In Partnership With You

G. Aubrey Serfling
President and Chief Executive Officer
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In the Spring 2008 Healthy Living, artist and former theater actor, producer and director Cash Baxter shares his experience of having prostate cancer treatment at Eisenhower Lucy Curci Cancer Center and the enduring relationship that has resulted from his time spent with physicians and staff. “I’m dropping in on my doctors and nurses all the time,”Cash says. “We know each other. We’re family.”

More than 10 million people in the United States are cancer survivors, and 65 percent of people diagnosed with cancer are expected to live at least five years after their diagnosis. This improvement in outcomes is due in large part to early detection and public awareness of screenings and prevention. Screening for lung cancer and breast cancer is the focus of our “Physicians Roundtable,”moderated by Eisenhower’s Philip Shaver, MD. Davood Vafai, MD, Medical Oncology, and Leora Lanzkowsky, MD, Medical Director, Eisenhower Schnitzer/Novack Breast Center, offer the latest on screening and diagnostic options. Adam Brochert, MD, Radiology, joins the roundtable to explain the benefits of the various types of imaging technology used in screenings.

I am also proud to announce that Eisenhower Medical Center has been recognized for its outstanding patient care in Orthopedics by HealthGrades®, a leading independent health care ratings company. In“What’s New,” you will find details about Eisenhower’s ranking as Best (#1) in California for Joint Replacements and Top Five Percent in the Nation for Joint Replacements as well as several other clinical and specialty excellence recognitions for our Center of Excellence in Orthopedics. These achievements reflect the dedicated teamwork of Eisenhower’s physicians, nurses, staff and volunteers and reinforce our goal to provide care that ranks among the best in the nation.

In each issue of Healthy Living, we share the stories of our donors, who have made a commitment to support the continued growth and development of Eisenhower Medical Center. In “Healthy Giving,” Eisenhower Medical Center Foundation President Michael Landes introduces the Ambassador Society, a new level of recognition for donors who have given one million dollars or more—a group whose giving represents the dedication, compassion and volunteer service necessary to saving and improving lives at Eisenhower Medical Center. As the only not-for-profit hospital in the Coachella Valley, we are grateful for the philanthropy of all of our donors, who assist us in remaining dedicated first and foremost to the care of our patients.

I thank you for caring about your health, for your interest in Eisenhower Medical Center and for giving us a few moments of your time with each issue of Healthy Living magazine. As always, we welcome your feedback at HLeditor@emc.org.

Yours in good health,

G. Aubrey Serfling President and Chief Executive Officer Eisenhower Medical Center

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