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## Do You YOGA?

September is Yoga Awareness Month and we encourage you to give it a try. Although the popularity of yoga is newly on the rise in this country, it is one of the few practices which has sustained for thousands of years on multiple continents throughout the world. So there must be something to it, right?

As those who practice yoga will tell you, the benefits are numerous on many levels; yet it is hard to comprehend until you experience it. It can be exercise for the body, peace for the mind, and a window for the spirit. It may be one of these things for some, and all of these things for others.

With approximately 20 different styles practiced today - from gentle and restorative to toning and detoxifying - the greatest challenge is finding the one that is right for you. Although most are based on the same physical postures, each has a particular emphasis such as flow, breath, alignment or meditation.

But one of the shared principles is this: Yoga is not about how well you do compared to others in the room. It is about you and your yoga mat on that day, at that time. A resonating focus is on positive thought and calm mind, and our local yoga community is one of the friendliest and most welcoming you will find.

We spoke with a variety of Valley residents - from ages 9 to 93 - who practice yoga. They are all busy people with full schedules, friends and family who feel their lives are richer, and even easier, because they make their yoga practice a priority.

**Mike Harris (53) Indian Wells**  
**Financial Advisor, Avid Cyclist, Soccer Coach, Dad**

Mike has a corporate job and, like many of us, has spent 30 years sitting at a desk. In addition to driving his son to Temecula for his traveling soccer team twice weekly, Mike coaches a competitive team himself.

He has been doing yoga for four years and tries to fit it in two days a week. "I find that yoga reverses some of the impact of sitting at a desk for all those years," he says referring to the back bend and hip opening postures that counteract the seated position.

He also notes that it is also a great way to release stress and to unwind. "When I played more golf, the standard practice was to end the round with another at the bar where everyone shared their aches and pains. All the people I have encountered in yoga are very positive. It's a healthy lifestyle and you are around others who eat well, take care of their bodies, and are happier because of it."

Continued on page 11



## Health is a Choice

**Good health is a conscious choice often brought on by a strong passion for change.**

Choosing to go into health care often starts with the same passion, but is directed at helping others. And with the many changes and challenges facing today's health care system, launching into medicine with that sincere passion and purpose is more important than ever.

According to Medscape's 2012 Physician Compensation Survey Report, physician income overall is dropping; however, low-earning specialties such as primary care, internal medicine, and pediatrics did see slight increases. "Due to the physician shortage in primary care, their incomes should be increasing," said Tommy Bohannon, Divisional Vice President for Merritt Hawkins, a physician-recruiting company.

That need is certainly felt here at home where county health rankings indicate a primary care physician ratio of 1,476 to 1 in the Coachella Valley versus the national benchmark of 631 to 1.

Eisenhower Medical Center's new School of Graduate Medicine Education, which launched in 2011, is working to fulfill this need. Based on an independent Reuter's survey, they point to a deficit of 102 primary care physicians and this July welcomed their first class of 22 medical residents. The program establishes Eisenhower as one of only 25 community hospitals in California to become a teaching hospital.

So we were excited to speak with our Valley's future physicians to understand why they chose Eisenhower's program, as well as their reasons for going into medicine. Those with whom we spoke are well aware of the challenges, but at the same time are passionate about science and the prospect of making a difference in people's lives.

"The enthusiasm and energy from the Eisenhower team is why I chose this program," states Abigail Soto from Riverside. "It may be a new program, but it comes with 25 years of experience from other universities, medical centers and hospitals, so the foundation is very strong." Southern California resident Benjamine Mahdi considers pioneering

Continued on page 5

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## Let's Set Some New Goals

Don't you love setting goals? Goals give you purpose, and purpose enriches your life.

On my list of "things to do at 40" (which I still carry with me), is 'practice yoga on a regular basis.' I had practiced it off and on over the past 20 years and knew that yoga always made me feel better. So I set it as a goal for my upcoming birthday... and then checked it off eight years later.

But now yoga is a priority for me, and I am reaping the many rewards inside and out. It was enlightening to speak with others on how the practice has enriched their lives. Many of their answers resonate with me, and I encourage everyone to make time for yoga.

Then there are the really big goals, like becoming a doctor, and we are proud to feature the Valley's inaugural class of medical residents in this issue. It is inspiring to hear their reasons for choosing their profession. Many practicing doctors will read this and say 'yes, that was me,' however, this group seems to be well aware of the significant changes in health care and the challenges they face.

Today's new doctors truly need to have passion for their purpose. It won't be easy and probably not as profitable as it was for their predecessors. We salute them and hope they choose to remain in our community and to help fill our need for primary care physicians.

With season quickly approaching, let's all set some new goals. Think of something that will enhance your life – maybe starting your own yoga practice or going back to school. Maybe something that has been on your list for a very long time. No need to wait eight years. Embrace it today and make it happen. As Woody Allen famously stated, "Seventy percent of success in life is simply showing up."

Here's to reaching your goals!

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Lauren Del Sarto  
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J. Scott Driscoll, Richard Whitehill

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## Client Care Extraordinaire

### Desert AIDS Project transcends whole person care

By Lauren Del Sarto

Many of us remember that chilling day in 1981 when the first diagnosis of AIDS was reported. It wasn't long before this international epidemic took the world by storm as medical professionals and researchers worked feverishly to determine the cause, treatment and effect.

Here in the Coachella Valley, a small group of concerned volunteers joined forces to help a growing number of people who were becoming desperately ill - often dying within weeks or months. This caring group grew quickly and was established in 1984 as Desert AIDS Project (D.A.P.). They will complete their 30th year of service on August 22, 2014.

You probably know D.A.P. as an active local charity producing star-studded events to raise awareness and much needed funds for their cause, or as a medical facility providing health care and counseling services to those in need.

But D.A.P. is so much more. Their dedicated team has created an integrated facility unlike any other which caters to the medical, emotional, spiritual and social needs of its clients. Their programs are in alignment with evidence-based models endorsed by regulating agencies, advocacy groups and experts in the field, and revered by many similar organizations.

D.A.P. offers everything from free screenings, food service and dental care, to yoga, acupuncture, housing assistance for eligible clients, and even a dog park for residents of Vista Sunrise, a permanent, supportive housing complex on the D.A.P. campus. The organization seeks to meet the needs of all persons living with HIV or AIDS. They accept a wide variety of public and private insurances, offer sliding fee scales, and link uninsured, low-income clients to financial assistance and subsidized programs.

"Our program model is called a medical home, which means that health care is at heart of what we do," states CEO David Brinkman. "But we realize that you have to serve the whole person - considering their nutrition, the stress in their lives, their social interactions - in order to accomplish successful outcomes."

D.A.P. is an exemplary model of integrated health care offering a breadth of services including:

**Clinical Services.** The main Palm Springs campus provides primary and HIV-specialty care; an on-site Walgreen's Pharmacy and Labcorp station for blood work; rapid-result HIV testing (free and confidential); case management services; a dental clinic; and home health care. They also have a health care clinic in San Bernardino, a case management and HIV testing facility in Indio, and more than two dozen HIV testing sites throughout the Valley.

**Complementary Therapies.** Regular classes are held offering yoga, meditation, acupuncture, nutrition education, guided imagery and affirmations, and dance therapy.

**Wellness Support Services** include individual counseling, therapy groups, health education, substance abuse programs, smoking cessation, and groups offering specialized support for women

living with HIV, clients battling co-infection, and Latinos and Latinas living with HIV.

**Case Management Services** are also offered to help patients navigate benefits eligibility and link to resources both on-site and in the community, such as employment assistance, a computer lab, legal aid, and even housing in the adjacent 80-unit Vista Sunrise Apartments for low income clients living with HIV.

#### Community Center.

D.A.P. is a primary community center for many and hosts numerous social events each week, including 'pizza and a movie' each week, sewing and quilting classes, and even 'HIV & Afternoon Tea.'

Running an operation of this magnitude is no small task. "It takes a community to accomplish our mission," states Brinkman who contributes D.A.P.'s success to their 100 employees, 500 active volunteers, 15 hard-working board of directors, and their many donors and supporters, all who work tirelessly to serve over 2,200 clients, and to reach an estimated 6,000 adults and children with prevention education each year.

While their recognition is national, their work and focus remain at home. "Beginning our 30th year of service, Desert AIDS Project still lies at the epicenter of the epidemic locally for vulnerable populations," said Brinkman. "While huge strides have been made all around the world since the

first diagnoses, and we hope that we are on the brink of creating an 'AIDS-free generation,' we still have much work to do caring for those who need our help, and preventing the further spread of HIV."

D.A.P. welcomes new volunteers and offers tours of their Palm Springs facility located at the corner of Sunrise and Vista Chino. Upcoming fundraising events including the 2013 Desert AIDS Walk (Oct. 19), Dancing with the Desert Stars (Nov. 22) and SPARKLE! All-Star Holiday Concert (Dec. 11). For more information contact Desert AIDS Project at 760.323.2118 or visit [desertAIDSproject.org](http://desertAIDSproject.org).



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Anal cancer is a rare disease, with only 7,060 new cases, and 880 deaths estimated for 2013. When broken down by gender, the incidence is only 1.9 per 100,000 women per year, and 1.5 per 100,000 men per year. However, in HIV positive gay/bisexual men, the incidence is increased 100-fold, with estimates of up to 137 per 100,000. One explanation could be the increased lifespan gained from the introduction of highly active antiretroviral treatment (HAART), resulting in greater time for anal cancer to develop.

#### Risk Factors:

**Human papillomavirus (HPV).** As with cervical cancer in women, HPV is a major risk factor for developing anal cancer. Approximately 93% of HIV positive and 61% of HIV negative gay and bisexual men have HPV infection of the anus.

**Immunocompromised state.** This includes HIV positive men and women, patients on chemotherapy, and men and women on immunosuppressive medications (organ transplant recipients, patients on tumor necrosis factor blockers) are more susceptible to viral infection and cancer.

**Multiple sex partners.** As there may be no signs or symptoms of HPV infection, routine use of condoms is recommended.

**Smoking.** Smoking has been found to be an independent risk factor, and therefore should also be avoided.

**Signs and symptoms:** Signs and symptoms for anal cancer include pain or pressure, bleeding, pruritis, anal discharge, change in bowel movements, and a palpable mass in anal area. Unfortunately, there may be no signs or symptoms until the cancer becomes significant in size or may be mistaken for other anal disorders,

such as warts, anal fissure or hemorrhoids. It is therefore important that people at risk, primarily HIV positive persons, receive routine screening.

#### Prevention:

The most important intervention for anal cancer is screening. This should be done for all HIV positive men and women. Screening includes digital ano-rectal exams and anal pap smears. Routine high resolution anoscopy should also be considered to detect precancerous changes that can be treated to prevent anal cancer.

Vaccination may also provide protection against anal cancer. Although it has been shown to be immunogenic in HIV positive men and women, efficacy in this population has yet to be demonstrated.

#### Treatment:

The mainstay treatment for anal cancer is radiation and chemotherapy. It has an overall success rate of 70%. For recurrence after radiation and chemotherapy, surgery is the only option.

#### Conclusion:

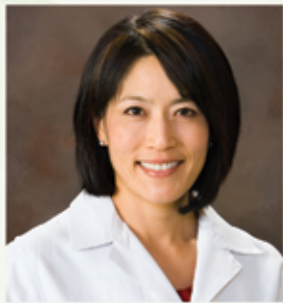
Considering the significant increased risk for sexually active gay/bisexual men, routine screening is advocated in this high risk group, as well as HIV positive women. As there is a strong correlation with HPV infection and the development of anal cancer, measures to decrease HPV infection, such as abstinence, use of condoms, and possibly vaccination against HPV, are all methods to be considered.

Dr. Johnson is a board-certified general surgeon with Premier Surgical Associates in Palm Spring and can be reached at 760.424.8224. For more information on this topic, contact Desert AIDS Project at 760.323.2118.

