



Wednesday, November 3, 2004

Pre-symptom health care topic of Healthy Spirit Day

By **Dawn Pauli**, contributing writer

OU's first-ever Healthy Spirit Day, focusing on pre-symptom health care, is Wednesday, Nov. 10, at the Recreation Center from 11 a.m. to 2 p.m. and 4 to 7 p.m.

Students, faculty, staff, alumni and the local community are invited to the symposium featuring current health-related educational information and a keynote address by Dr. Donald Bronn, an expert in pre-symptom medicine.

"Healthy Spirit Day serves two purposes. First, it launches our new and vigorous efforts to make the School of Health Sciences at OU an exceptional place for students to gain an enriched, health-oriented experience that prepares them for community service in health care fields in Michigan and the nation," said Ken Hightower, dean of the School of Health Sciences. "Second, we will feature our students, who will present posters and demonstrations about today's directions in health care. I want the community, on campus and in the surrounding towns, to see and appreciate their talents and skills and enthusiastic passion for health care service."

Bronn, who is a clinical professor of health sciences at OU and the medical director of the Early Warning Healthcare Institute in Auburn Hills, will discuss his pioneering work in pre-symptom medicine that provides virtual scans of both arteries and the GI tract to identify cysts that may some day progress to colon cancer. The keynote address will be at noon in the Recreation Center Pioneer Room.

"He will explain the importance of today's technology, which can non-invasively look at the inside of our arteries, colon and other internal organs to identify possible lesions before they become a clinical disease like cancer or atherosclerosis," Hightower said. "Too many people are walking around like President Clinton, feeling fine and showing no symptoms, but are already in the middle of a gripping disease that can kill or cripple. Even in the absence of stenosis, soft plaque can build up in artery walls and rupture, leading to coronary embolisms and instant death."

Hightower points out that early diagnosis means early intervention. Approximately half of all people who have a heart attack had no previous symptoms or warnings and their first symptom was the attack. Every 20 seconds, someone in America has a heart attack, with one in three fatal. Similar statistics apply for colon cancer, with more than 135,000 new cases reported each year.

In addition, 300 area high school students will attend the event to hear a special lecture by Brian Goslin, Bob Jarski and Nancy Kennedy about various aspects of diet, exercise and nutrition.

"They will emphasize facts over myths," Hightower said. "Since obesity is epidemic today and is affecting our youth more than ever, this will be a very timely and important presentation for our youth community."

Other activities include health screening, alternative medicine information and demonstrations, physical therapy doctoral student presentations, and health care vendors presenting new products and treatment modalities.

The event is sponsored by the School of Health Sciences, Campus Recreation, University Human Resources, Crittenton Hospital Medical Center and M. Rose Construction.

"Each of the sponsors has a deeply vested interest in promoting optimal health for our students, our staff and the community," Hightower said. "These goals are lofty and challenging, which is why we're partnering together."

For more information, e-mail pearl@oakland.edu.

SUMMARY

OU's first-ever Healthy Spirit Day, focusing on pre-symptom health care, is Wednesday, Nov. 10, at the Recreation Center from 11 a.m. to 2 p.m. and 4 to 7 p.m. Students, faculty, staff, alumni and the local community are invited to the symposium featuring current health-related educational information and a keynote address by Dr. Donald Bronn, an expert in pre-symptom medicine.

Created by CareTech Administrator (webservices@caretechsolutions.com) on Wednesday, November 3, 2004
Modified by CareTech Administrator (webservices@caretechsolutions.com) on Wednesday, November 3, 2004
Article Start Date: Wednesday, November 3, 2004

