

# Rose Center for Preventive Medicine

LIVING A LIFE OF BALANCE

**PROTECT YOUR HEALTH**

**WITH COMPREHENSIVE**

**TESTING, SAME-DAY**

**RESULTS—AND**

**PERSONAL ATTENTION**

**THE GIFT OF HEALTH** What better way to treat yourself than to take steps to ensure your future health? In a single day and for less than the cost of your average vacation—\$2,700 to \$3,000 to be exact—you can fully explore the current state of your health and take steps toward a sound future at the new Rose Center for Preventive Medicine.

The center, which opened in June of 2006, offers a one-day, in-depth appraisal of the state of one's health. The medical director—none other than Richard Abrams, M.D., one of Denver's most popular doctors—has practiced Internal Medicine in Denver for more than 25 years and has been listed in Best Doctors in America since 1995.

"Any person who wants to take a proactive approach to his or her health should begin with a complete assessment of current health, including identifying risk factors that can progress to serious disease," says Dr. Abrams.



PHOTO: MATT CREST WITH IDAHO STEW

**UNCOVER THE RISKS** The goals of the testing are straightforward—uncover potential health risks and make changes, strive for earliest detection and encourage optimal health habits for long life. This is accomplished with today's most sophisticated diagnostic imaging technology and contemporary laboratory testing—along with providing patients all the time they need. As the patient undergoes testing in the morning with results available the same afternoon, he or

she receives a play-by-play explanation of what's taking place.

"Many people have a family history of illnesses such as early heart disease, diabetes and cancer. We no longer have to accept our parents' fate as ours," says Dr. Abrams. "Prevention means not only living longer, but living healthier. Everyone with a family history of an inheritable disease should be screened for early signs of that disease and do something about it."

STORY: **MARGE D. HANSEN**

## THE DETAILS

### ROSE CENTER FOR PREVENTIVE MEDICINE

4700 EAST HALE PARKWAY, SUITE 120

DENVER, CO 80220

303-320-2400

WWW.ROSEPREVENTION.COM

**1** DR. RICHARD ABRAMS AT THE ROSE CENTER  
FOR PREVENTIVE MEDICINE

**PATIENT-CENTRIC MEDICINE** When the concept of a preventive medicine center was first discussed, Dr. Abrams' identified ways to personalize and demystify the experience. Dr. Abrams and his colleagues examined flaws in the current doctor visit scenario and flipped them around.

First off, the waiting room is best described as a "no waiting" room. The medical team is prepared to meet with the patients as scheduled—on time all the time. Visitors barely have the opportunity to settle into a copper-colored settee or take in the artwork in a space more reminiscent of a boutique hotel lobby than a medical facility. Lighting is soft. The background music is soothing. The effect is calming.

The evaluation starts with the medical history, which incorporates a discussion of any health concerns the patient may have. Family history and genetics are brought into the conversation as well as lifestyle, nutrition, current medication use and fitness levels.

Prior to the office visit, laboratory tests are run to screen for heart and vascular risks, assess cholesterol levels and check for diabetes, liver and kidney dysfunction, metabolic problems and cancer. These test results are part of the afternoon discussion.

The suite where the physical exam takes place has a private dressing room. The patient dons a spa-style cotton robe and rings for the doctor to let the physician know they are ready. Very empowering!

**HIGH-TECH HEALTH** Rose Medical Center is the perfect home for this new approach to medicine. Ranked again as one of America's best hospitals by *U.S. News & World Report*, it shares top honors with 175 other luminaries such as the Mayo Clinic, Johns Hopkins Hospital and the Cleveland Clinic. One of the most amazing tests of the day is a trip through the state-of-the-art LightSpeed VCT 64-slice Scanner, which provides a meticulous study of the heart, coronary arteries, lungs, thoracic aorta and thyroid gland. In the United States, coronary heart disease annually claims more lives than any other disease. The first sign for more than half of patients affected by the disease is irreversible damage, resulting in heart attack or sudden death. This advanced technology allows physicians to identify soft and calcified plaque in the coronary arteries, manage the underlying cause of plaque buildup and halt further progression.

This is an open scanner—no need for concern about feeling claustrophobic as with an MRI. Patients remain fully clothed or wear one of the robes provided. Abdominal ultrasound imaging is used to check the abdominal aorta for possible aneurysms, common after age 60, and to evaluate other solid organs. A digital monitor provides multiple readings over time to determine accurate blood pressure. All patients

have hearing tests and those at risk have bone density evaluations.

**SAME-DAY RESULTS** Later in the day, patient and doctor reconvene to go over test results and review CT and ultrasound images. A formal report and a CD of the scan are prepared for the patient, along with a copy of the complete lab report, electrocardiogram and audiometry and pulmonary function tests. The complete electronic medical record is saved on a keychain-size USB flash memory drive, so patients leave with instant access to medical records.

According to Dr. Abrams, we have our cars serviced regularly and perform preventative maintenance on our heating and air conditioning. Why not our bodies? "Once we identify health risks and disease at an early stage, we can now do something about them. Happily for most people, their evaluation concludes with peace of mind and the confidence to live a full, active life." **CE**

*Marge D. Hansen, a freelance writer and editor from Lafayette, Colo., is the author of An English Experience—Exploring the Backroads and Byways of Gloucestershire, Wiltshire and Hampshire.*

THE BEST OF COLORADO LIVING

ROSE CENTER FOR PREVENTIVE MEDICINE

AS FEATURED IN

# COLORADO

*expression*



**COLORADO  
COUPLES**

**VAIL MANSION:  
\$21 MILLION**

**HISTORICAL  
HOUSES**

**OUR BEST  
CHOCOLATE**

**A HEALTHY  
HEART**