

Chuck and Sarah Moore looked like the picture of health. They were trim, ate a fairly healthy diet, didn't smoke, and passed previous blood and cholesterol screenings with flying colors.

"Based on my past blood work, I always thought I had this incredibly fortunate fat profile," says Sarah. "We have been conscious about eating right and exercising as much as we could."

"We like to walk or ride our bikes," Chuck shares. "We like to go out in the boat and travel as well."

**HEART ATTACK PREVENTION CENTER**

JOHN LOURIÉ, MD, FACC

Not too long ago, Chuck's father suffered a heart attack. Since the couple was retired and entering their 60s, they decided to seek preventive care with John Lourié, MD, of the Heart Attack Prevention Center in Bradenton.

"Chuck's father was telling us about Dr. Lourié's new practice," Sarah recalls. "I thought his whole concept of how he practices medicine was really interesting."

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

"Sarah and Chuck are good examples of the average patient heading down a risky path, but who are being missed by traditional methods of screening," informs the doctor. "Certain people who appear to be healthy on the outside can actually be at high risk for heart disease and diabetes."

**Effective screening methods**

The Moores underwent a comprehensive, personalized evaluation, including genetic tests, blood analysis, and screening for the actual presence of cardiovascular disease.

"We use high-resolution ultrasound to detect plaque build-up on artery walls in different parts of the body," explains Dr. Lourié. "We can look at specific areas and know that it's a reflection of what's happening in the entire system. We can even determine if you have the dangerous kind of plaque."

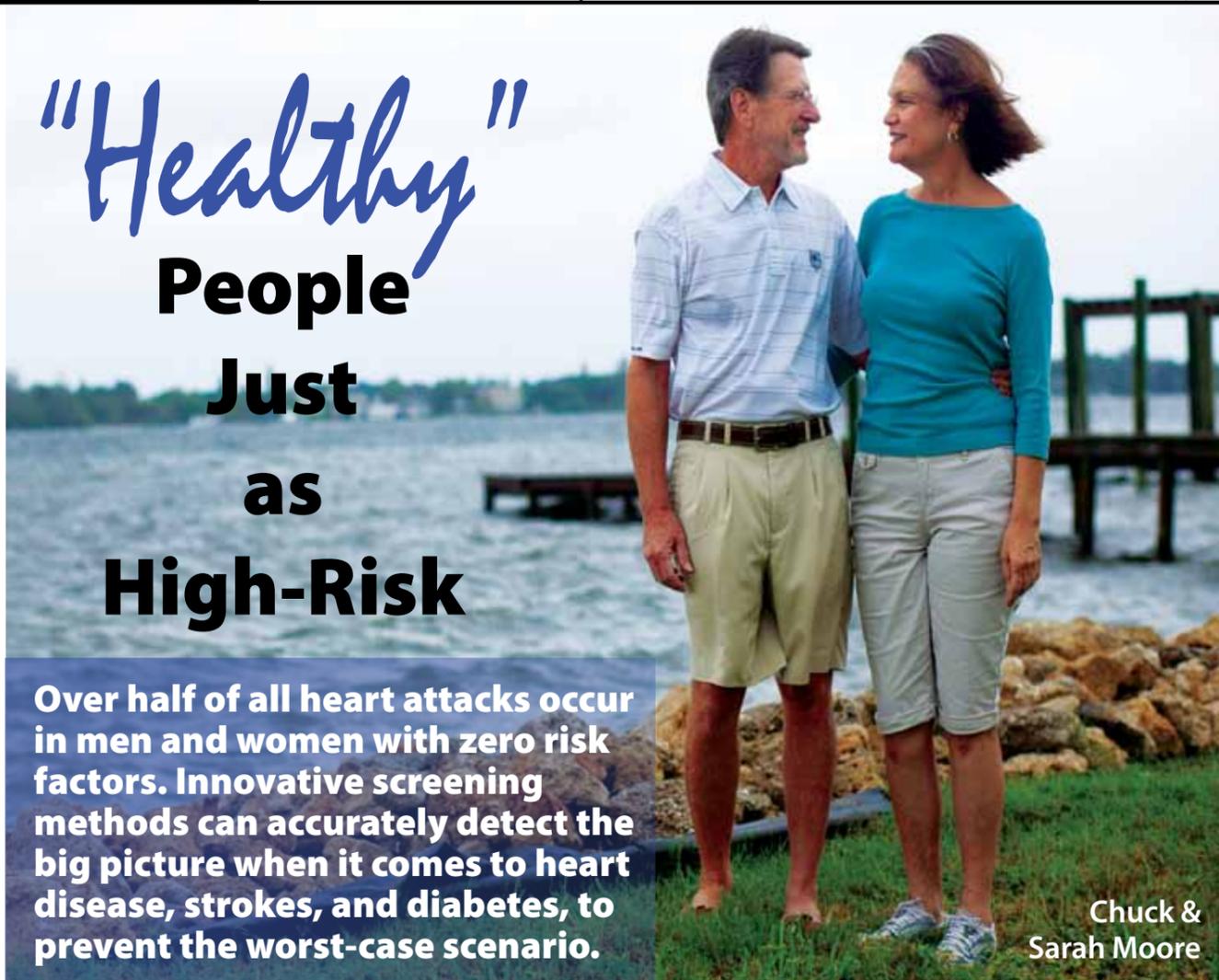
According to Dr. Lourié, insurance companies and Medicare do not consider this screening medically necessary, despite the fact that published research proves it to be ten times more accurate than traditional testing, one of the many factors that led him to change his practice from traditional to concierge.

