

New Memory Assessment Center to Open



LEFT TO RIGHT: Mary Cline, Director, Service Line Business Development, Eisenhower Medical Center, Robert and Ann Byfield, and Lily Tseng, MD were among the first to take a look at the Memory Assessment Center as it is prepared for its opening in November.

A comprehensive diagnostic center for Alzheimer's disease, memory loss and related disorders will open this fall at Eisenhower Medical Center. On July 10, 2007, medical staff, employees and generous supporters Ann and Robert Byfield gathered to take a first look at the new space in the Bob Hope Chrysler Classic Medical Building. The Memory Assessment Center is the first of its kind in the Coachella Valley and devoted exclusively to the diagnosis, treatment and research of Alzheimer's disease and related memory disorders. The Center is a joint venture between Eisenhower Medical Center, the Alzheimer's Association, California Southland Chapter and the Keck School of Medicine of the University of Southern California (USC).

"Eisenhower Medical Center is proud to collaborate with the Alzheimer's Association and USC to make valuable diagnostic services for Alzheimer's disease available for our region," says G. Aubrey Serfling, President and Chief Executive Officer of Eisenhower Medical Center.

Eisenhower Medical Center is well-equipped to provide critical diagnostic tests including laboratory studies, MRI, CT and PET imaging, making it a convenient location for the center.

A formal ribbon cutting ceremony and official opening of the Memory Assessment Center is scheduled for November 8.

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