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**Hear ye, hear ye!** I've been waiting for this news – as have most of the doctors, surgeons and health care practitioners who have seen lung cancer kill the many who could have been saved with early screenings. It's about time!

After decades of debate, guidelines issued recently by the U.S. Preventive Services Task Force call for annual CT screening of current and former smokers aged 55-80 with a history of smoking the equivalent of a pack a day for 30 years, or 2 packs a day for 15 years. The recommendation applies to those who have quit smoking within the past 15 years.

Lung cancer screening guidelines are in response to the results of the National Cancer Institute's sponsored national lung screening trial (NLST). NLST findings published in the New England Journal of Medicine in August 2011 reported evidence that low dose chest CT screening reduced lung cancer mortality by 20%.

This is huge in the fight against lung cancer because this recommendation, if accepted by the U.S. Congress, will require insurance companies to cover such "preventive services." Many major organizations like the American Cancer Society and the American Society of Clinical Oncology have already endorsed guidelines for lung cancer screening, but the U.S. Preventive Task Force is the final step in making screening chest CT scans as common as mammograms and colonoscopies. This kind of screening can prevent as many as 20,000 deaths per year.

According to the new guidelines, the recommendation is an annual low-dose CT of the chest for people aged 55 to 80 with a history of smoking. The peak incidence of lung cancer in the US is age 73. Right now only approximately 15% of all lung cancers are being diagnosed in an early stage amenable to surgery for cure. When lung cancers are found earlier, the five-year survival rate dramatically improves from 15% to over 90%. We have been saying for years that people should not wait until they have symptoms because then it's too late!

The risk for lung cancer is different for each person. If you are in this category, talk to your doctor about getting a CT scan to screen for lung cancer. Ask for a clear explanation about the possible benefits and risks of being screened for lung cancer. There are some risks and not everyone should be screened. Only Low Dose CT scans are recommended for screening. Chest X-rays are not recommended.

Lung cancer screening will help us detect lesions earlier and minimally invasive surgery allows the patient to get back to their normal routine quicker. Make sure you always know your options and remember there are no dumb questions.

Screening for lung cancer may save your life. Call my office with any questions or to schedule a consultation.

**The best way to prevent lung cancer is to never smoke or stop smoking now. If you are still smoking, talk to your doctor about ways to help you quit smoking.**

Dr. Presser is a board certified thoracic surgeon specializing in minimally invasive procedures. He is an advocate for prevention and encourages lung cancer screenings which are proven to save lives. He welcomes your questions and can be reached at 760.424.8224.

Health is a Choice Continued from page 1

the program an incredible opportunity. With hundreds of programs from which to choose, Eisenhower was his first choice as well due largely in part to the Medical Center's distinguished reputation.

Eisenhower has put forth a concerted effort to make their new team feel part of our local community. They will experience a vast array of patients including working alongside Eisenhower physicians at Coachella Valley's only free medical clinic, Volunteers in Medicine. This contribution will not only plant the seeds of good will, but will also help fill VIM's overwhelming need for volunteer medical staff.

Reference: 1) countyhealthrankings.org

**We are pleased to introduce each new resident noting their hometown, medical school, and a brief quote on why they chose to become a doctor.**



**Michael Bogoyevac**  
American University of the Caribbean



**Roberta De Joya-De Keyser**  
Manila, Philippines  
University of the East  
"Being a physician combines my passion for the life sciences and desire to make positive change in people's lives."



**Rachel Felber**  
San Diego, CA  
Sackler School of Medicine, Tel Aviv University  
"To work in a mentally stimulating field which provides a tangible sense of doing good for the community."



**Eric Fok**  
Tufts University School of Medicine



**Matin Hemmat**  
Los Angeles, CA  
University of California, Santa Barbara  
"It is an incredible feeling to apply my knowledge each day to help improve an individual's quality of life."



**Tiffany Jen**  
Brea, CA  
Temple University  
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Continued on page 10

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## Multiparametric MRI for Early Detection and Active Surveillance of Prostate Cancer

By John F. Feller, MD

Prostate Cancer is the most common cancer in men with 1 in 6 men being diagnosed with the disease at some point in their life. Like any cancer, early detection of prostate cancer gives the patient more options for managing or treating their disease.

Currently, the most widely used screening tools for prostate cancer are the Digital Rectal Exam (DRE) and Prostate Specific Antigen (PSA) blood test. The PSA blood test was approved by the FDA in 1986 for monitoring confirmed cases of prostate cancer, and was approved in 1992 for screening for prostate cancer. Studies have shown that the introduction of screening serum PSA for detecting prostate cancer reduced the number of deaths from prostate cancer by 20%; however, it also has led to an increase in over diagnosis and overtreatment of prostate cancer. Overtreatment of low risk prostate cancer can include unnecessary whole gland therapies such as radical prostatectomy and radiation therapy which have potential long term side effects, mainly erectile dysfunction and urinary incontinence.

Over the past five years clinicians have learned more about the behavior of prostate cancer which has enabled physicians to treat intermediate and high risk cancer while only monitoring low risk cancers that would never kill a patient. Research has determined that patients with low risk prostate cancer (serum PSA < 10 ng/ml, Gleason Score 3+3=6 or less, low volume, confined to the prostate gland) have a very small chance of developing metastatic disease and a very small chance of dying from their prostate cancer. This represents approximately 45% of newly diagnosed prostate cancer patients in the U.S. and Canada, or approximately 150,000 men per year. Monitoring low risk prostate cancer is categorized as Watchful Waiting (WW) and Active Surveillance (AS). These terms have been used interchangeably for years, but there are differences between them.

**Watchful Waiting (WW)** is for men who have low risk cancer and a life expectancy of less than 10 years, or have a history of serious health problems that may make some treatments too risky. Typically, patients will have a DRE and PSA test every 6 – 12 months. Hormone therapy may be used if the cancer begins to spread and the patient becomes symptomatic.

**Active Surveillance (AS)** is appropriate for younger men with low risk cancer who wish to postpone or avoid definitive treatment, or older men for whom the cancer may never cause a problem. Typically patients will have a DRE and PSA every 3 – 6 months and a biopsy once a year.

Areas of concern for both of these methods are the accuracy of the diagnosis of the cancer. PSA tests can identify if there is a problem, but it can't distinguish the cause. PSA levels can be elevated due to prostate cancer but also due to benign causes such as BPH (benign prostatic hyperplasia) or prostatitis. The Gleason Score is the most important biomarker for determining the prognosis of prostate cancer. Currently, most pathology scores needed to determine Gleason Scores are acquired

through a Transrectal Ultrasound-guided biopsy (TRUS). While TRUS biopsies are still the most common method for biopsy, it has an error rate of 35% because the samples are taken randomly. Random sampling can also find clinically insignificant cancers while missing a more aggressive cancer. Also, some tumors may be under graded (under Gleason Scored) due to the random sample picking up the low grade portion of the tumor and missing the high grade component. This contributes to the fact that over time, one third of patients in Active Surveillance will be reclassified as higher risk for progression of their prostate cancer and will then be offered definitive treatment.

New technology has emerged that will assist physicians in more accurately Gleason Scoring a patient's cancer before electing to go on watchful waiting or active surveillance of the cancer. Radiologists have developed a diagnostic imaging exam called a Multiparametric MRI of the prostate gland which accurately detects tumor-suspicious regions that can then be targeted with MR guided biopsy of the prostate gland. This type of biopsy is targeted, not random.

A Multiparametric MRI uses three different types of images to see inside the prostate gland. The first are T1- and T2-weighted imaging which show the anatomy of the gland. Second is diffusion-weighted imaging (DWI) which identifies areas where motion of water molecules is restricted due to cancer tissue, and the third is dynamic contrast enhanced imaging (DCE) which uses gadolinium-based contrast to find areas where new blood vessels are growing (cancer cells make their own blood vessels to supply themselves with oxygen and nutrients). All of these images are sent to a computer workstation to aid the radiologist in interpreting the images with the goal of finding tumor-suspicious regions. This is called Computer Aided Detection (CAD).

Should a tumor-suspicious region be found, a real time MRI-guided biopsy can be performed to acquire core samples from the target region and accurately determine the Gleason Score. MRI-guided biopsies have a 90% accuracy core sampling rate compared to TRUS's 65% accuracy rate for prostate cancer with a Gleason Score of 7 and above.

Benefits of MRI for assisting in Watchful Waiting and Active Surveillance are:

- Multiparametric MRI's are non-invasive. Patients who elect WW or AS can get a baseline study performed to make sure they are truly a good candidate for expectant management. While in AS or WW, the Multiparametric MRI can be repeated if there is a change in the DRE or PSA to determine if there is a higher risk of progression of the prostate cancer.
- MRI-guided biopsies can ensure that the Gleason Score is accurate so that patients may be correctly directed to WW/AS or definitive treatment.

If you or a man you know is considering conservative management of prostate cancer, the good news is that there is an important emerging role for MRI. Multiparametric MRI is proven to be helpful in the detection and localization of prostate cancer as well as helping to determine the prognosis and appropriate management of patients with prostate cancer.

Dr. Feller is a Board Certified Radiologist at Desert Medical Imaging which has a MRI based prostate cancer program. Please visit their website [www.desertmedicalimaging.com](http://www.desertmedicalimaging.com) for more information or call 760.694.9559.

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DMI is the first to offer a clinical trial for MR-guided Focal Laser Ablation for treatment of prostate cancer. This breakthrough technology is an alternative to whole gland therapy in carefully selected patients.

The benefits of MRI for prostate cancer are obvious: more accurate, no radiation, less invasive and fewer side effects.

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## Eisenhower Wellness Institute Renews Focus

**Dr. Jeralyn Brossfield Leads the Charge**

By Lauren Del Sarto

When the Eisenhower Wellness Institute (EWI) launched three years ago, it was Eisenhower Medical Center's inaugural effort to support the community by providing guidance for making healthy lifestyle choices. Programs were tailored to meet individual objectives concerning midlife changes, weight management, sports medicine, memory preservation, stress management, and integrative health care.

While many of the programs like the Executive Physicals and Lifestyle Programs for Weight Loss flourished, the mission of creating a community-wide culture of health demanded a broader approach. Initially the Institute's primary offerings were based only in the Argyros Building in La Quinta with a focus on community outreach versus internal efforts.

In June, EMC brought in a new director, 11-year valley veteran, Jeralyn Brossfield, MD, known within the community for her successful medical practice with Dr. Lisa Lindley which promoted healthy lifestyle practices like nutrition, yoga, and meditation, and eventually became the Eisenhower Women's Health Center. Their integrated approach to medicine delivered results and significantly improved the lives of many grateful clients.

When planning how to expand and revitalize the EWI, Dr. Brossfield embraced a brilliant idea: Start with the health of EMC's 2,900 employees by bringing the company's wellness program under the EWI umbrella. "Our administration fully supports a 'wellness begins at home' approach where employees will have an increasing number of on site benefits to help enable healthy choices," states Brossfield.

The most relevant resource Brossfield has referenced for the EWI revitalization is the Cleveland Clinic, one of America's Top 4 Hospitals according to U.S. News & World Report 2012-2013 "Best Hospitals" rankings. The hospital attributes much of this success to their wellness efforts which are internal and community wide. In a previous Desert Health® interview, The Clinic's Chief Wellness Officer, Dr. Michael Roizen, said "Not only do we develop wellness programs that work for other employers, but we also use them with our own 42,000 employees. We live what we teach."

Starting with the employee wellness program is not the easiest route as employees aren't voluntarily walking through the doors, but Brossfield says it's a necessity. "We need to practice what we preach." Proposed programs include the implementation of "wellness breaks" where employees are supported in taking a 20-minute break during their work day to participate in a wellness practice of their choice including a guided meditation, shavasana yoga, a nap, or natural light therapy. Wellness breaks are slated to start in five pilot locations in November.

