

# Private Medicine Delivers Personalized, Preventative Health Care

One practice in Bradenton has the time and resources to help patients take care of their most valuable asset, their health.

When it comes to matters of the heart, Jim Carswell knows a thing or two.

Born with a congenital heart defect, he underwent open-heart surgery at the age of 19.

More than 40 years later, Jim's heart is still pumping just fine.

"My heart is in good shape even though it's slightly larger on one side," confides Jim.

He adds that, from time to time, he does have "an occasional atrial fibrillation," but it doesn't affect how he feels or his lifestyle.

"The heartbeat irregularities only show up on stress tests and electrocardiograms."

So it came as a surprise to Jim when his doctor referred him to a cardiologist three years ago.

"I was going to have shoulder surgery done and my physician wanted me to be checked out beforehand because he was concerned about what my heart looked like on the x-ray.

"It was a little enlarged."

Jim's doctor recommended he visit with John Lourie', MD, of the Heart Attack Prevention Center in Bradenton.

## The key to prevention

A cardiologist who focuses on providing heart attack and stroke preventative services within a concierge medical practice, Dr. Lourie' is on a mission to keep his patients alive and well.

"One of my areas of focus is preventing the number one threat to our lives – heart attacks," notes Dr. Lourie'.

"In order to do so, I've broken free of the constraints of the traditional medical system so I can deliver health care in the exact way I or my family would want to receive it."

The doctor is also passionate about early screening for vascular disease and reversing the process that oftentimes leads to fatality.

"The traditional medical practice uses a scoring system to rate a person's risk factors for heart attack or stroke," explains the doctor. "As it turns out, this way of scoring only picks up a small percentage of those who are high-risk due to having high blood pressure, diabetes, high cholesterol, or a family history of stroke and heart attack.

"However, roughly eighty-three percent of heart attacks occur in people who are deemed to be low-risk using this scoring system, and half of all heart attacks occur in those with no risk factors at all!"

To prevent future vascular problems



Heart Attacks and Strokes CAN be Prevented

JOHN LOURIE', MD, FACC

Dr. Lourie's scope of practice includes early detection of heart attack, stroke, and diabetes risk with reversal treatment; nuclear cardiology testing and interpretation, interventional cardiology, interventional peripheral vascular disease treatment, and clinical consultation.

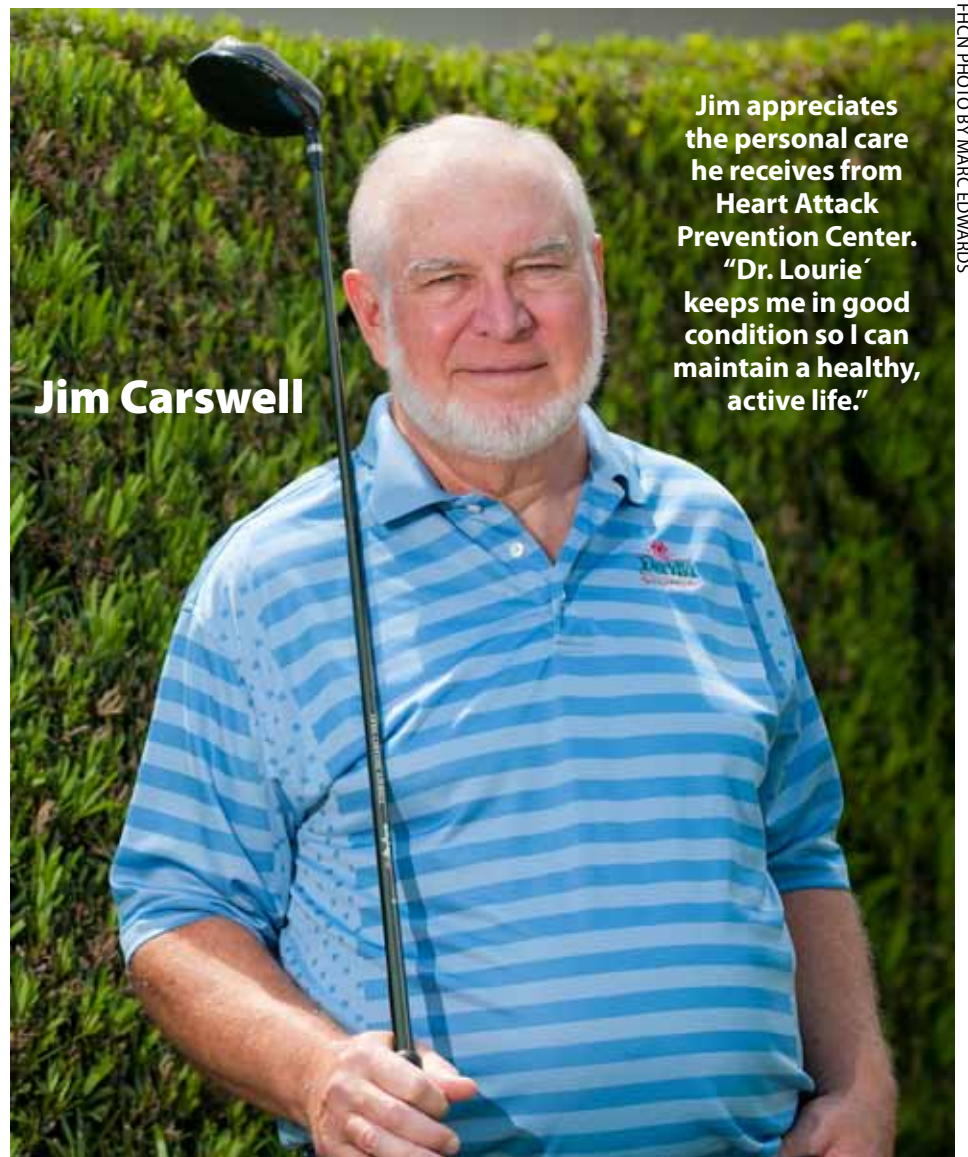
from occurring in his patients, Dr. Lourie' screens them for the medical process that leads to heart attacks.

