President’s Message Jan-Feb 2006

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

With the dawn of the new year, many people take time to evaluate life, including the critical issue of their personal health. We are here to help. Each Healthy Living heightens your awareness of important health issues and provides tips and information on “How to Stay Healthy and Enjoy the Good Life.”

In this edition of Healthy Living, we draw attention to cardiac health, in particular, atrial fibrillation. Once regarded as a “benign arrhythmia,” atrial fibrillation, the most common irregular heart rhythm, significantly increases the risk of stroke. Currently affecting more than three million Americans, atrial fibrillation causes palpitations, shortness of breath, lightheadedness and fatigue, and can be, as you will read in “When the Heart Races,” extremely debilitating.

This issue of Healthy Living also highlights impressive “firsts” in health care at Eisenhower. In September, the Arnold Palmer Prostate Center at the Eisenhower Lucy Curci Cancer Center became one of the first centers in the country to provide a cutting-edge combined radiation therapy using Cesium-131. In October, Eisenhower’s David Tahernia, MD, performed the first total spinal disc replacement in the Coachella Valley. Both technologies are state-of-the-art advances and both are only available at Eisenhower Medical Center.

In this issue’s Donor Profile, we are pleased to feature the Bob Hope Chrysler Classic. The Classic’s history communicates the shared beginnings of this international golf tournament and Eisenhower Medical Center. The Classic has ardently advocated and fundraised on our behalf since its inception. The generous contributions through the years have totaled more than $28 million to Eisenhower Medical Center alone. We are extremely proud of their enduring enthusiasm and grateful for their steadfast support.

As always, please keep in mind that Healthy Living is your magazine. If there is any topic that you would like to read about, please let us know. With warm wishes for health and joy in the new year,

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

Healthy Living is a publication of Eisenhower Medical Center · © Copyright 2014 All Rights Reserved · www.emc.org