"Our goal is to create a culture of wellness," she adds. "This boils down to happy employees who are supported - and supporting each other - in a healthy lifestyle." To create, facilitate and manage these programs, Brossfield has brought on Jayne Robertson as EWI's new Mind-Body Program Manager. Robertson will be tasked with creating "wellness spaces" within EMC's valley-wide hospitals and clinics and demonstrating how to use these resources. She will also be creating a network of classes and workshops for both employees and the community with focus on stress management, yoga, meditation, and breath work.

"I am thrilled to be undertaking the role of Mind-Body Program Manager within the Institute," says Robertson. "What essentially began as a yoga prototype within Eisenhower Women's Health now has an opportunity to expand its reach deeper into our community." The intention, she says, is to offer integrated services to those seeking a holistic approach to health. "I'm looking forward to what unfolds within this collective and collaborative setting."

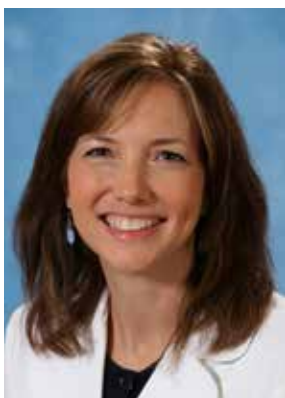
The EWI space at Argyros will be the primary hub with integrative practitioners offering kinesiology, chiropractic, acupuncture, massage, reiki, meditation, yoga, breath work, and certified health coaching. Additionally, satellite programs will be offered at EMC clinics, physicians' offices, and partner facilities throughout the community.

The Lifestyle Program for Weight Loss and Executive Physicals, renamed Executive Health Programs, will continue under the EWI. Executive Health Programs offer premier medical services with genetic, cardiac, and endocrine laboratory assessments and lifestyle plans based on personal goals.

In November, the Eisenhower Wellness Institute will begin offering Wellness Memberships to the community. These affordable memberships will cover the costs of an initial health assessment, body composition, nervous system/stress assessment, "know your numbers" report, and a goal review and plan. Member benefits will include access to all classes and workshops, options of an on-going lifestyle coaching relationship, EWI's Wellness Book Club, and input on future programming.

"We hope to become a valued resource for the community," concludes Brossfield. "And it all starts with happy and healthy employees."

For more information, contact the Eisenhower Wellness Institute at 760.610.7360.



Eisenhower Wellness  
Institute Director,  
Jeralyn Brossfield, MD

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# Is Soy Healthy?

By Jill Coleman, RN

As a natural product grown from the earth, the soybean and soy products have been heavily marketed as healthy, high protein alternatives. While there are several benefits from fermented soy products like tempeh, natto, and miso, approximately 95% of the soy products found in the US today like tofu, soy meat products and soymilk, are standardly not fermented and contain ingredients known to be hazardous to your health, especially when consumed in large quantities.

The good news? The fermentation of soy products can convert minerals like iron, calcium magnesium, potassium, selenium, copper and zinc into more soluble forms so that the body gets more of the provided nutrients. Soy fermentation can also increase the total amount of vitamin and mineral content in the final product, and some of the yeasts commonly used during the fermentation process add large quantities of

thiamin, nicotinic acid and biotin, creating an even healthier overall product.<sup>1</sup>

However, unfermented soy contains large quantities of phytic acid which inhibit your body from absorbing these minerals from your digestive tract into the blood stream. (The fermenting process reduces the phytic acid and thus the health risks). A large quantity of the soy on the market is also bio-engineered, or genetically modified which activates the body's own defense mechanisms and can lead to allergies and auto-immune diseases.<sup>2</sup>

Maybe most concerning is that soy beans contain large amounts of phytoestrogens which mimic natural estrogens in the body and are linked to breast cancer. It is important to note that Asian cultures standardly consume less than one tablespoon of fermented soy a day, compared to many Americans now consuming soy milk, hot dogs, burgers and

unknowingly, many products containing soy fillers including protein bars and cereals.<sup>3</sup>

In 2008, the Israeli Health Ministry released the results of a study by a 13-member committee of nutritionists, oncologists, pediatricians and other specialists concluding that “the estrogen-like plant hormones in soy can cause adverse effects on the human body.” They strongly urged consumers to minimize their consumption of soy foods warning that babies should not receive soy formula, that children should eat soy no more than once per day to a maximum of three times per week, and that adults should exercise caution due to increased risk of breast cancer and adverse effects on fertility.<sup>4</sup>

In October 2009, Cornell University's Program of Breast Cancer and Environmental Risk Factors issued a warning that women at risk for breast cancer should limit their soy consumption. Cornell noted that researchers once thought that soy phytoestrogens would block the effects of endogenous estrogens in the body to reduce breast cancer risk, but are now seriously concerned

about the mounting evidence that high-soy diets cause greater cell multiplication in the breast. Increased cell multiplication is a widely acknowledged risk factor for the development of breast cancer.<sup>4,5</sup>

Following this report, the Journal of the American Dietetic Association stated that the high intake of soy may increase breast cancer risk and that “health professionals should take an active role in communicating and clarifying such information.”<sup>4</sup>

Jill Coleman has been a registered nurse for over 21 years working at a variety of Southern California hospitals including UCLA's Heart Transplant Step-down Unit and LAUSC County Hospital's Trauma Unit. She has studied holistic medicine since the late 1990's, and promotes the use of medicinal grade, whole food and organic remedies in her practice. For more information on foods and menopause, visit her blog at [www.JillColemanRN.com](http://www.JillColemanRN.com).

References: 1) Alive.com "Fermented Soy Foods" by RoseMarie Pierce, BSc Pharm; 2) [www.foodrenegade.com/dangers-of-soy](http://www.foodrenegade.com/dangers-of-soy); 3) <http://www.drpepi.com/soy-protein.php>; 4) Wise Traditions in Food, Farming and the Healing Arts, the quarterly magazine of the Weston A. Price Foundation, Fall 2005; 5) <http://ecommons.library.cornell.edu/handle/1813/14416>



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# Are You a Candidate for Lasik?

By Wallace Goldban, MD

Are you constantly looking for your glasses when you get up in the morning? Are you tired of all the work involved in wearing contact lenses? You are probably one of the many people who have considered Lasik surgery, but have wondered if it is right for you and/or if this is the right time to have the procedure done.

Laser in situ Keratomileusis, commonly called Lasik, is a procedure which uses a laser to reshape the cornea and eliminate nearsightedness, farsightedness or astigmatism.

There have been many new developments with Lasik over the past few years. During the procedure, a flap is created using a precision instrument (a microkeratome) to pull back a part of the superficial cornea allowing the laser to then reshape the cornea. This flap used to be made by a blade, however, full-laser Lasik is now possible and reduces complications.

Another recent advancement is wavefront guided Lasik which offers more customized surgery and improved results. Both eyes can be operated on the same day and in most cases patients notice the difference in their vision the next day. Usually eye drops are needed for a limited time to help healing, but there is no pain involved. Patients are slightly sensitive to light while healing.

So how do you know if Lasik is for you? When considering the procedure, it is important to determine your goals and to discuss them with your surgeon. Here are a few things to consider:

- Lasik will not eliminate your need for reading glasses if you are over 40.
- Your eye glass prescription should be stable for at least one year prior to surgery. If your prescription is changing, this may not be the best time to consider Lasik.
- People with really strong prescriptions are not good candidates because the laser can't correct these prescriptions.

During your screening exam, the ophthalmologist will examine your eyes and make sure that no other eye conditions are present like cataracts, glaucoma or macular degeneration.

If dry eyes are present, patients should be treated for that before undergoing Lasik surgery. Another thing the surgeon will look for is the corneal thickness since thin corneas might not have enough tissue to undergo the reshaping process.

If you wear contact lenses don't wear them to your screening exam because contact lenses change the shape of your eye. In fact, patients who wear soft lenses shouldn't wear the contacts for a week or two prior to the exam, and hard lenses you should not be worn for up to six weeks prior.

The results of Lasik are excellent, and recent studies have shown between 92 and 98 percent of people undergoing this procedure are happy with their results.

And remember, Lasik is eye surgery, so always consider a doctor with proper qualifications with whom you feel confident and comfortable.

Dr. Wallace Goldban is a board-certified ophthalmologist specializing in Lasik surgery and cataract removal. He has over 20 years of experience and is a graduate of the Albert Einstein College of Medicine. He has office locations in Palm Springs and Palm Desert and can be reached at 760.320.8497.





A Heartfelt Goal That Begins With You

The health of the United States has hit a new low with millions of Americans at risk for heart disease and stroke. Consequently, The American Heart Association (AHA) has set a lofty goal of improving the cardiovascular health of ALL Americans by at least 20 percent by the year 2020.

But they realize that this effort starts at home with individuals making healthier lifestyle choices, eating better and getting more physical activity. These individual decisions will not only impact our own health, but that of the next generation.

To support our efforts, the AHA and the American Stroke Association (ASA) are launching the My Heart. My Life. movement designed to change the way Americans – including children - think about their health.

“My Heart. My Life. is about embracing an overall healthier lifestyle to improve cardiovascular health,” said Cindy Stillman, AHA Coachella Valley Executive Director.

“The most direct path to reducing the death and disability caused by heart disease and stroke is to prevent the development of the poor habits that increase the risk factors in the first place.”

Heart disease and stroke are two of the deadliest diseases in America. The My Heart. My Life. movement is a national rallying cry for change through simple behavior adjustments that help people feel better and live longer. The AHA/ASA have developed a number of activities under the campaign umbrella including increased health education for adults and kids, helping communities find ways to eat healthier and stay physically active, and advocacy for better public policy

in important health areas such as anti-smoking laws.

“It’s never too late to start making heart healthy decisions, but someone has to point you in the right direction first,” says Stillman. “And that’s our objective – the objective of the American Heart Association.”

Where can you begin?

Start by visiting MyLifeCheck.Heart.org and completing the Life’s Simple 7® Action Plan. The educational checklist was designed by the AHA to deliver on the hope we all have—to live a long, productive and healthy life. The plan message is clear: any person can make these changes, the steps are not expensive to take, and even modest improvements to your health will make a big difference. Start with just one or two steps and go from there.

Secondly, take part in the Coachella Valley Heart Walk at the Palm Desert Civic Park on November 2. The non-competitive, three-mile walk is open to everyone from friends and family members of all ages to local companies. There will educational booths, and nursing students from CSUSB Palm Desert Campus and College of the Desert will be providing blood pressure and heart rate checks. Visit CVHeartWalk.org to get involved.

“Changing how we eat and how we react to the simple choices that affect our health can stop heart disease,” adds Stillman. And it is these individual actions which will help the AHA reach their 2020 heartfelt goal.

For more information visit MyLifeCheck.Heart.org or CVHeartWalk.org.



