

South Florida BUSINESS JOURNAL

BACK TO WORK FOR BOOMERS:

Working longer and second careers are the new normal for seniors

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PATENT PROBLEMS

■ Have you heard about the patent trolls? *SFBJ* tells all about them. P2

SHAREHOLDERS LAWSUIT

■ A class action lawsuit has been filed against U.S. Century Bank. P3

Companies changing health care see growth

BY BRIAN BANDELL

The health care industry is one of the leading sectors for job growth, but many of the employment opportunities are in areas other than patient care.

Some of South Florida's fastest-growing companies offer transformative products and services with the health care industry, which is undergoing sweeping regulatory changes and a long-overdue digital revolution. State employment data shows that ambulatory health care jobs in South Florida increased 1 percent from December 2011 to December 2012, while hospital jobs fell 2.1 percent. But that didn't capture the whole picture.

Take, for instance, the Florida Atlantic University Research & Development Park in Boca Raton, where employment increased to 952 from 782 over the past year. Much of the growth was led by health care-related companies, including electronic medical records firm Modernizing Medicine, medical crisis alert company Mobile Help and medical practice management specialist FWC Management Co.

Here are some health care services companies in South Florida with big growth plans.

NEW WAVE SURGICAL MOVES TO BIGGER DIGS

The staffing and revenue growth at New Wave Surgical has prompted a move into a larger office building.

In March, the company is relocating from 8,000 square feet in Coral Springs to 32,000 square feet at 3890 Park Central Blvd. in Pompano Beach, President Alex Gomez said. He's a former medical student who founded the company after inventing a device that keeps surgical equipment warm and camera lenses clear when perform-

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Models pose within Prolexic Technologies' security operation center. Prolexic did not allow the *Business Journal* to take photographs to protect employees' identities.

Prolexic mans the floodgate of worldwide cyberattacks

BY SHAUN BEVAN

On the fourth floor of a nondescript office building near the center of Hollywood, a handful of security engineers are fighting worldwide cyberattacks on a daily basis.

Within Prolexic Technologies' security operations center, each engineer monitors the graphs of website activity on five-screen stations. Some talk to customers – website administrators and bloggers – who are under fire by attackers trying to overload their networks.

The mitigation of distributed denials of service (DDoS) attacks is Prolexic's specialty. Attackers, whether individuals or organizations, use DDoS to bring down websites or target web applications such as online shopping carts to interrupt busi-

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ness. An attack can cause tens of thousands of dollars in lost sales, Prolexis President Stuart Scholly said.

DDoS attacks were in the news last year when Wells Fargo, Bank of America and Capital One were among major banks that faced them. Prolexic officials said it has 10 of the largest banks as customers.

Prolexic typically doesn't name clients, but case studies on the website list SpaFinder Wellness, web hosting com-

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BRAZILIAN BURGERS

■ Giraffas, a Brazilian burger and steak chain, grows in the region. P5

CONDOS FEEL LIKE HOMES

■ Some luxury condos offer the space of single-family homes. P6

DEVELOPING WELL

■ Property Markets Group now has several projects in South Florida. P7



100 POWER LEADERS 2013

■ See who has made one of the *Business Journal's* most prestigious lists. P13

HOMES ON THE GROW

■ GL Homes is bullish on building throughout South Florida. P36

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Make plans to join us Jan. 30 at the IGFA Fishing Hall of Fame & Museum as we honor the region's top financial executives. To register, go to <http://bizj.us/cwlyh>.



HEALTH CARE: Job opportunities abound in the growing field

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ing laparoscopic procedures.

The company generated \$12.3 million in sales in 2012, and is on track for \$17 million this year, Gomez said.

New Wave Surgical grew to 90 at the end of 2012 from 50 employees in 2011, and now it's nearing 100, Gomez said. It ran out of parking space at the old office, but now it has room to increase headcount by about 20 percent this year, he said.



Gomez

"We did a lot of production worker hiring as we were growing," Gomez said. "Now we are hiring on the higher level: upper-level salespeople, quality control, engineering."

One of the keys to his business is that surgeons need to order new equipment for every procedure, so every new customer they find boosts recurring revenue, Gomez said. It also helps that laparoscopic surgery is a growing field because both doctors and patients prefer to have smaller incisions.

As a medical device company, New Wave Surgical will have to pay a 2.3 percent tax on its revenue under the Patient Protection and Affordable Care Act. However, Gomez said the expansion of insurance envisioned under the law should help the company.

"If you can have coverage for everyone, you will have a lot more utilization and you will have fewer people using the services without paying for them," Gomez said.

WEATHERBY HIRES 90 PEOPLE IN SIX MONTHS

Weatherby Healthcare hired 90 people in its Fort Lauderdale office in the last half of 2012 as its physician and mid-level health worker staffing business took off.



Florent Monssoh, CEO of Activ Doctors Online, uses its app on a laptop and iPhone.

MARK FREERKS

The physician shortage, which is expected to worsen, is a big reason Kennedy expects Weatherby to continue growing.

MULTILINGUAL WORKFORCE

A multilingual workforce is one of the reasons Best Doctors has made Miami the base for employee growth to serve Latin American clients.



