are proud of their beautiful new office space. "We so wanted to make the space feel as much like a comfortable home as possible—we've noticed that women call the shots and are the caretakers of the entire family and we definitely want them to be comfortable here," said Bonnie. Women schedule the majority of appointments for their spouses at the clinic and many accompany their spouse to those appointments, which is often beneficial to both the patient and the doctor. "The husband will be more forthcoming with information... or their wife will fill in the necessary blanks," Lesa explained.

So ladies, take pride! You are the primary caregivers, gatekeepers, and organizers of your entire family's healthcare needs, and local providers are taking notice and accommodating appropriately! 🌸



BONNIE MOORE &
LESA LEWANDOWSKI, PA-C