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## Health is a Choice

Continued from page 5

<p><b>Joseph Kallini</b>                  Downey, CA                  Baylor College of Medicine                  "I wanted to come home from work every day knowing that I've improved people's lives."</p>	<p><b>Benjamin Kelley</b>                  Rush Medical College at Rush University</p>
<p><b>Hamid Khessali</b>                  Isfahan University, Iran</p>	<p><b>Benamine Mahdi</b>                  Ross University School of Medicine</p>
<p><b>Steve Marchenko</b>                  Los Angeles, CA                  UC Irvine                  "Making a positive impact in a patient's life motivates me to be the best physician I possibly can."</p>	<p><b>Louis May</b>                  San Diego, CA                  Centro de Estudios Universitarios                  "For the intellectual challenge and the humanistic character of medicine."</p>
<p><b>Laurel Methot</b>                  Rush Medical College at Rush University</p>	<p><b>Mark Minot</b>                  Laguna Beach, CA                  St. George's University                  "I love science and technology and wanted to help people, so I went to med school after I retired."</p>
<p><b>Hoda Mojazi-Amiri</b>                  Tehran, Iran                  Tehran University of Medical Sciences                  "I like the intellectual challenge of medicine and the ability to help people in a tangible way."</p>	<p><b>Kiavash Nemati</b>                  UCLA</p>
<p><b>Ryan Reddick</b>                  Newport, OR                  USC Keck School of Medicine                  "The challenge of medicine will never dissipate with time. Neither will the rewards of helping others."</p>	<p><b>Damoun Rezai</b>                  Walnut, CA                  Ross University                  "H.E.L.P. thrive." (Help Every Living Person)</p>
<p><b>Abigail Soto</b>                  Riverside, CA                  University of Montemorelos                  "I chose a profession that optimizes what I consider character defining morals, discipline and compassion."</p>	<p><b>Alex Spinoso</b>                  St. George's University</p>
<p><b>Alberto Torres</b>                  Boston University</p>	<p><b>Sangeetha Vineyagam</b>                  Bangalore, India                  Sri Siddhartha Medical College                  "To be able to reach out to people in need and make a real difference in their lives."</p>





Do You Yoga?

Continued from page 1

**Javier Madrigal (30) Coachella**  
**General Counselor/Associate Professor at COD, Triathlete**

Javier has done a few triathlons over the past years, but recently set his sights on his first Iron Man competition taking place December 1 in Mexico. He started practicing yoga two years ago and increased his practice to three times a week this year. He finds that yoga complements his weight and cross training. "It has helped with my biomechanics and conserving energy, and I consider it the biggest contributor to staying injury free."

How does he balance training, work and yoga? "This is part of why I am doing yoga. It creates a positivity that I carry with me through all I do. It enables me to be patient and to stay focused." He adds that yoga helped him create a mindset of being calm. "Some of my friends and colleagues see this in me and have commented. Situations arise in life or at work and I am able to remain calm. Life is a journey and you have to evaluate, re-evaluate and move forward with a positive attitude."

**Kate Rust (45) La Quinta**  
**Business Professional, Mom: 2 kids, 2 dogs and 12 Polo Ponies**

Kate is a busy professional and mother who attributes much of her personal growth and well-being to yoga. She has been practicing 4-5 times per week for four years. "I used to have headaches all the time which have gone away, and I am happier with the way my body looks. I lost 10 pounds without trying and just feel more fit."

She is one of those people who can never stop and is always on the move. "Yoga is a complete release for me and helps me practice living more in the 'now,' to leave the past behind and say, 'right now everything is good.' I am happy and healthy and grateful."

**Father Benedict Reid (93) Palm Desert**  
**Active Community Member and Yogi**

Benedict is one of those centered souls with a calm demeanor to which you are automatically drawn. You would think he has been practicing yoga all his life; however, he just recently picked it up at 87 and practices twice weekly at at the Joslyn Senior Center.

"Yoga is life. It encompasses body, mind and spirit. It has loosened up my 93 year-old body and anchored my breathing, which has lifted up my mind and opened my spirit."

In yoga, he says, 'you simply keep breathing and gently walking into abundance.'

**Shawn Behernfeld, DVM (39) Rancho Mirage**  
**Veterinary Surgery Business Owner, Musician**

Shawn's surgery schedule keeps him busy, but he practices 3-4 times a week and considers yoga one of the most important elements in his life. He uses it for many things including posture and balance. "With surgery, I am often hunched over and yoga allows me to counter-bend my back from this position, balancing things out."

Shawn has been a percussionist for 30 years and says that yoga helps him with balance which comes in to play on the drum set. "Drumming is a seated dance, so it is important to have balance between the upper and lower parts of the body, as well as the right to left." He adds that some of the best drummers in the world practice yoga.

He has found it helpful through emotional and stressful times as well.

"Yoga is so important for me that I have to make time for it. It has helped me stay positive through a lot of things. I use yoga to complement almost everything I do."

**Brielle Caffrey (9) La Quinta**

Children's practice is growing just as quickly as for adults, and Brielle is what many call a 'little yogini.' This third grader at Desert Christian Academy has been practicing for two years and loves it. "Yoga exercises me and makes me feel good," which she further describes as 'rested and calmed down.'

"I am really flexible and yoga helped me get more flexible." She is going to start dance classes soon "which will help me with my yoga." (I inform her that her yoga will probably help her with her dance classes as well).

Brielle practices once or twice a week and when I ask her what she does for fun, she says, "Yoga." She adds that her favorite pose is downward dog because it is funny to see things upside down. When asked why she thinks other kids should do yoga, she says to help them calm down. "When I get in stressful situations, I use my breathing and it helps me stay calm."

This is your time to experience the many benefits of yoga for yourself. Don't blame it on lack of time, because as you've read, yoga has the ability to actually simplify a busy life, or at least the way you walk through it.

We have included a comprehensive list of yoga studies in the Valley to get you started. Many yoga events are also taking place throughout the desert including Yoga Across America on September 14, and for you seasoned vets, Bhatki Fest West September 5-8 in Joshua Tree.

Let us know how yoga helps you! Join the conversation on our Desert Health® Facebook page.

For an overview of the different styles of yoga, see the Yoga Style Guide at About.com. For information on local Yoga Across America events, contact Bronwyn Ison at 760.564.9642. For a yoga studio near you, see the following list and get started today!

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Continued on page 25

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## What is Whiplash?

By Lawrence Le Roy, DC

Whiplash describes a range of injuries as a result of a sudden distortion of the neck from hyperflexion and hyperextension.<sup>1</sup> It is one of the most common non-fatal car crash injuries with approximately one million whiplash incidents on our roads each year, and many more which are unreported.<sup>2</sup> It is also estimated that 6.2% of the US population has "late whiplash syndrome," which can show up in patients as much as four decades later.<sup>3</sup> The common reference of whiplash is a non-medical term and before the invention of the car was called "railroad spine" in connection with train collisions.<sup>4</sup>

Speeds of fifteen miles per hour or less can result in whiplash. It is the sudden jolt that causes one's head to be abruptly thrown back and sideways as one car hits another. The sudden motion can also cause bones, discs, muscles and tendons in one's neck and upper back to be damaged.<sup>5</sup>

The neck consists of seven bones that make up the cervical vertebrae. The first and second vertebra, the atlas and axis respectively, are shaped differently from the rest. The atlas and axis provide rotation of the head from side to side as well as forward and backward movement, flexion and extension. Excessive flexion and extension can cause disruption of the vertebrae.

So what exactly happens? Although the exact injury mechanism causing whiplash is unknown, it may be the result of sudden stretching of the spine, primarily the ligaments, which are often torn with the back and forth snapping of the head.<sup>6</sup> Studies have shown that when the occupant of an automobile is hit from behind, there is an axial load (compression of the spine from force exerted downward from the top) on the cervical and lumbar spine due to forces from the seat back. The cervical spine deforms into an S-shape where the lower cervical spine is forced into a backward curve (kyphosis) while the upper cervical spine remains in a forward curve (lordosis). Then the entire cervical spine is suddenly hyper-extended.

Whiplash symptoms may include pain and aching of the neck and low back, pain radiating into the shoulders, alteration of sensory feeling, pins and needles and numbness of the arms and legs, and/or headaches. These symptoms may develop right after the injury, but more often show up days later.<sup>7</sup>

Injury to the cerebrum sometimes occurs from whiplash and can be more serious. A brain injury known as coup-contra-coup may occur in severe cases. A coup-contra-coup injury occurs as the head and neck hyperextend and the brain is accelerated into the cranium first, and is then accelerated into the other side of skull as the head and neck rebound to hyperflexion or neutral position.

Diagnosis of whiplash is through patient history, examination of the head and neck, and x-rays to rule out bone fractures. Some cases may require additional medical imaging such as MRI or CT to determine other injuries.<sup>8</sup>

Dr. Le Roy is a doctor of chiropractic and can be reached at 760.771.4800.

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## Study Finds Massage Beneficial for Rheumatoid Arthritis

In April of this year, The Touch Research Institute at the University of Miami School of Medicine announced the results of a new study that concludes moderate pressure massage therapy can decrease pain for rheumatoid arthritis patients.

Additionally, the study found that rheumatoid arthritis patients experienced perceived greater grip strength and greater range of motion in their wrists and large upper joints, including elbows and shoulders, after receiving moderate pressure massage therapy for one month. The study's overview and results were published in the 2013 19th edition of Complementary Therapies in Clinical Practice Journal.

The study was supported in part by Massage Envy which has donated more than \$150,000 over the last eight years to research related to the benefits of massage therapy. "Rheumatoid arthritis is a chronic disease that causes joints to become swollen, tender and stiff," said C.G. Funk, vice president of industry relations and product development for Massage Envy. "While there is no cure to date, we do know now that moderate pressure massage therapy can help relieve pain and improve the quality of life for patients." Funk states that the findings will be utilized to better educate Massage Envy therapists, members, guests and the public.

Led by Tiffany Field, Ph.D., of the Touch Research Institute, the study examined the effects of moderate pressure versus light pressure massage therapy on 42 adults with rheumatoid arthritis in the upper limbs. The adults were randomly assigned to a moderate pressure or a light pressure massage therapy group. A therapist massaged the affected arm and shoulder once a week for a four-week period and also taught the participant self-massage to be done once daily. By the end of the one-month period, results of the study

demonstrated the moderate pressure massage group had less pain, increased grip strength, increased wrist flexion, increased elbow flexion and increased shoulder abduction. The study also found that participants in both groups experienced a reduction in depressed mood and anxiety.

"As patients with rheumatoid arthritis work with their doctors to determine the best treatment option, we recommend discussing routine massage therapy given the positive effects found in our study," said Field. "In addition to physical activity, such as yoga, moderate pressure massage therapy along with self-massage techniques can help manage the pain and stress that occurs from various forms of arthritis."

In 2011, Massage Envy formed a partnership with the Arthritis Foundation to raise awareness and funds to support the organization's mission to prevent, control and cure arthritis. In total, Massage Envy has raised more than \$1 million in two, one-day Healing Hands for Arthritis events. The brand is also a national sponsor of the Arthritis Foundation's 250 Arthritis Walk® events around the country, where local Massage Envy owners share information about the benefits of massage therapy, provide chair massages and support the Arthritis Foundation at their respective local walks. Massage Envy and the Arthritis Foundation share a common understanding about the devastating effects of the disease on the body and the potential for massage therapy to relieve and control certain symptoms.

*Serving the Coachella Valley for over six years, Massage Envy has locations in La Quinta (760.771.2244), Palm Desert (760.779.1954), and Palm Springs (760.969.4800). The valley-wide Healing Hands for Arthritis™ fundraiser is September 18th. For more information, visit <http://www.massageenvy.com/healing-hands-for-arthritis.aspx>*



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## Raja Yoga: Yoga for Mental Development

By Diane Kern

There are many ways that practitioners of yoga think about their practice. The term Hatha Yoga has been associated with physical training. Raja Yoga (also known as Royal Yoga) in contrast, has been associated with mental training by a variety of means.

In practice, the two are inextricably bound. Anything one does is profoundly affected (we might even say 'controlled') by the real-time state of both the physical body and the mind.

The benefits of yoga were little known in the US until Swami Vivekananda spoke about them in 1893 at the Parliament of World Religions. His speech caused quite a stir and significantly influenced 'spiritual thinkers' of the day. He generously characterized a variety of activities as, in effect, a type of yoga. That view allows us to slide a yogi platform beneath much that we do during the course of each day. It allows us to infuse much of what we do with spiritual intention.

As we build our businesses in the spirit of making a positive contribution to our communities, we are engaged in a 'Karma Yoga' practice. As we educate ourselves and share what we have learned with others, we are engaged in a 'Gnani Yoga' practice. As we devote time and effort to doing our part to build religious communities, we are engaged in a 'Bhakti Yoga' practice.

