



Wednesday, May 26, 2004

Learn from South Beach author at OU conference

With health care expenditures reaching \$1.3 trillion in 2000, and doubling by 2010, the United States leads the world in health care spending.

Through the routine utilization of pre-symptom medicine, the diagnosis and treatment of disease years before it becomes symptomatic, these projected health expenditures can be cut in half within 10 years.

Nationally recognized leaders in this emerging field of medicine will gather on the campus of Oakland University from June 4-6 for the **First National Congress on Pre-Symptom Medicine**. Lecturers will discuss the latest developments in pre-symptom medicine, with particular emphasis on heart disease (the nation's leading killer of Americans) and colon cancer (the number two cancer killer of both men and women).

"Rapid development and breakthroughs in laboratory radiological techniques have led to an increasing ability to detect disease years before symptoms are manifested," says Donald Bronn, MD, Ph.D., FACRO, and program chairman for the congress.

"This evolution of painless and noninvasive early disease detection in seemingly healthy individuals requires an in-depth understanding of the profound implications for our entire health care system."

Arthur Agatston, MD, author of "**The South Beach Diet**" and associate professor of medicine at the University of Miami School of Medicine in Miami, Fla., will headline the keynote speakers and will discuss the myths and facts about diet and weight loss. Through his popular diet plan, Dr. Agatston aims to prevent potential heart problems and improve cardiovascular health.

Other keynote speakers and topics include:

Roger Newton, Ph.D., president and CEO of Esperion Therapeutics Inc. in Ann Arbor, Mich., will discuss "Evolution of New Medicines for the Rapid Reversal of Heart Disease."

Mary Elizabeth Roth, MD, FACPE, vice president of Medical Affairs at Sacred Heart Hospital in Allentown, Pa., will discuss "The Great American Health Risk for Women: Heart Disease."

H. Robert Superko, MD, FACC, FAHA, director of the Cholesterol, Genetics and Heart Disease Institute, director of research at Berkeley HeartLab Inc. in Burlingame, Calif., and author of "Before the Heart Attacks," will discuss "Myths and Facts about Cholesterol."

The cost to attend this three-day event is \$475. Special reduced rates are available for OU students, faculty and alumni as well as board members of the EMBA in Health Care Management and physicians from St. Joseph Mercy Oakland.

Protect your health lectures

Persons interested in a portion of the congress are invited to attend the "Protect Your Health" lecture program, which is Saturday, June 5, from 6 to 9:30 p.m. at Meadow Brook Theatre on the university's campus.

Speakers include:

Arthur Agatston, MD, FACC, author of "The South Beach Diet," will talk about the myths and facts about diet and weight loss.

H. Robert Superko, MD, FACC, FAHA, author of "Before the Heart Attacks," will talk about the myths and facts about

cholesterol.

The "Protect Your Health" lecture will be hosted by metro Detroit radio personality and health enthusiast Dick Purtan of "Dick Purtan and Purtan's People" mornings on Oldies 104.3 WOMC-FM Detroit. United States Congressman Joe Knollenberg will provide welcoming remarks with a perspective on congressional initiatives for the prevention of disease.

During the program, Gary Russi, president of Oakland University, will present the National Pre-Symptom Medicine Impact Award posthumously to Robert C. Atkins, MD. The award, which was designed and donated by Swarovski North America Limited, recognizes Atkins' effort to reveal the effects of a diet high in carbohydrates and how it relates to weight gain and obesity. Through his pioneering work on this subject, Atkins impacted all segments of the general population and launched a greater understanding of the elements in weight control. Veronica Atkins, wife of the late Atkins, will accept the award on his behalf.

A question and answer session and book signing will follow the lecture program (books will be available for purchase). Tickets are required to attend the lecture and are \$25 in advance or \$35 at the door. Seating is limited.

As part of the "Protect Your Health" lecture, OU alumni also are invited to learn about the "Great American Health Risk for Women: Heart Disease" by Mary Elizabeth Roth, MD, FACPE, on Saturday, June 5, at 1 p.m. This lecture is free for alumni, but they must call (248) 370-3500 to reserve a seat.

The First National Congress on Pre-Symptom Medicine is presented by **Oakland University, Early Warning™ Healthcare Institute, St. Joseph Mercy Oakland, and Cardiology & Vascular Associates.**

For more information and to download registration forms, visit the **National Congress on Pre-Symptom Medicine** Web site. If you have questions about the congress, call (248) 370-3500 or e-mail psm@oakland.edu.

SUMMARY

With health care expenditures reaching \$1.3 trillion in 2000, and doubling by 2010, the United States leads the world in health care spending. Through the routine utilization of pre-symptom medicine these projected health expenditures can be cut in half within 10 years. Nationally recognized leaders in this emerging field of medicine will gather on the campus of Oakland University from June 4-6 for the First National Congress on Pre-Symptom Medicine.

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