President’s Message Nov-Dec 2006

FRESH STARTS AND NEW BEGINNINGS

It is my great pleasure to introduce the new Healthy Living magazine. After a recent reader survey, Healthy Living emerges with a fresh new design to inform, inspire and educate our readers in our quarterly publication. One of our brand new sections, “Well-Being,” provides a new exercise highlight, innovative wellness ideas, as well as alternative health options. I hope that you will enjoy our new look as much as I do!

This inaugural issue of Healthy Living includes the story of one of Eisenhower’s executive staff,Michael Landes. Michael and Stephanie, his wife, were both diagnosed with cancer within three months of each other. Michael found that he had prostate cancer, and Stephanie discovered that she had breast cancer. Their moving story provides an important lesson — always have your annual health screenings recommended by your physicians. In addition, their story reminds us again, in a compelling way, that early detection saves lives.

Healthy Living also brings informative discussion and an update on imaging and breast cancer detection. Moderated by Eisenhower’s Philip Shaver, MD, the Physicians Roundtable includes Leora Lanzkowsky, MD, Radiologist and Medical Director at Eisenhower Schnitzer/Novack Breast Center, and Deborah Rubin, MD, Radiologist and Breast Imaging Specialist. Given the sobering fact that one in eight women have breast cancer, it is critical to share the latest findings in a frank discussion about risk factors, screening and detection, and an important new state-of-the-art technology coming to Eisenhower, Breast-Specific Gamma Imaging (BSGI). Available at only 33 of the more than 6,000 hospitals in the United States and recently featured on “ABC World News with Charles Gibson,” BSGI is the best early detection technology available, and can detect cancers as small as three millimeters.

In everything that we do at Eisenhower, our goal is to exceed your expectations of excellence in health care. We appreciate and value your feedback and support, and we hope you enjoy the new look of your magazine.

Yours in good health, G. Aubrey Serfling President and Chief Executive Officer Eisenhower Medical Center

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