As you ponder life's many great questions, as you allow yourself to sink into a peaceful moment and gaze at a flickering candle, it can be said you are practicing 'Raja Yoga.' You are allowing your mind - or possibly directing your mind - to hold a particular mental state.

It is known that particular states of mind are accompanied by emotions which influence health and well-being. It is also known that past actions pre-dispose us to experience particular types of thinking and particular emotions in the future. Many spiritual leaders, philosophers, psychologists and yogis have given us the benefit of their experience and suggested ways we can work with our own mental processing to liberate ourselves from constraints born of past experience.

Raja Yoga, as it has evolved over time, has become inclusive. Many of the tools of psychotherapists such as 'affirmations,' constitute in effect, a Raja Yoga practice. Use of quiet space where perhaps you burn incense is in effect, a Raja Yoga practice. Meditation is also, in effect, a Raja Yoga practice.

Think about the many things you do that are intended to benefit others - to create and sustain wellness for yourself and your loved ones, and/or to make a useful contribution to community life. The meaningfulness of these activities will be enhanced if you make them a part of your yoga practice. How? By remembering your good intention daily. By feeling gratitude for the opportunity you have to do these things at all. It is a blessing. That mental platform which you create for yourself, is in effect, a Raja Yoga practice.

*Dr. Diane Kern is the owner of Phenomenal Mind Studios. She studied in India, is a former college professor, and a licensed psychotherapist (mft 3935). Combining yogic teachings with cutting edge science, Dr. Kern helps clients mobilize Mind Power through year-round Tele Seminars and classes in Palm Desert during the winter season. Visit [www.phenomenalmind.com](http://www.phenomenalmind.com) or <http://palmdesert.patch.com/blogs/phenomenal-mind-studios>. Contact: [diane@phenomenalmind.com](mailto:diane@phenomenalmind.com). 760-565-3484.*

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## The Virgin Crusade

By Lauren Del Sarto

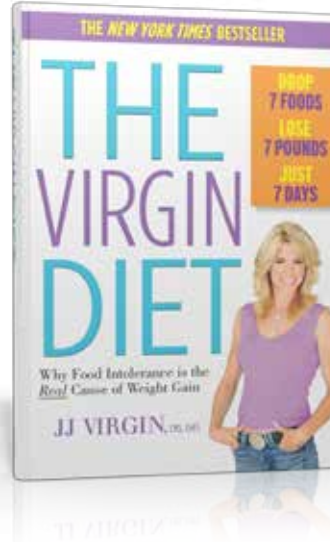
There is something special about Palm Desert resident JJ Virgin. She appears to be the girl next door all the boys adored (tall, blonde, athletic build); yet, the inquisitive tomboy who could play and explore with the best of them. In high school, she studied ballet while weight training with the football team.

Virgin's passion, inner strength and 'can do' attitude shine through when she speaks, and these attributes have certainly served her well. She is a sought-after fitness and nutrition expert, a public speaker, television personality (host of TLC's *Freaky Eaters*; PBS's *Drop 7 Foods, Feel Better Fast*), author of the NY Times best-selling weight-loss book, *The Virgin Diet*, and even a member of Mensa, the international high IQ society. She is also the mother of two teenage boys who would come to realize the depth of her strength and determination when needed most.

Her understanding of how food affects the body started young. Like many of us, she was raised on Pop Tarts and Captain Crunch; however, unlike most, she would save her allowance for trips to the health food store. She is a self-described "chronic student" taking over 40 graduate courses (and counting) including Biomechanics from Cal-State Northridge, Sports Medicine from University of Miami and doctoral level courses in Exercise Physiology, Nutrition and Aging from USC.

From her 25 years of education, experience and success with thousands of clients, Virgin surmises that weight loss is not about calories, fat, protein and carbs, but rather avoiding and overcoming food intolerance. Simply put, she says, "You won't lose weight if you are eating foods your body can't handle."

You've read about food intolerance often in *Desert Health*® and may be one of many already eliminating gluten and/or dairy from your diet (And soy? See pg. 8). But Virgin has taken this message to the masses and is educating the country on how to identify triggers and make positive changes for lasting results. "Our goal with *The Virgin Diet* was to help 1 million people lose weight this year," states Virgin. The book came out in November 2012 and over half a million are already on board.



Prior to the book, her focus was educating doctors which she continues to do. Virgin thinks big and became a nutritionist (versus a doctor) to help larger numbers of people. "I want to be a part of the change in the way the medical community views weight-loss and healthy eating."

But just as important are her numerous fans who dubbed themselves "Virginites" and continue to inspire her with their shared success stories. She leaned on this group in her own time of need, asking for positive energy and prayers, when the unthinkable happened to her 16 year-old son.

Out for an evening walk last October in Palm Desert, Grant was hit by a car going 40 mph and suffered multiple fractures, a major brain injury and a torn aorta. Hearing a "less than a 1% survival rate" kicked Virgin into overdrive and she had him airlifted to UCLA where a team of doctors saved his life.

Virgin and Grant's dad, John, spent four and a half months in the hospital by his side (while launching her book). She added vitamin shakes and complementary therapies to the medical team's daily routine. Her 'never say never' attitude, along with support from family, friends and her network of fans, all contributed to Grant's miraculous recovery. He is now home and doing better each day.

Virgin realizes that hope and inspiration are a big part of change for all of us. "My goal in educating people about food intolerance is to give people back their hope. There is so much misinformation out there and after many failed attempts, people lose hope." In her ever-so-inspiring manner she adds, "But what if all along, you were simply following the wrong set of rules?"

JJ Virgin is a featured guest speaker at this year's Desert Woman's Show & Conference November 17 & 18 in Rancho Mirage (see page 26). For tickets and information visit [www.DesertWomansShow.com](http://www.DesertWomansShow.com). The *Virgin Diet* is available locally at Barnes & Noble and online at [www.TheVirginDiet.com](http://www.TheVirginDiet.com).



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# Evidence Based Movement

## Exercise that makes an efficient impact

By Nicole Ortiz, ND

Obesity rates in America are among the highest in the world. Cardiovascular disease, diabetes and cancer are household conditions for most. The sedentary, under-slept, over-stressed, ever-indulgent lifestyle has become “The American Way.” And never before have we so needed a new relationship with exercise!

Research now offers a new twist on an old favorite causing medical experts and the average health-conscious individual to take a second look. We know that aerobic exercise has a marked impact on cardiovascular disease risk - improving serum lipid profiles and blood pressure and inflammatory markers, as well as reducing risk of stroke, acute coronary syndrome and overall cardiovascular mortality. Additionally, this type of exercise can not only prevent metabolic syndrome and diabetes, it can also be used as treatment.

The new twist is referred to as “HIIT” and is taking the country by storm. It is High Intensity Interval Training which involves repeatedly exercising at max intensity for from 30 seconds to several minutes followed by one or more minutes of recovery exercise (low intensity exercise). HIIT can be done both anaerobically (lifting weights) and aerobically (running/cycling) or even a combination of the two.

HIIT is ideal for long-term compliance because the average workout is typically completed within 20-40 minutes, eliminating the need for busy Americans to spend a large portion of their already-packed day in the gym. It is also generally a varied activity as you change up the intervals with every session in the gym keeping boredom to a minimum.

The medical benefits of HIIT include reduction of subcutaneous fat (the kind you can grab

around the waistline), improved cardiovascular fitness, and improved effectiveness in your body’s use of insulin to reduce elevated blood sugar. In comparison to your typical moderate intensity workout (like the treadmill), HIIT burns more calories and increases fat burning and energy expenditure, even after you have left the gym. This phenomenon is called EPOC (excess-post exercise oxygen consumption). You increase your metabolism for up to 24 hours after interval training, whereas continuous moderate exercise results in little of this effect.

HIIT also decreases total cholesterol and LDL-cholesterol, while increasing HDL-cholesterol and improving endothelial function, blood pressure and glucose regulation. Perhaps most importantly, studies show increased exercise energy expenditure like HIIT (as assessed by metabolic equivalents or METs) reduces the risk of cardiovascular events and mortality.

The potential downfall of HIIT work-outs is that they are 100% output and take a high amount of motivation to complete. Because of their intensity, there is a greater incidence in injury if the individual is just starting to work out after a long period of inactivity, or if the individual hasn’t warmed up prior to the interval training.

High intensity interval training has been shown to have medical benefits for both healthy and ‘at risk’ populations. As a preventative primary care physician, I encourage patients to utilize HIIT exercise 3-4 times per week for optimal wellness. As with any exercise program, it is important to first consult your health care professional.

Nicole Ortiz, ND is co-founder of Live Well Clinic and a Naturopathic Primary Care Doctor. For more information visit [www.livewellclinic.org](http://www.livewellclinic.org). (760) 771-5970

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# Why Eat Raw Foods?

By Kelli Rose

Everyone knows it’s healthy to eat fresh fruits and vegetables daily. But did you know that when you prepare fruits, vegetables, and other natural ingredients without cooking or processing, you preserve the maximum nutrition in these foods?

This is the concept of consuming “raw foods”; simply put, eating natural food that is unprocessed, unrefined, and untreated with heat. The three main raw food groups are fruits, vegetables (particularly green leafy vegetables) and natural fats such as avocados, nuts, and seeds.

Anyone can enjoy improved health and vitality by eating at least 50% fresh, raw foods. You don’t have to eat 100% raw or even be a vegetarian to get started. Many who favor raw foods also eat a smaller percentage of beneficial cooked foods, such as steamed vegetables, whole grains, and beans.

Here are some of the many nutritional benefits associated with eating more raw foods:

**Vitamins and Phytonutrients:** Phytonutrients give fruits and vegetables their beautiful colors and include carotenoids, flavonoids, and chlorophyll. These antioxidant properties enhance the immune system, preventing cancer and other chronic diseases. Most phytonutrients, and many vitamins, such as Vitamin C, are very heat sensitive and are destroyed at above 130 degrees.

**Enzymes:** Digestive enzymes are produced in our bodies and are also present in the raw foods we eat. These enzymes help to digest food in the stomach. Current research suggests that eating enzyme-rich foods can aid digestion, increase energy, and slow the aging process. Enzymes are among the most heat sensitive of all nutrients, destroyed at temperatures above 118 degrees.

**Water:** Like our bodies, raw fruits and vegetables are 70% water. Just as heat dehydrates us, cooking foods can cause them to lose nutritious water. Additionally, a high-water content diet is lower in caloric density, aiding in weight loss and maintenance.

**Fats:** A diet containing a small amount of the right fats is healthy. “Healthy fats” include mono-unsaturated fats, present in avocados, almonds, and olives; and Omega-3 fatty acids, present in flax seeds, chia seeds, hemp seeds, and walnuts. Heating these good fats, however, damages them, causing loss of antioxidants and producing free radicals, linked to cancer and other diseases. (1) When you eat high percentages of raw foods, you automatically get the right kinds of fat in your diet.

**Digestion, Assimilation, and Elimination:** Raw foods are great for assimilation as you absorb more nutrients when foods are in their raw state, including protein and calcium. Raw foods are high in fiber and thus, great for elimination. They take less time in your digestive tract and improve digestion.

**Acid-alkaline balance:** Our blood needs to be slightly alkaline on the pH scale for us to survive. When the diet is too acidic, the body has to work harder to maintain the correct pH, causing the body to draw alkaline minerals from the bones, which can lead to osteoporosis. Processed food, large quantities of animal protein, and sugar can all be acid forming. On the other hand, raw fruits and vegetables are highly alkalizing.

Kelli Rose is a graduate of Living Light Culinary Arts Institute, where she received her certification as a Raw Culinary Arts Gourmet Chef and Instructor. For more information and monthly raw foods class, please visit [www.Back2TheCuttingBoard.com](http://www.Back2TheCuttingBoard.com) or call 760-851-1091.

