

President's Message Mar-Apr 2005



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

What a surprise to a fit, active, 49-year-old man when he suffers a heart attack. David Chook, the subject of our fascinating cover story, is a health care professional who was neither overweight nor hypertensive, but was stricken with heart disease. In *I Can't Be Having A Heart Attack*, we explore David's story, and then, uncover the common Myths About Heart Attacks.

In this issue of *Healthy Living*, I am also particularly proud to share a profile of The Annenbergs. The late Honorable Walter H. Annenberg and Leonore Annenberg have, with extraordinary grace and distinction, unparalleled generosity and vision, over the years, helped Eisenhower Medical Center realize our dreams. The Annenberg Center for Health Sciences at Eisenhower pioneers advances in continuing medical education, increasing both the professional and public understanding of critical health care issues.

We are proud to honor and thank the Annenbergs for their truly exceptional contributions to Eisenhower Medical Center.

We also turn our attention to diabetes, metabolic syndrome – a precursor to diabetes, and prevention. "In the year 2025, we are talking [that] somewhere in the range of 25 million people in the U.S. will have diabetes," notes Frank Vinicor, MD, MPH, Director, Division of Diabetes Translation, Centers for Disease Control and Prevention.

Eisenhower Medical Center is proud to feature Dr. Frank Vinicor as one of our keynote speakers at this year's A Day of Hope for DiabetesSM on Saturday, March 12. This annual, free event presents an opportunity for people with diabetes and the public to learn more about the disease that is currently considered a national epidemic. "We are all gaining weight," continues Vinicor. "And we are all being less active, and that is what is accounting for this apparently chronic disease epidemic.... It's no longer a cosmetic issue. It's an issue of health."

And as always, please keep in mind that *Healthy Living* is YOUR magazine. If there are any topics that you would like to learn more about, please let us know.

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