"I look into a patient's vascular system to check for any sign of formation of a plaque called atherosclerosis," reports the doctor. "If this plaque silently builds up in the vessel, it can rupture and initiate an immediate clot that closes the vessel instantly, causing a heart attack or stroke. In fact, eighty-six percent of all heart attacks occur in arteries with only mild or moderate narrowing; these are precisely the ones that are missed on even the most sophisticated stress tests!"

According to Dr. Lourie', insurance companies and Medicare do not consider this screening medically necessary, one of the many factors that led him to change his practice from traditional to concierge.

"We're missing the boat when it comes to heart attack prevention because the system won't allow for early screenings," he reports. "However, with concierge care, I'm removing the barriers of the current system and putting my patients first. I am in a personal contract that says I'm working for them, not their insurance company or Medicare."

The doctor further explains that by having his patients pay a set fee for his services, in conjunction with their health insurance, they have access to things they otherwise wouldn't receive with traditional doctors, including detailed



Jim Carswell

Jim appreciates the personal care he receives from Heart Attack Prevention Center. "Dr. Lourie' keeps me in good condition so I can maintain a healthy, active life."

FHCN PHOTO BY MARCE EDWARDS

two-hour physical exams and one-hour-long personal office visits.

"During a physical examination, I use high-resolution ultrasound to check a patient's heart function and look at their aorta and abdomen to see if they have an aneurysm," says Dr. Lourie'. "I check the liver, gallbladder, and kidneys. I also perform screening tests of their leg artery circulation. All of this is part of every patient's general evaluation."

## Complete care

Jim, for one, is thankful that Dr. Lourie' changed his practice to concierge care. If the doctor hadn't, the cancer in Jim's kidney might not have been discovered in time to treat successfully.

"This past January, while the doctor was doing my physical exam, he saw an abnormality," shares Jim.

"He sent me to have a CAT scan for a better look. Everything was okay with my heart but the scan picked up a mass in my left kidney."

"Jim is a perfect example of why changing my practice was a good move for my patients," says Dr. Lourie'. "He is essentially cured of a cancer he didn't even know he had because I had the time to perform a two-hour exam.

"If I hadn't taken that much time with him, there's no way we would have discovered the cancer so early."

The doctor referred Jim to an urologist who surgically removed the kidney cancer less than one month after its discovery. Jim says that Dr. Lourie' remained involved with his case even while under the other doctor's care.

"When I was in the hospital, Dr. Lourie' would come by and see me on a daily basis, which pleased me. Whereas in other practices, I would have left one doctor for treatment from another, and my care wouldn't have been tied together so well between the two."

That kind of personal dedication he receives from Dr. Lourie' is important to Jim and his wife, Evie, who also sees Dr. Lourie'.

"If I have any questions or concerns, I can call Dr. Lourie' directly on his cell phone," notes Jim. "I know that he's available to me at any time."

"There are multiple levels of advantages of concierge care," emphasizes Dr. Lourie'. "Time is one. I have time to take the time necessary to discover a patient's problems at an earlier stage so they can be treated with greater success.

"Patient convenience is second. Here, there are no patients waiting before your scheduled appointment. Our staff knows you're coming and are ready. The third advantage is prevention. We have advanced technology available in our office to assist us in providing proper preventative care."

These are advantages that Jim finds very comforting.

"I no longer have to go to several doctors to have every aspect of my health checked," says Jim.

"Dr. Lourie' is very thorough and attentive. He's more than a cardiologist to me; he's my physician as well." **FHCN—Lynn York**

## To Learn More

For more information on concierge heart care and heart attack prevention, or to attend one of their seminars on heart attack and stroke prevention, please contact John Lourie', MD, at (941) 746-5200. His office is located at 4900 Manatee Avenue West, Suite 201, in Bradenton.



**John Lourie', MD, FACC,** has received board certifications by the American Board of Internal Medicine, Specialty Boards in Cardiovascular Disease, Interventional Cardiology, and the Certification Board of Nuclear Cardiology. He graduated from DePauw University in Indiana and completed his internal medicine internship and residency at Emory University School of Medicine in Atlanta, Georgia. He received his cardiology fellowship degree from Medical University of South Carolina. He is a Fellow of the American College of Cardiology. His professional memberships have included the American Heart Association, American Medical Association, American Society of Nuclear Cardiology, and the Society of Cardiac Angiography and Intervention. He has been the medical director of Blake Medical Center's cardiac catheterization laboratory for the past ten years.

## What is Private Medicine?

Private medicine, sometimes called "concierge" medicine, is a new and better way of delivering health care to patients. It eliminates the influences that distort and dilute the doctor-patient relationship, and it provides a physician the ability to focus intensely on serving a small group of patients.

### Heart Attack Prevention Center offers:

- An individualized plan and oversight to keep you well instead of waiting for you to get sick.
- Access to your doctor 24/7, 365 days a year by office visit, personal cell phone, text message, email, Skype, or house call.
- Your medical records "in your pocket," placed on a thumb drive that fits on your keychain, that are accessible to you or to anyone with whom you choose to share them.
- A center of disease prevention and reversal intent on keeping you well.

\* Provided by Heart Attack Prevention Center

Please visit Dr. Lourie' on the web at [www.heartattackpreventioncenter.com](http://www.heartattackpreventioncenter.com).