Reference: 1) “Science of Raw Food Nutrition” Dr.’s Rick & Karin Dina, D.C.[www.rawfoodeducation.com](http://www.rawfoodeducation.com)

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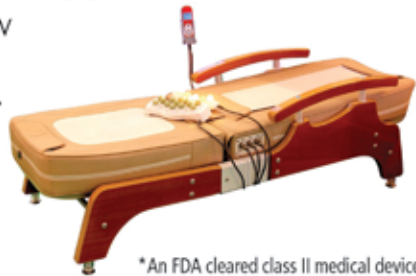
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## Qigong, Tai Chi and Yoga

By Diane Sheppard, Ph.D., L.Ac.

Bodhidharma, a Buddhist monk, is traditionally credited with introducing yoga to China in the 5th/6th century.

He noted that the Shaolin monks were in poor physical health from sitting and meditating all day and needed to incorporate movement in their meditations for physical, as well as mental, well-being. Coming from the Indian subcontinent, he was familiar with yoga and cultivated it into a new form, which was called qigong.

Yoga in Sanskrit literally means to join or yoke together. It is a physical, mental and spiritual practice built on exercise, meditation and breath control. The object is to bring the state of the mind into a union, or yoking, with the divine in order to attain a state of moksha (liberation), or permanent peace. Today, yoga has many meanings and disciplines, from the meditative and spiritual, to yoga as a purely physical system of health exercises.

Qigong is a combination of two Chinese words. Qi, pronounced "chee," is the life force or vital-energy that flows through all things in the universe; and Gong, pronounced "gung," means work or accomplishment, a skill that is cultivated through steady practice. Together, Qigong means 'cultivating energy.' Like yoga, it is a system practiced for health maintenance, healing and increasing vitality.

Qigong practices can be classified as martial, medical, or spiritual. Like yoga, they have three things in common: they all involve a posture, (whether moving or stationary), breathing techniques, and mental focus. Some practices increase the Qi; others circulate it, and others cleanse and heal the body, store it, or emit Qi to help heal others.

In ancient days, monks had to protect themselves while traveling, and so developed the martial arts known as Kung Fu. Over time the integration of Qigong and Kung Fu gave birth to Tai Chi Chuan.

Qigong practices vary from the soft internal styles such as Tai Chi to the external, vigorous styles such as Kung Fu. However, the slow gentle movements of most Qigong forms can be easily adapted, even for the physically challenged, and can be practiced by all age groups.

Qigong is considered a highly effective practice and an important form of alternative complementary medicine. It is widely used in China and around the world by practitioners of Traditional Chinese Medicine (TCM). The gentle, rhythmic movements of Qigong reduce stress, build stamina, increase vitality, and enhance the immune system. It has also been found to improve cardiovascular, respiratory, circulatory, lymphatic and digestive functions.

Although Qigong, Tai Chi and yoga are similar in their shared goals of health and longevity, as well as their emphasis on stretching and breathing, in Tai Chi you relax to stretch and in yoga you stretch to relax. Tai Chi emphasizes stretching through sophisticated, dynamic, fluid and harmonic movements, whereas in yoga, one often holds static poses and stretches that lock joints and arch the back.

Most of us do not sit all day in meditation, but we do face similar challenges as we often sit for long periods of time at our desks in front of our computers. Incorporating yoga or tai chi can help your own health and well-being as much as it did for the monks in the temple.

Diane Sheppard is a licensed acupuncturist with a Ph.D. in Oriental Medicine. She is a practitioner at Eisenhower Wellness Institute and owner of AcQPoint Wellness Center in La Quinta. 760-775-7900 [www.AcQPoint.com](http://www.AcQPoint.com)

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**The Gold Standard Internship Program**

By *Danielle Thoene, CVEP Health Career Connection Intern*

Health Career Connection (HCC) is a national, non-profit organization that provides under-represented or disadvantaged college students and recent graduates with a ten-week paid internship in a health related field. This summer marked the return of the HCC internship program, the only one of its kind in the Coachella Valley. The number of interns in the local program has nearly tripled since it began in 2009, with this summer's cohort being the biggest to date. This year twenty-one diverse individuals from around the desert participated in the program.

What is unique about HCC is that students gain skills and exposure to careers that are not directly clinical or lab based. The program is designed for students with an interest in medicine as well as health administration, community health, and research. For example, host organizations range from Angel View to Desert Blood Services to FIND Food Bank, allowing interns to develop a more comprehensive definition of public health. The interns tackle public health disparities at the source by providing food to the hungry, supporting disadvantaged youth, and conducting independent studies, to name a few.

The HCC program was brought to the region through a partnership with CVEP. The CVEP-HCC program is focused on creating "locally grown professionals" and is designed to attract local students to come back to the desert where they will eventually fill high-demand health professions. Retaining talented young professionals is key to producing a culturally competent and economically sound workforce locally. About 60% of HCC interns are offered jobs or have their internships extended by the organizations for which they work. <sup>1</sup>

The internship is currently CVEP's gold standard program. Due to its success, CVEP is looking to replicate the program in other industry clusters such as renewable energy and arts, media, and entertainment. What makes the internship so valuable is its widespread and long-lasting results. The program prepares the next generation of health leaders while also producing tangible improvements in community health.

Deborah Bayer, 2012 preceptor and Stroke Coordinator from Eisenhower Medical Center, shared, "We were so fortunate to be part of this program; to be able to participate with our community and with growing our future leaders." Desiree Porras, a former intern also expressed, "Who better to lead the community than someone from within the community?" The program has become popular among a variety of local organizations because it allows employers to train and test out potential new hires. Host organizations also benefit from the insight and expertise that the young interns bring to the table.

The closing ceremony in September marks the end of the program, and interns and preceptors alike will share their experiences at the final event. Every year touching testimonials reveal the life-changing and invaluable impact the program has had on not only the students, but the entire Coachella Valley as well.

For more information on CVEP's intern programs, contact Donna Sturgeon [Donna@cvep.com](mailto:Donna@cvep.com) 760-861-8288

Reference: 1) <http://www.healthcareers.org/about-us/impact>

**Living Wellness**  
with Jennifer DiFrancesco



**Inspiring the Ritual  
of Wellness for Kids**

As I look at three generations in my family—my mother, myself and my daughter—I find that proper nutrition and exercise are woven into the fabric of our family. My focus on fitness, contemplative practices such as meditation and yoga, and conscious eating are practices handed down from my mother, which I am now imparting to my daughter. It is wonderful to see this life-reaffirming information passed from one generation to the next.

The other day, I asked my 11-year old Bella for her definition of wellness. She responded, "**being able to do the things you want to do.**" I found this insightful for a child considering that youth rarely think of being limited physically or in any other capacity. It is not until we are confronted with a limiting illness or injury that we often start appreciating our own wellness.

Transferring healthy thoughts and actions from parent to child takes a conscious effort. Below are a few simple efforts I practice on a daily basis for the benefits of my children.

**What are you drinking?** One clear reason for today's childhood obesity epidemic is the consumption of sodas and other sugary drinks – including fruit juices. Stock the fridge with healthy alternatives such as iced teas and water (try homemade fruit infused water). If you are grabbing healthy drinks, your children will follow suit.

**Do you cook as a family?** Cooking and gardening are great ways for children to identify with ingredients and their sources. Many schools now have gardens and classes tend to plants, watch them grow, and harvest and enjoy their bounty. Cooking also allows children to see what goes into a dish encouraging discussion about ingredients, alternatives and choices.

**Is your health a priority?** Schedule workouts as you would schedule an appointment. I schedule a run or yoga class after work, which often disappoints my daughter who wants to spend time with me. If I do not keep this appointment with myself, not only do I not get my exercise, but I also retract the message that "my appointment with exercise is important." This is a hard concept to follow, yet is an indirect message your child will remember.

**Do you exercise with your kids?** Even better, try to incorporate an activity your kids can enjoy with you. Sign up for a 5K and train, walk or run together. Utilize your local park for shared active time. Incorporating simple activities, like parking farther away from the shopping center and explaining that it is healthy to walk, is a first step.

I came home from work the other day planning to go to yoga. Bella informed me in a very matter of fact way that, "**you can only go if you take me.**" This 90-minute class takes much concentration, and I was reluctant to take her, but I did. After class, the adult next to my daughter said that Bella had inspired her and enhanced her yoga practice.

It had come full circle. Bella had inspired others in wellness, and inspiration is an important step to creating habits that will remain with us for the rest of our lives.



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## Skin Damage Undone

By Richard M. Foxx, MD

When it comes to forming first impressions, our judgment really only goes skin deep. Recent academic medical studies have shown that facial skin color distribution or tone and the presence or absence of blotchiness and brown spots can add or subtract up to 20 years from someone's appearance.

That's actually a good thing, since modern aesthetic and laser medicine has given us the tools to improve the skin without downtime and in a cost-effective manner.

Ultraviolet light from the sun is the number one cause of skin damage and makes the small vessels more noticeable, gives you larger pores, creates the brown spots sometimes called "age" spots, and gives the skin a dull appearance. Simply put, those changes combine to make you look years older than you are.

Sun damage, of course, is the chief cause of skin cancer. This article, however, is limited to the discussion of aesthetic issues.

The large majority of first time patients who come into my office want to look more youthful. They see the lines and wrinkles, to be sure, but it always comes down to what can be done to achieve a more youthful and radiant look without surgery.

The best approach is usually a combination of medical facial treatments and non-invasive lasers that we call Facial Genesis.

We usually start with dermal planing, a medical-grade exfoliation that safely and gently scrapes off the dead cells, bacteria, and oils on the skin of the face. Dermal planing must be performed by a specially trained licensed aesthetician under the supervision of a physician. Microdermabrasion, an older procedure, has been shown to exacerbate the appearance of broken vessels when performed on aging skin.

Next we employ a light, non-invasive, no-downtime laser treatment that uses a 1064 Nd: YAG laser. Performed properly by trained personnel, this 35-minute laser treatment is safe, painless, and effective.

The last step uses pulsed light, often called IPL, in a 15-minute session that helps to erase brown spots.

The final touch is the application of an effective FDA-approved UV-A UV-B blocking sunscreen. After the three step treatment the skin is not red, makeup can be applied, and patients can go on their way looking better than they ever thought possible without major downtime.

From then on, it's maintenance, and that requires a conscientious at-home program using medical-grade skin products we call cosmeceuticals.

Aging gracefully comes down to undoing skin damage and the best way to do that is by enlisting the assistance of knowledgeable skin health experts.

Richard M. Foxx, MD, is the Founder and Medical Director of The Multi-award Winning Medical and Skin Spa ([www.medicalandskinspa.com](http://www.medicalandskinspa.com)) located within Agua Serena Spa at Hyatt Regency Resort, Indian Wells. Medical Director of FoxxMD Evolutionary Skin Care ([www.drfoxxmd.com](http://www.drfoxxmd.com)), Doctor Foxx is also Senior Medical Advisor for Agein.com ([www.agein.com](http://www.agein.com)), the internet's premier anti-aging website. (760) 674-4106

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Varicose Vein Disease

By Joan Warren, MD

In this issue, Dr. Joan Warren answers frequently asked questions on treatment options for varicose veins.

Is there a cure for varicose veins?

Varicose vein disease is genetic and for the most part cannot be permanently cured. However, treatment for varicose veins will successfully result in symptomatic and/or cosmetic improvement in almost all patients when the entire treatment plan is carried out properly. Maintenance checkups and treatments are recommended to keep the venous insufficiency and/or pressure at a minimum. This differs with each person, but once or twice a year following treatment is usually all that is necessary. Some require more frequent visits and others continue to do well without any further treatments.

What are the best varicose vein treatments?