Falchuk

The Boston-based company sells health insurance to people in Latin America from its Blue Lagoon area office, and also has people there working in its expert medical opinion service, which helps patients get the correct diagnosis. Best Doctors Vice Chairman Evan Falchuk said its Miami staff has grown to 92 employees from 50 in 2011.

Best Doctors covers 30 million people worldwide. Falchuk said one of its selling points in Latin America is that it covers treatment at many South Florida hospitals.



Kennedy

Its parent company, Salt Lake City-based CHG Healthcare Services, was recently ranked third on *Fortune's* list of best places to work, and President Pat Kennedy credited the positive workplace environment for attracting productive employees.

The importance of Weatherby's work was highlighted by its support of health care providers when Hurricane Sandy struck the Northeast last year. Weatherby prepared temporary doctors to be available to hospitals before the storm, and pre-arranged housing and travel for them, Kennedy said.

"We believe what we do ultimately impacts patients' lives," she said.

Including Weatherby and its sister companies RN Network (travel nursing) and Comp Health Perm (permanent staffing), CHG has 300 people in Fort Lauderdale. Kennedy expects to add 200 people there in 2013, including 150 at Weatherby.

GL Homes ramps up building throughout South Florida

THE DETAILS

GL Homes' current S. Fla. projects

THE BRIDGES

16850 Lyons Road, Delray Beach

■ Homes: 543

■ Price range: \$500,000s to \$1.2 million

CANYON TRAILS

8251 Triana Point Ave., Boynton Beach

■ Homes: 579

■ Price range: \$300,000s to \$600,000s

VALENCIA RESERVE

9288 Lake Royal Road, Boynton Beach

■ Homes: 1,043

■ Price range: \$300,000s to \$500,000s

THE PRESERVE AT BAY HILL ESTATES

7788 Eden Ridge Way, West Palm Beach

■ Homes: 192

■ Price range: \$450,000s to \$700,000s

Source: GL Homes

BY OSCAR PEDRO MUSIBAY

For GL Homes, 2012 looked a lot like 2005, as the Sunrise-based homebuilder racked up \$600 million in sales.

The improved sales volume is consistent with the growing confidence in the residential sector.

GL declined to provide its profit and revenue information over several years. Its promotions and buyer incentives decreased as demand picked up and prices increased over that time, Division President Jill DiDonna said.

The company also is positioned to grow: It ended 2012 by making one of the year's largest development site purchases, paying \$150 million for 610.4 acres west of Boca Raton.

GL currently has 700 homes under construction, including a range of product types. DiDonna said the company is introducing its newest Valencia project in Boynton Beach during the first quarter.

DiDonna provided some demographics of GL's clientele. She said Canyon Trails in Boynton Beach appeals to local families, while Valencia Reserve is focused on those 55 and



DiDonna

over who begin as seasonal residents and eventually relocate permanently, due, in part, to the state's low cost of living.

The Bridges in Delray Beach and The Preserve at Bay Hill Estates appeal to local and out-of-area clients mostly looking for a primary residence.

Rick Rapp, owner of Travers Miran Realty in Parkland, said GL Homes' higher-end product could be called affordable luxury because it's so far west. The same luxury product on the east side of the region would generate higher pricing, but it doesn't exist anymore. On the east side, land is so constrained that developers build vertically instead of horizontally and are willing to pay top dollar for sites that are on the water or close to it, which drives pricing even higher. Developers don't have waterfront sites out west, unless it's a man-made lake.

Florida's lack of income tax continues to be a driver for out-of-towners looking to buy GL's product. As Florida's residential development market has improved, so has the quality of the buying pool.

"There will always be potential homebuyers who are struggling with credit issues that prevent them from getting approved for a home loan; however, the vast majority of the clients we work with today are credit-worthy and are taking advantage of the incredible, low rates,"

"They know how good health care is in South Florida, and they want to be able to go there if they are sick," Falchuk said.

He added that Best Doctors expects to continue hiring in Miami this year. It currently has seven open positions there.

TELEMEDICINE JOBS

Florent Monssoh has ambitious growth plans for Activ Doctors Online, his telemedicine and online personal health records company, and that has led to jobs in Coral Gables.

Monssoh already has 15 employees there and plans to add 20 more this year. Since its 2009 founding, his company has signed up 140,000 patients worldwide. Monssoh's goal for 2013 is to reach 2 million people.

Monssoh started several technology companies in his native France, including one that sold efficient scheduling software to government agencies. Responding to a shortage of physicians in France in 2009, he hired physicians to consult with patients remotely.

Now his network has more than 1,700 doctors across the globe. It had revenue of \$13.3 million in 2011.

For \$14 a month, ADO lets patients store and access their health records online so physicians can treat them more effectively. It also gathers records from the physicians.

It also offers telemedicine consultations for \$50 a year, with patients in the U.S. using only doctors licensed in this country. For \$350 a year, it will order second opinions for a diagnosis from a team of international specialists.

"Any diagnosis is based on a lab result, not only on a physician seeing your face," Monssoh said. "Instead of deciding on your own, you can have a team of physicians who will be able to help you out."

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