



Living Well

a special advertising section
for the healthiest you

CLEVELAND CLINIC

Medical Excellence

Since its founding in 1921, Cleveland Clinic has steadily built upon its reputation for medical excellence. The center has produced a multitude of medical breakthroughs, such as the isolation of serotonin, “no-touch” colorectal surgery, coronary angiography, minimally invasive aortic heart valve surgery, and the development and refinement of coronary bypass surgery.

National polls of physicians and hospitals consistently recognize Cleveland Clinic for its excellent medical care. In the results of the “America’s Best Hospitals” survey of 5,189 hospitals recently released by *U.S. News & World Report*, Cleveland Clinic ranks as one of the top three hospitals in the United States. The publication also cited Cleveland Clinic’s Heart & Vascular Institute as the nation’s best — for the 12th consecutive year.

Your Own Concierge

Cleveland Clinic’s Medical Concierge Service, a unique benefit for out-of-state patients, can facilitate and coordinate your Cleveland Clinic experience. Your Medical Concierge provides the following complimentary services: assistance with coordinating multiple appointments; scheduling or confirming airline reservations; assistance with hotel and housing reservations; arranging taxi or car service; and providing information about leisure activities for family members. Your Medical Concierge also can accompany you



to your appointments and, if your visit includes a hospital stay, your Medical Concierge can make arrangements for private nursing.

Designed for Your Well-Being

Cleveland Clinic has partnered with Canyon Ranch — a nationally renowned wellness and life-enhancement company — to create a revolutionary preventive approach to wellness. Through strategic collaboration, the Cleveland Clinic-Canyon Ranch Executive Health program now offers a comprehensive array of leading-edge diagnostics, treatments, and lifestyle management techniques.

Patients receive a comprehensive clinical evaluation aimed at targeting and eliminating health problems and reducing health risks, a thorough discussion of a personalized path to wellness, and nurturing life-improvement experiences, such as nutrition guidance, exercise plans, and stress-reduction techniques, designed to optimize quality of life and increase one’s sense of well-being.

Whether going to Cleveland Clinic in Cleveland, Ohio, or to either of Canyon Ranch’s resorts in Tucson, Arizona, or Lenox, Massachusetts, patients can be assured of having the full attention of dedicated physicians and other health professionals, including experts in nutrition, exercise physiology, stress management, and integrative wellness. At any one of these three locations, patients will have access to the clinical and diagnostic expertise of one of America’s leading medical centers, plus the support of the most skilled and knowledgeable wellness services available.



Beyond Borders

Telemedicine is rapidly changing the way medical care is delivered: electronically, instantaneously, and between physicians and patients around the globe. The e-Cleveland Clinic Web site (elevelandclinic.org) utilizes state-of-the-art digital information systems to eliminate geographic barriers and deliver a variety of e-health services.

MyConsult delivers specialist second medical opinions for more than 600 life-threatening/life-altering diagnoses to patients around the world. MyConsult also offers nutrition counseling through a Web-based program that connects you to a registered dietitian who will develop a personalized nutrition program based on your requirements.

MyChart personalized electronic medical record access provides you with 24-hour access to portions of your own medical history — plus special health reminders, educational information and options for receiving laboratory and test results.

The e-Cleveland Clinic Web site also supports your local care provider. Dr.Connect provides Internet-based, physician-to-physician secure, real-time medical record access for physicians who refer patients to Cleveland Clinic.

No Compromise

One of the nation's largest and most respected nonprofit, multi-specialty medical centers, Cleveland Clinic remains dedicated to its mission of "better care for the sick, investigation of their problems, and further education of those who serve." Cleveland Clinic provides you the options and access to the advanced medical expertise you need to best ensure your optimum health.



For more information about Cleveland Clinic, please visit www.clevelandclinic.org or call 1-800-884-9551.



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CENEGENICS

Rolling Back the Clock

It's called Cenegenics, and you won't find this medical system in a self-help book or on an infomercial. Cenegenics is a synergistic system that will fundamentally alter the way you look at the world — and the way the world looks at you. The initial full-day health evaluation at Cenegenics employs in-depth diagnostics that uncover your strongest and weakest health links to create a personalized, multi-faceted program that meets your health goals and successfully manages your aging process.

"The first session is a highly individualized, daylong process of diagnostics, counseling, and at least two hours with a physician," says Michale Barber, M.D., CEO of Cenegenics of South Carolina. "After that we continue to work closely with each of our patients to continue to fine tune their individualized programs."

Proven Success

You may fit the profile of a Cenegenics patient if you are older than age 55 and have taken better care of your business plan than your health plan. You're on a couple of medications, typically to lower cholesterol and blood pressure, and you've put on weight around your midsection.

The Cenegenics staff can work with you to precisely balance your exercise program, your nutrition, your lifestyle, and your hormones. The program helps you feel younger — and possibly keeps age-related diseases at bay.

"One common result is an improvement in energy level," Dr. Barber says. "We also see people build muscle and lose body fat, increase libido and sexual energy, as well as improve their sense of well-being."

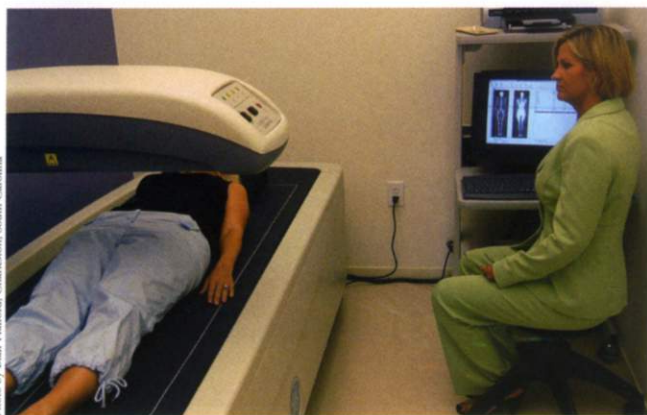


Photo by Blair Halford, Charleston, South Carolina



MICHALE BARBER, M.D., CEO OF CENEGENICS OF SOUTH CAROLINA

Cenegenics' outstanding team also addresses such subtle signs of aging as cognitive function, skin tone and elasticity, and injury recovery time, with hormone balancing, nutrition, and supplements. Recently, Cenegenics was featured in a six-page story in *GQ* magazine. According to the article, the Cenegenics program may reverse the signs and symptoms of aging, change the quality of life for millions of people, alter the shape of our society, and change the very nature of our final years.

Future Plans

You may have started your own age-management program with the best intentions. Perhaps you signed up at the gym, took up jogging, and started watching what you eat. But Dr. Barber realizes that you may be one of the many people who don't have the "fuel" to make it happen. "We work with the laboratory findings and patients to create a plan they can live with forever," she says. "It's not a diet, but a program of nutrition, supplementation, and hormones that will give them the fuel they need and serve them the rest of their lives."

Cenegenics offers you hope — and a plan — for your future. "All of us have the power to control our health now and in the future," Dr. Barber says. "We can age more energetically and live long, healthy lives."