For the large vein insufficiencies, the Endovenous Laser or VNUS Closure procedure generally works the best. These minimally invasive procedures use laser or radiofrequency energy to occlude, or close, the larger diseased saphenous veins. Both procedures are performed under local anesthesia, generally in an ambulatory surgery center or doctor's office, and there is little to no pain during or after the procedure. For small or medium sized veins, "sclerotherapy" is the treatment of choice. Sclerotherapy is the injection of a special chemical (sclerosant) with tiny needles, into the diseased vein, causing the veins to close. For spider veins, which are too tiny for sclerotherapy needles to enter and are often seen on face, chest and back, we see the

fastest and best results using an Ohmic Thermolysis. This system uses a hair-thin probe to coagulate the blood causing its collapse and total destruction. Unlike a laser, it can be used on any type skin and has fewer complications and side effects.

What physicians are qualified to treat varicose veins?

To maximize the results of your care, we recommend that you see a vein care physician specialist called a "Phlebologist" who can remove all types of unwanted, unhealthy veins and alleviate many of the symptoms associated with these veins. A consumer should look for the specialized credential "Diplomate of the American Board of Phlebology" or "Diplomate of the American Board of Venous & Lymphatic Medicine" to know they will be seeing a physician having the most knowledge and skill to remove and care for your veins.

What should I expect at my first consultation?

Vein consultations by your physician will include a detailed history and exam of the legs, as well as a duplex ultrasound exam which will determine which veins are not functioning properly. You will then be given treatment options and any questions or concerns you may have can be addressed. It is at this time you should receive in writing a complete price quote for the services to be offered. Many insurance plans, including Medicare, cover vein disease treatments when there is a medical necessity. This can be discussed with the medical biller.

Joan L. Warren, M.D. RPhS, Diplomate of the American Board of Phlebology, has been providing Vein Care since 1999. Dr. Warren is Medical Director of Vein Institute of the Desert located at 74-361 Highway 111, Suite 5, Palm Desert. Dr. Warren welcomes your questions concerning vein care and treatment and can be reached at 760-610-5573.

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The Beauty of the Golden Spice

By Dipika Patel

When I say turmeric what comes to mind? Is it 'one of the main ingredients in Indian Curry Powder'? Yes, turmeric has been known for its culinary uses in Indian for centuries; however, did you know that it has also been used as an effective beauty product for just as long?

Because of its many Ayurvedic (medicinal) properties, turmeric has also been celebrated and applied for millenniums in wedding ceremonies and extensive holy rituals - especially in India. Even today, this tradition takes place all over the world. I remember as a child attending several Indian weddings where turmeric paste is rubbed onto the face, arms and legs of the bride and groom (yes, guys, beauty is important for you as well!). This ritual prepares the couple for their sacred union representing an outer appearance of soft, glowing, and radiant skin. The ritual also represents both the holy and spiritual aspect of purity and connectedness before the marriage ceremony.

Turmeric belongs to the ginger family and its main active compound is 'curcumin' which is antiseptic, antioxidant, antibacterial, and anti-inflammatory, thus helping to restore the pigmentation, tone, and texture of your skin. You can even heal cuts and bruises by applying a pure paste made of just turmeric and water.

So how can you enjoy this inexpensive beauty secret at home? Tumeric is best applied as a facial mask and although there are several different recipes, I am sharing my own personal favorite which is the particular blend used in Indian wedding ceremonies. This recipe can be used for normal to oily skin and will leave you feeling great after long, hot days here in the desert.

Ingredients: 2 tbsp garbanzo bean flour, 1 tbsp organic yogurt, 1/8 to 1/4 tsp turmeric powder (according to skin tone)

Mix all ingredients together to form a smooth paste. Apply a thin layer on your face. Once it is dry (approximately 15-20 minutes), you can scrub in a circular motion as if you're exfoliating your skin, and then rinse your face with lukewarm water.

You can change the amount of turmeric in the recipe according to your complexion. For fairer skin, start off by using half the amount (this will help in preventing staining of the skin). For a tan or darker complexion, use the suggested amount as this will bring out the glow in your skin tone. Also keep in mind that turmeric will stain cloth, so a dedicated wash cloth and towel are recommended.

There are many benefits from this particular face/body mask. The yogurt helps to improve your complexion and is soothing and cooling; the garbanzo bean flour effectively removes dead skin cells and will give you a soft look and youthful glow; and the turmeric assists in fighting acne and uneven skin tone.

Turmeric which is also known as "haldi" in most parts of India was derived from the Sanskrit word of "haridra" which means golden colored. In Sanskrit turmeric has more than 53 different names due to its magnificent properties and connections to its natural healing powers.

You can find quality turmeric here in the desert at many places including Savory Spice store on El Paseo, Clark's Nutrition, World Market and Fil-Ann Oriental Mart in Cathedral City.

Dipika Patel, the "Queen of Nutrition," is a Certified Holistic Health Practitioner, Intuitive Healer, AromaTouch Therapist, and Chef & Cookery Teacher and can be reached at Queenofnutrition@gmail.com or 760-821-3119.

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# Does Your Scale Reflect the Real You?

By Shonna Perry

I don't think mine does. My scale really doesn't care that I am a great listener. It can't define my purpose in life, or where I draw my personal strengths. My scale certainly cannot feel the love I have for my family or friends, or whether I am respected in my community. In fact, the only relationship it can report is my relationship with gravity.

Why do we spend so much time worried about our weight instead of our health? Is it because we focus and fret so much about our reflections? "The outside" ones, the "I just met you" ones, the "I am trying to impress you" or "I am different" ones.

So then, where do we find the motivation to get healthy? Often the scale, of course! Many times, this is where we decide that what is on the outside isn't measuring up to what is on the inside. It is often the tipping point in our health when our physician and our family become so concerned, that they risk hurting our feelings to tell us "it is time, don't wait until it is too late."

So, you go back to the scale, check out your reflection and wonder just which one of the hundreds of books, plans, pills, etc. will work this time. And your mind is completely wrapped around the whole 'diet' thing. My experience, and maybe yours as well, is that diets don't work. Yet, even when we know this, we trudge off to the weight loss wars and fill our kitchens and cupboards with all the ammunition we need to eat healthy, and we stay on board. We cut, we chop, we store, we weigh, and we measure.... ughhh. Oh, and we enter this mission in secret, because it is hard enough to fail in front of ourselves, but it's really tough when we feel we've let others down as well. So, the cycle begins again.

## How do we stop this insanity?

We do it by shifting our goals and developing the skills to arm ourselves with the tools we need for a lifetime of healthy living. Standardly, when we consider weight loss, we only talk about what we are losing and never enough about what we are gaining. What if our thoughts were focused on what we get, instead of what we lose? Consider this thought, 'I want to reach a healthy weight, so I can hike with my children and grandchildren any time I get the chance.' With a positive goal like this, you can move toward pleasure and away from pain.

As health coaches, we have the privilege to share our weight management journey with others. Listed below are the most successful tools our team uses to help others reach and maintain their weight loss goals.

You need to first understand that you are not on a diet. A diet has a beginning and an end. To be successful, you must develop habits that will last a lifetime. Everyone falters. Keep moving forward. Seek support. Without a doubt, the most successful people are those who have a support system with multiple layers.

## Enlist the help of a coach.

Having a health coach who is dedicated to your success is important in reaching your weight loss goals.

## Educate yourself.

To maintain your body efficiently, you need to read the owner's manual. We recommend Dr. A's Habits of Health by Dr. Wayne Scott Andersen.

## Ask family and friends to support your goals.

## Get a weight loss buddy.

## Influential YOU.

Having a positive effect on those around you helps you stay motivated and on track.

## Have a series of goals.

Have a set of clear goals. Define what you want and why it is important. Does it open the door for future goals? For example, "I want to lose 15 pounds to reduce my blood pressure and feel better. And once I have lost this weight, I will be able to begin training for a 5K."

**Have a plan** that is simple, safe, affordable, sustainable and early measureable success. Work with your coach to develop a plan that fits your lifestyle.

## Engage in positive self-talk.

What you say to yourself fuels your determination. Celebrating your successes daily will keep you on track and highly motivated to reach your goals.

## So, back to the scale.

Remember, no matter what the scale says, somewhere someone wishes they weighed what you do. Respect that thought.

Congratulate yourself based on the actions you take to make your life healthier and happier. After all, it is the best gift you can give those who love you!



Shonna Perry, Certified Health Coach



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Shonna Perry is a C.O.P.E. Certified Take Shape for Life Health Coach with Perry4Health. Three years ago, she reached a healthy weight using a proven system, and lots of support! Today, Shonna, her husband Richard, and a dedicated team of health coaches offer support and accountability to hundreds of Coachella Valley residents. She welcomes your questions and can be reached at 760.217.6169 or Perry4Health@gmail.com.





# Understanding the Benefit and Risks of Steroids

By Michael K. Butler B.A.; P.T.A.; CSCS\*D; RSCC\*D NMT

In today's fast paced society, many people are looking for 'the quick fix' to feel, look and be stronger. The market is saturated with supplements, pills, and products promising to add strength and years to your life. Athletes are often the ones to fall victim to those seductive claims. With millions of dollars at stake, remaining young and healthy may ensure long-term contracts, but often at the risk of one's own health.

It wasn't until former professional ball player Jose Canseco announced in his book *Juiced* that he knew of at least 50 ball players taking performance enhancing drugs that the use of steroids came under investigation. The results for many were fines and abolishment from the game they so loved. Since then, major league baseball, as well as many other professional sports, have instilled strict regulations regarding the use of steroids.

But not all steroid use is bad. It is when they are taken without a physician's supervision and/or abused that they can become lethal. As such, I am going to discuss the many different types of steroids, their benefits, and the long-term health effects they have on your body.

I was inspired to write this article by a client of mine who is battling long-term health effects from a condition known as chondritis (inflammation of cartilage) which has required over 90 operations over several years, and has created other conditions such as spondylitis (degenerative changes in the vertebrae). In order to control the pain, he has had to take a steroid called Prednisone. It concerns me because of the long-term health effects. From working with him, I just feel the need to educate people who take steroids about their benefits and their risks.

The term steroid is applied to a group of naturally occurring fat soluble organic compounds (lipids) whose structure is chemically based on a steroid nucleus. Most people have heard of Testosterone, Prednisone, and Cholesterol, which are all from the steroid family, yet react differently in the body.

There are 3 classifications of steroids: Anabolic, Androgenic, and Cortico

**Anabolic Steroids.** The term anabolic is taken from the Greek word meaning 'build up.' It is the nitrogen retaining effects of the drug that cause muscles to grow significantly. Anabolic steroids were developed in the late 1930's to treat hypogonadism, a condition in which the testes do not produce enough testosterone for normal growth. The primary medical uses are for delayed growth through puberty, some types of impotence, and wasting of the body from HIV infection or other diseases.

**Androgenic Steroids.** These are synthetically produced variants of the naturally occurring male sex hormone testosterone. While anabolic refers to muscle building, androgenic refers to increased male sexual characteristics.

**Corticosteroids** is a generic name for the group of hormones that have cortisone-like function. They are manmade steroids that mimic the activity of cortisone which is produced naturally in the body and involved in regulating inflammation, thus they are commonly used with injury. They are also used to treat many diseases like asthma, eczema, allergies, arthritis, colitis and kidney disease. Prednisone is a corticosteroid that is very popular in helping with long-term inflammation, but it cannot be taken for very long as it causes bone deterioration.



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The useful medical effects of anabolic steroids include:

- 1. Stimulating protein anabolism in debilitating illness with acute renal failure.
- 2. Promoting growth in children with pituitary dwarfism and other growth disorders.
- 3. Retaining nitrogen and calcium which may benefit patients with osteoporosis and those receiving corticosteroid therapy.
- 4. Stimulating bone marrow function in hypo- plastic anemia.

