

# PARKLAND

## LIFESTYLE™



Dr. Ira Fox

"Pioneer" may be a term of the old west, but in the world of pain relief Dr. Ira Fox is a true pioneer in Interventional Pain Management. Whether it is as a board certified pain physician or as a dedicated member of the Coral Springs community, Dr. Fox's support brings relief.

Fox, who along with Dr. Jay Lasner, founded Anesthesia Pain Care Consultants in 1996, has been helping thousands of patients reduce, – and – eliminate pain. In numerous cases, patients never believed they could be pain free. He was trained as an anesthesiologist, and worked in the Northeast, at Monmouth Medical Center in New Jersey. He was surrounded by doctors who were skilled in anesthesia and regional nerve blocks, he was immediately attracted to and intrigued by the possibilities that anesthesia could do more than just put a person to sleep.

"Many years ago, general anesthesia was used for everything," he said, reflecting on how times have changed. "We began using the concept of localized nerve blocks to diagnose and treat pain and through the years, I developed a skill with pinpointing location, perfecting technique." What Fox envisioned was the opportunity to provide patients with means to reduce their pain without dependence on surgery or medication.

He set up practice in South Florida, and in a short while, he moved from modest surroundings where he occupied a single office, to his present location with 10,000- square feet of space and nearly a dozen physicians. The doctors at Anesthesia Pain Care Consultants are well-versed in Interventional Pain Manage-

## Backbone of the Community

ment, whereby pain is attacked directly at the site of its origination. Dr. Fox says all procedures at APCC are done under the guidance of Fluoroscopy – an x-ray procedure that makes it possible to see injection placement, using real-time video images. This assists the doctors in detecting the precise location of the pain site, and administer medication, exactly where it is needed. "At one time, use of fluoroscopy was considered over-utilization, but we helped to pioneer the philosophy that it will ALWAYS provide better information and thus improve patient outcomes. Procedure by fluoroscopy is now the gold standard in interventional pain management," he reports. "We discovered that sophisticated and perfected technique plays a major role in the eradication of pain."

In the early days of his career, Dr. Fox says he was privileged to see the original masters at work, but the concept of pain management was in its embryonic stage. Now, years later, Dr. Fox is considered a true expert, and is in fact, one of the examiners for physicians looking to earn their Fellow of Interventional Pain Physician designation from the World Institute of Pain. (Dr. Fox earned his FIPP in 2003).

In addition to his busy practice, Ira Fox is a family man, with a wife and two children and a commitment to the community. He is a supporter of many organizations, from the David Posnack Hebrew Day School and JAFCO to the City of Hope and Florida's Children First. His wife, Elsa, is involved with The Hunger Project and has cooked meals for the homeless.

Commenting on his personal and private life, Dr. Fox noted, "There are many ways of reducing people's pain." He proves it every day.