



Osceola County Developments

Fast-growing Cano Health opening three new medical centers in Central Florida

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Growthspotter

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Fast-growing [Cano Health](#) is expanding its presence in the area.

“We’ve been in the Orlando area since 2018 and we are and have been significantly expanding,” said Dr. Marlow Hernandez, [CEO of Cano Health](#). “We’re opening new facilities in Kissimmee and Poinciana.”

Construction has already begun at the two sites, one on Vineland Road just north of U.S. 192 in Kissimmee and the other on Old Pleasant Hill Road in Poinciana.

“We choose locations based on patient need and demand,” Hernandez told GrowthSpotter, adding the company serves a population that is mostly lower income minorities who are traditionally underserved. “We selectively go into those areas where there is a dearth of access to care where you have the most

opportunity for improving clinical outcomes.”

Hernandez said there tends to be very little investment in primary care in underserved communities for a variety of reasons including low reimbursements, a transactional relationship with patients, and a dependence on hospitals.

“Patients are left with very little choice to go for primary care. They tend either not to go and then get complicated illness or they use the ER as their source of primary care, both of which are terrible for them.”

He said Cano focuses on not only primary care but also bringing a different brand of primary care to the areas they serve which includes a 24-hour urgency line, home services, and signature services like cardiovascular prevention, physiotherapy, mental health services, behavioral health services, wellness services, dental care, and optometry.

Most Cano sites are in retail shopping centers, often on stand-alone outparcels, that include plenty of parking.

Many locations are 10,000 to 15,000 square feet, bigger than traditional medical office suites.

“We do build less and we do build more depending on what the needs are at that location and what the ultimate services are going to be looking like,” Hernandez said. “We prize being accessible and so three things are non-negotiable, access, quality, and wellness. We want to make it easy for our patients to see us.”

Cano often provides transportation for people who need it.

The West Kissimmee location at 2956 Vineland Rd. is expected to open next month with the Poinciana one in May of 2023. For the Kissimmee site, Sandi Bargfrede of [ACRE Commercial](#) represented the landlord in the lease negotiations, and Jason Brecheen of Tenant Services Group represented the Cano.

A third new location at 2003 McCoy Rd. in Belle Isle is scheduled to open later this month with limited services while construction continues there.

Each new location will probably employ between 30-40 people, including physicians and support staff.

“That is the number that we would typically have at the larger locations, such as the ones that we’re now opening in Orlando, once they are fully operational,” he said.

The people who work at the centers often represent the populations they serve with local staff coming from the neighborhoods they help. About 80% of the patients are Latino or African Americans as is about 80% of the staff.

“It’s just a data point that just proves how we reflect the patients that we’re serving and us being hyperlocal in our approach and how we are differentiated because we have reimagined primary care as a service to keep you healthy rather than just treat you when you’re sick.”

Founded in 2009, Cano Health has more than 100 medical centers in Florida and operates in nine states

and Puerto Rico. The company was [taken public in May 2020](#) and now trades on the New York Stock Exchange.

“We are just starting our growth in the Orlando area.”
