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 9. 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 arrhythmia”, 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.”

Dr. Lourie points out that everyday screenings for vascular disease and reversing the process that oftentimes leads to failure. “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, explains Dr. Lourie, or all heart attacks occur in those with no risk factors at all!”

To prevent future vascular problems 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 with 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 two-hour physical exams and one-hour-long personal office visits.

A daily phone / email / text / voicebox / virtual video consultation. 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.

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) 766-2300. 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, Clerigy Cardiology. 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 Cardiovascular Angiography and Intervention. He has been the medical director of Blake Medical Center's cardiovascular 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.

Please visit Dr. Lourie on the web at www.heartattackpreventioncenter.com.