"National statistics show cardiovascular disease as the number one killer of men and women," he states. "We should be screening for the top risk, but we don't."

When their test results came back, Chuck and Sarah were shocked to discover

**"Healthy" People Just as High-Risk**

**Over half of all heart attacks occur in men and women with zero risk factors. Innovative screening methods can accurately detect the big picture when it comes to heart disease, strokes, and diabetes, to prevent the worst-case scenario.**



Chuck & Sarah Moore

FHCN PHOTO BY AMANDA SMITH

Chuck and Sarah Moore reduced their risk for diabetes and heart disease in just a few months.

they both had plaque in their arteries, chronic inflammatory disease of the blood vessels, and that they were insulin resistant – on the road to type 2 diabetes.

"We've learned that the blood is so much more complicated than just cholesterol levels," notes Chuck. "There are so many other important facets to consider."

Ready for a transformation, the Moores made the choice to turn their situation around.

"It's a combination of exercise, dietary recommendation, and medication," notes Dr. Lourié. "Walking an extra thirty to sixty minutes every day and eating a low-carbohydrate diet consisting of vegetables, fruit, and high-quality protein substantially lowers your chance of having a stroke, heart attack, or developing diabetes."

To give his patients a tangible look at their results, Dr. Lourié provides color-coded spreadsheets listing all of their risk factors; a detailed report card of their progress. Green equates to excellent, yellow is caution, and red means that factor is alarming or high risk.

"That's how we show patients like Chuck and Sarah their progress," says Dr. Lourié. "It motivates them to continue because they receive regular proof that their risk is decreasing. Patients need to know that their time and effort is worth it."

"The more ways you receive information, the more meaningful it is," agrees Sarah. "Being able to visually see results and getting to take them home

is beneficial, as well as comparing the spreadsheets every three months to chart your progress."

**Reverse heart risks**

While the Moores have only been following Dr. Lourié's protocol for less than a year, they have seen vast risk reduction.

"Our blood work has markedly improved," Sarah reports. "The diet and exercise recommendations were so simple, but effective. It's amazing how quickly things can change."

"We're both really happy with what's happening," adds Chuck.

Dr. Lourié firmly believes that catastrophic heart attacks and strokes can be eliminated with early screenings, medication, and lifestyle changes.

"Like anything in life, if it's caught before a large amount of damage is done, the effort to fix it is lower and the long-term benefit is greater," says Dr. Lourié. "When we see someone headed for danger, we can start the work of reversing the process and put safety nets under them."

The majority of Heart Attack Prevention Center patients have seen the type of success Sarah and Chuck have experienced.

"All of their risk is just about gone," Dr. Lourié confirms. "They're basically 'heart-attack-proof' at this point. We implement tools that have been proven to work, and personalize each individual's action plan; the basis of true prevention.

It's going above and beyond the average model of care to provide optimal care."

"I can't think of anyone who would not benefit from this kind of diagnostic approach to medicine," Chuck says, "trying to prevent an incident rather than dealing with illness when it occurs."

Although the Moores are thrilled with their new, healthier bodies, they also appreciate the individualized attention Dr. Lourié provides to all of his patients.

"When you go into the office for a consultation or visit, he is able to spend an entire hour with you," describes Sarah.

"I've never felt like Dr. Lourié was in a rush," Chuck continues. "We consider him to be our primary care physician."

Even for people who appear to be healthy, Dr. Lourié encourages them to get thorough screenings to gauge their risk for diabetes and heart disease.

"Over eighty-five percent of all heart attacks originate from mild and moderate plaque ruptures," he cautions. "People can pass a stress test today and have a heart attack next week. Over half of heart attacks occur in people with zero risk factors, so traditional methods of detection miss that entire group of the population."

FHCN—Jennifer Moore

Dr. Lourié'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 his seminars on heart attack and stroke prevention, please contact John Lourié, MD, at (941) 746-5200. His office is located at 4900 Manatee Avenue West, Suite 201, in Bradenton.



John Lourié, 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. Lourié on the web at [www.heartattackpreventioncenter.com](http://www.heartattackpreventioncenter.com)