

Foundations and Innovations



G. Aubrey Serfling President and Chief Executive Officer Eisenhower Medical Center

In the Fall 2007 Healthy Living, firefighter Jerry Salmeron shares the dramatic story of how his life changed when he made a split second decision to jump from a ladder to avoid being engulfed by flames while fighting a house fire. Due to the severity of the injury to his left foot, Jerry was convinced that his firefighting career was over, but Eisenhower's David A. Friscia, MD assured Jerry that while his recovery would be long, he would return to his job. "Dr. Friscia was there for me," Jerry says. "To recover well you need not only a good surgeon, but you need to be a good patient. I knew I had to take care of myself if I was going to get better."

Gary Galton also needed the assistance of Eisenhower's foot and ankle experts when he ruptured his Achilles tendon while playing tennis. Gary, the busy president of his own business, had to make important decisions about his professional life to allow himself adequate time to heal from this common injury that required skilled treatment and dedicated care.

Approximately 75 percent of Americans experience foot health problems of varying degrees at some point in life, and the subsequent pain can have a significant impact on quality of life. Moderated by Eisenhower's David Friscia, MD, the "Physicians Roundtable" includes Michael Seiberg, DPM, Board Certified Podiatrist, and Mark Albert, PT, ATC, SCS, licensed Physical Therapist and certified Athletic Trainer, who explore the numerous conservative treatment alternatives, surgical options and physical therapy solutions available at Eisenhower for a variety of foot and ankle disorders.

In "What's New," Healthy Living highlights the construction of the new Walter and Leonore Annenberg Pavilion and the massive concrete pour of over 23 million pounds required to create its foundation. Each step of building this \$212.5 million pavilion brings to reality Eisenhower's vision for creating a health care facility unmatched in the Coachella Valley.

Also in "What's New," Healthy Living examines two highly advanced diagnostic tools recently installed at Eisenhower Imaging Center, offering patients the latest technology for their specific needs.

We value your feedback and support and will share your responses to Eisenhower's Healthy Living magazine in our "Letters to the Editor" section. Please send your responses to HLeditor@emc.org.

Yours in good health,

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