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Conference explores pre-symptom medicine

By **Liz Lent**, OU Writer

Imagine a pain-free way to predict a heart attack or spot cancer before symptoms even occur. It happens every day, thanks to recent medical emphasis on treating disease before it strikes.

Hundreds of physicians will gather at Oakland University this fall for the **First National Congress on Pre-Symptom Medicine** to learn more about this new approach to patient care. Co-hosted by OU and the **Early Warning Healthcare Institute (EWHI)**, the event runs from Sept. 24 through 26 and brings to campus leading doctors, economists, business executives, political leaders and other experts to discuss how "pre-symptom medicine" not only saves lives but alleviates many of the problems in today's growing health-care crisis.

Numerous physicians from UCLA Medical Center, Berkeley's Heard Disease Institute and New York's Beth Israel Medical Center will lead discussions with other speakers still being added to the roster.

Organized by the **President's Office**, the **Office of Academic Affairs** and **EWHI**, the congress is designed for doctors, health-care professionals and others interested in improving patient and employee health while lowering medical costs. Lectures and discussions will cover subjects as diverse as the "Economics of the Health-Care Crisis in the Auto Industry," "Prevention, Detection and Treatment of Early Stage Heart Disease," "Virtual Angiography," and "Impact of Virtual Colonoscopy on the Detection of Malignant Polyps." It's a full calendar of events for a subject just beginning to gain real momentum.

One reason for that momentum has been the widening use of three-dimensional scanning devices that allow doctors to obtain highly detailed images of the internal organs, bone structure and tissue structure of humans. EWHI, which focuses on non-invasive, pre-clinical diagnosis, uses cutting-edge electron beam technology that captures highly accurate three-dimensional views of the body with no physical discomfort. By spotting things such as artery blockages before they lead to heart failure, pre-symptom medicine can reduce treatment cost by tens of thousands of dollars and save patients from the trauma and risk of attacks.

The congress will focus both on the technological aspect as well as the theoretical and clinical sides of pre-symptom medicine and how individuals, businesses and government can best use it.

Physicians and other health-care professionals who attend the conference are eligible to earn continuing medical education (CME) credits.

Cost for the three-day event is \$450 for those who register before Aug. 22 and \$550 for those who register after that date. For more information, visit the **First National Congress on Pre-Symptom Medicine** Web site or e-mail psm@oakland.edu.

SUMMARY

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