

WORLD-RENOWNED CAMPBELL SURGEON JOINING LOCAL NONPROFIT TO SERVICE CHILDREN IN NORTHERN CALIFORNIA

By Maggie Rich

Dr. Laurence Berkowitz with Aesthetx, a Campbell multi-specialty physician team, was born with a purpose. His father, as an infant, was denied cleft lip surgery due to his inability to pay the surgeon's fee. Seared by this experience, the father quickly saw promise in his own son, who, even as a young boy, showed the promising dexterity necessary for a career as a surgeon.

Pursued with passion, Dr. Berkowitz has spent his life dedicated to repairing cleft lip and palates around the world. But he didn't stop there. After having two grown biological children, Dr. Berkowitz decided to adopt five children who have each navigated their own physical and mental challenges--one of whom was originally denied by a prospective family due to his cleft lip and palate. Needless to say, Dr. Berkowitz is no stranger to children in need of extra medical attention.



Enter local Bay Area non-profit Coastal Kids Home Care, California's only pediatric home health agency, with a mission to "meet the unique needs of medically fragile children in the comfort of their home." Founder and longtime pediatric nurse Margy Mayfield was driven by a similar mission: children deserve high-quality home health care, and this service could be offered with very low overhead. "Coastal Kids Home Care fills the gap between what's available and what's not available to people," Dr. Berkowitz explains. "Having lived through all that myself, I know what the expenses were and how little insurance can cover. I was extremely fortunate to have resources, but others are not so lucky. Coastal Kids' mission really struck a chord with me.

It was a perfect fit. Margy Mayfield made the official announcement: "Coastal Kids Home Care is thrilled to have Dr. Berkowitz join our Board of Directors. First, as the parent of children with unique medical and educational needs, he can understand how vital in-home care is for our pediatric patients and their families. And the fact that he is also a distinguished surgeon, with a strong background in helping children, offers another valuable perspective to our Board."



Headquartered in Salinas yet servicing the needs of children across the Bay Area, Coastal Kids is always looking for more ways to expand their reach. One way they're continuing to do this is through their annual Touch-A-Truck event. Typically held in Salinas, this family-friendly event is making a debut at History Park San Jose on April 15th. With 50+ vehicles of all shapes and sizes to touch, food trucks, games, music, and much more you'll want to mark your calendars! If your business is interested in providing a work vehicle, a sponsored tent, or something else, please reach out to maggie@prxdigital.com.

All proceeds go directly toward Coastal Kids Home Care. Learn more about the local nonprofit at www.coastalkidshomecare.org and Aesthetx, the Campbell multi-specialty physician team, at aesthetx.com.

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