One Vision and One Mission - Excellence

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

In the Summer 2007 issue of Healthy Living, our Physician's Roundtable addresses the importance of moving forward in health care through medical research and clinical trials, an integral part of offering patients valuable treatment options. It is reflective of Eisenhower Medical Center's mission —to serve the changing health care needs of our region by providing excellence in patient care with supportive education and research.

Moderator Eisenhower Medical Center's Philip Shaver, MD is joined by Lester Padilla, MD, co-chairman of the Institutional Review Board, Lawrence Cone, MD and Andrew Rubin, MD in a discussion of the value of medical research and some of the trials in which Eisenhower Medical Center has participated.

In "What's New,"Healthy Living gives you a glimpse of our recent western extravaganza fundraising event featuring the premier of the IMAX® film Ride Around the World and a special performance by country music duo Brooks & Dunn. Entirely conceived and underwritten by Anne and John Marion, the event raised $1.55 million for Campaign Eisenhower. It is the support of generous people like Anne and John that helps us realize our mission and vision for Eisenhower Medical Center. Anne and John share their reflections on Eisenhower, the value of art, and their love of the American West in "Healthy Giving."

Finally, in "About Parkinson's," you will meet Michael Cochran, a 66 year-old Parkinson's patient whose tremors were reduced through deep brain stimulation. Eisenhower Medical Center was the first facility in the Coachella Valley to offer the surgical procedure through the combined expertise of Neal Hermanowicz, MD, Medical Director of the Phillip and Carol Traub Parkinson's Center, and Neurosurgeon Farhad Limonadi, MD.

At Eisenhower Medical Center we strive to fulfill our mission and vision for creating a health care facility that is ideally suited for its patients and the community we serve. We are honored to be a part of the Coachella Valley and welcome your feedback at Healthy Living in our "Letters to the Editor" section. Please send your responses to HLeditor@thedesertsun.com.

Yours in good health,

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

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