The side effects of steroids

When you take a hormone to replace or enhance a natural function in the body, over time the gland responsible for the natural production and release of the hormone atrophies. This is because their abundant presence in the bloodstream sends signals to other organs and tissues and glands to become weak, just like muscles when they are not used. Some of the side effects include infertility, breast development, shrinking of the testicles, excessive growth of body hair, male pattern baldness, tendon rupture, heart attacks, cancer, hepatitis, acne and cysts, HIV/Aids, homicidal rage, mania and delusions.

As with any drug, you need to be under a physician's care before trying steroids. As I have noted, they can help with certain illnesses and conditions, but their long-term use can be lethal to the body.

Michael K Butler is co-owner of Kinetix Health and Performance center in Palm Desert. He holds a state license as a physical therapist assistant, national certifications of distinction through the NSCA as a strength and conditioning coach, Poliquin International state coach, and as a Full Body Active Release Techniques Practitioner. He can be reached at 760-200-1719 or at michael@kinetixcenter.com.

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## Mine, Yours and Ours The 2013 American Family

**By Reesa Manning, Vice President & Senior Financial Advisor  
Integrated Wealth Management**

It's not news that American families don't look like they did on 1950's sitcoms: a mother and father who married for life and raised their two and a half biological children to adulthood. With our divorce rate at 50%, remarriage by half of those, and a growing number of same-sex parents, the "typical" family includes a mix of biological children of both spouses.

This new "typical" family creates challenges when it comes to estate planning. Not only does it involve delicate issues as to who gets whose assets and how much, but it can also entail unwinding prior estate entanglements. Here's a checklist of steps you should take:

- **Create a new financial plan.** Estate plans are only as good as the financial plan they're based upon. A financial plan establishes your goals for all members of your immediate family. It also requires you to take full inventory of all your assets — what kind they are, their current value, and in whose name they're held. You also need to create a "plan within a plan" that takes into account assets held by or for the benefit of all your children from all your marriages.
- **Confirm prior beneficiary decisions.** Review what your obligations and wishes are to support your ex-spouse and any of his/her children or any of yours who you still want to remain as beneficiaries of your estate.
- **Update your current beneficiaries.** If you participate in a company retirement plan, own an IRA or annuity, or are covered by a life insurance policy, you need to add as beneficiaries any recent additions to your family. You also need to subtract any who no longer apply, like your ex-spouse. If your ex-spouse remains the owner of an insurance policy, be sure that it was stipulated that way in your divorce decree (if not, fix it).
- **Close or re-title any preexisting joint accounts.** Be sure that any bank, brokerage, or mutual fund accounts you held jointly with your ex-spouse are appropriately retitled.
- **Decide who will get what from whom.** Do you and your current spouse agree to provide joint assets to either set of children from a prior marriage? Neither of you may want to pass on significant amounts of your own assets to the other's children, especially if they're independent, mature adults. It's essential that both you and your new spouse are fully comfortable with your joint decisions.

**Create a new will and trusts.** These are your most important estate documents; and once you've remarried, you need to revisit them. A new will is essential, as is the replacement or recreation of trusts. You're stuck with any irrevocable trusts you established that named your prior spouses and your children from that marriage. But if you've created any revocable trusts to provide for your ex-spouse and children from another marriage, now may be the time to undo them and replace them with trusts for your new family. For people in their second (or later) marriage, there can be advantages to creating a qualified terminal interest property trust. Called a "QTIP" trust, it was specifically designed for couples in their second or later marriages. It enables you to designate assets your current spouse can tap into for income while he/she is alive; but avoid passing on to his/her children by a previous marriage after he/she dies.

Reesa Manning is Vice President and Senior Financial Advisor at Integrated Wealth Management, specializing in retirement and income planning. For more information, call Reesa at (760) 834-7200, or reesa@IWMgmt.com.

The above is being provided for informational purposes only and should not be considered investment advice. The information is as of the date of this release, subject to change without notice and no reliance should be placed on such information when making any investment decisions.

## Selling Your Business to Family? Consider a Buy-Sell Agreement

*Courtesy of Craig Rumbaugh*

A buy-sell agreement is a legal contract common in closely held businesses. It is an agreement you can enter into now that provides for the future sale of your business interest. A buy-sell agreement is also referred to as a business continuation agreement, a stock purchase agreement, or a buyout agreement. When carefully drafted, your buy-sell agreement may be used to set the taxable value of your business interest.

The IRS tends to scrutinize transactions between related parties, so almost any business transaction between you and a family member could be subject to the attention of the IRS. There are rules in effect that can make the sale of an interest in a family business seem more difficult. However, you can take steps to ensure that your related party buy-sell agreement stands up to an IRS examination.

When setting the valuation method to be used under the buy-sell agreement, make sure that the transaction will represent fair market value (FMV). There are serious tax consequences that may result from using a price that the IRS determines to be higher or lower than FMV. To ensure that the IRS accepts your sale price, your buy-sell agreement must meet three requirements: 1) It must reflect a bona fide business arrangement; 2) It must not be a device to transfer your interest to family members for less than full and adequate consideration; 3) Its terms must compare with those of agreements between parties in an arms-length transaction. A professional appraisal should be conducted to establish the FMV of your business interest.

If your buy-sell agreement is between you and the business entity itself (entity purchase buy-sell agreement), if shareholders are related to each other, and if your business is a corporation, the attribution rules of Section 318 must be considered and can affect the tax treatment of a shareholder's stock redemption.

Depending upon the circumstances and the way the buy-sell is structured, the proceeds the seller receives from the redemption of the business interest may be classified as a sale or exchange of the seller's interest or as a dividend distribution. There remains an advantage in classifying a transaction as a sale or exchange rather than as a dividend distribution, despite the fact that both types of transactions are subject to tax at long-term capital gains tax rates. In the case of dividend treatment, the entire amount paid to the shareholder is subject to tax. In the case of sale or exchange treatment, however, the shareholder pays tax only to the extent that the amount paid by the company exceeds his or her basis in the stock. In a family corporation, the sale of stock to the business under a stock redemption plan usually results in dividend treatment to the redeeming shareholder.

Buy-sell agreements let you arrange the terms for a current sale - or for a sale at some point in the future. You can lay all the groundwork in advance when there is no pressure to sell.

Craig Rumbaugh is an ING Financial Partners investment advisor representative and can be reached at 760.341.5010.

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### [ COMMUNITY MATTERS ]

Craig is an active member of the community supporting many non-profit organizations including Indian Wells Rotary Club (President 2011); Director of the Community Foundation of Riverside County; and Director of the Steinway Society of Riverside County.



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## Health Care Reform: Is the Covered California Marketplace For You?

By Bill Robinson

Undoubtedly, you are starting to hear about the new Covered California Marketplace Exchange for individuals on TV, radio and in print ads. It is part of the massive changes being brought about by the Federal Affordable Care Act (ACA), also known as "ObamaCare." I have been actively following the slow implementation of the ACA, knowing great changes in health insurance are about to take effect. I am delighted to educate *Desert Health*® readers on some of the key changes most people will face.

It is important to note that seniors on Medicare will not be affected by the coming fall and winter implementation of ObamaCare, and the ACA has already added a Medicare expanded annual preventive physical exam - at no cost, no deductible, no co-pay - as of 2012.

If your current health plan took effect before March 23, 2010, it is a "Grandfathered Plan." This means you may be able to keep it (unchanged) for at least another year (possibly two) and its premiums may be lower than all the new ACA-compliant plans.

If your current health plan took effect after March 23, 2010, it is not a "Grandfathered Plan" in which case, you will have to replace it with a new ACA-compliant health plan next year - likely by January 1, 2014 - and surely by March 31, 2014 which is the end of the new Annual Open Enrollment Period for individual health insurance in the US. After that, you will have to wait until late Fall 2014 to enroll in or change your plan for January 1, 2015.

Applications for new ACA plan enrollments will be taken starting October 1, 2013, with January 1, 2014 effective dates. All individual health insurance plans will be available to everyone who wants one...with no health questions, no medical review, no pre-existing condition exclusions or concerns, and no premium rate-ups due to health history. This is great news for many. And ACA's "Individual Mandate" requires all Americans to have ACA-qualified health insurance or to pay an annual tax penalty. Enrollment in the state Medi-Cal program, or in Medicare, counts as ACA-qualified health insurance.

**What are the premiums for these new ACA-compatible plans?** Well, at the time of this writing (late July), we don't yet know. The many new requirements added to health insurance regulations by the ACA will make some people's rates much higher, some modestly higher, and for some - modestly lower. Since enrollment in the new January 1, 2014 (effective date) plans is expected to begin on October 1, we hope to know plan benefit designs and premiums on or before that date.

**Should I buy a new plan from the Covered California Marketplace or from the private market?** Most likely, it will only make sense for you to buy your new 2014 health insurance through the Covered California Marketplace if your income level (AGI) as shown on your 2012 IRS tax return is below 400% of Federal Poverty Level (FPL) which equates to about \$46,000 (for a single income tax filer). If you qualify, your annual premium payment for a "Silver Level Plan" (the second lowest benefit plan level of ACA's 4 defined levels of benefit plans) would be 9.5% of your 2012 AGI or lower.

So if you made \$46,000 annually, your monthly premium could be about \$364, with the Federal "Annual Premium Tax Credit" paying the balance of your premiums (not available when purchasing health insurance from the private market). Plus you may also be eligible for a "Cost Sharing Subsidy" which will lower your share of the deductible, co-pays and annual maximums.

For more information on the ACA, I invite you to visit the following link to view a 7 minute video created by the non-profit Kaiser Family Foundation (not connected with Kaiser Permanente) that gives a comprehensive and low-key overview of many of ACA's coming changes: <http://kff.org/health-reform/video/youtoons-obamacare-video/>. Or give me a call as I am glad to answer your individual questions.

*Bill Robinson has been a licensed agent for 31 years, and he is owner of Palm Canyon Insurance Agency in Palm Springs. (760) 416-4225.*



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# Yoga for Rehabilitation

By Gina Malloy

More than 2000 years ago, an Indian sage described yoga as “preventive, healing art, science, and philosophy” for the purpose of blending the mind, body, and spirit to achieve optimum health. Yoga is usually regarded as a practice most associated with healthy individuals. Some images portray yoga as a mystical, spiritual ritual associated with meditation and relaxation.

The physical aspects of yoga represent only two of eight components of the comprehensive practice of yoga. The first component, or “asanas,” refers to physical movements and postures. Some of the names of these movements and postures have entered mainstream vocabulary and many are now familiar with the terms “downward-facing dog” and the “lotus” position. The second component, “pranayamas,” refers to breathing techniques. The timing and coordination of breathing when holding or moving in and out of postures serve to link the mind and body. Therefore, as an added benefit, yoga may also produce a sense of well-being and renewed energy.

Physical therapists have only recently begun to embrace the postures and breathing techniques used in this ancient practice. Physical therapists have advanced education and training in human anatomy, human physiology, and the movement sciences. They are uniquely qualified to assess and identify deviations from normal movement and changes in physical performance which have developed as a result of an illness or injury. The underlying causes of movement dysfunction are vast and usually involve an interruption of the delicate interaction between the musculoskeletal, neurological, and cardio-respiratory systems of the body.

The physical therapist designs a plan of treatment to restore normal movement and to promote a return to the individual’s prior level of function. The incorporation of strength training, flexibility and stretching exercises, balance and coordination activities, and breathing techniques are mutually addressed by both the physical therapist and yoga practitioner. Therefore, yoga as a treatment adjunct in physical therapy has shifted from a practice used to promote “wellness” to an effective “rehabilitation” tool. The following examples serve to illustrate the incorporation of asanas and pranayamas to treat common physical therapy diagnoses:

A patient with chronic low back pain presents with tightness in the lumbar spinal extensors and posterior hip muscles. He performs the “child’s pose” to stretch the low back muscles and the “reclining big toe pose” to stretch the hamstrings. To increase core stability and to protect the spine from further injury, he strengthens weak abdominals by practicing the “cat pose” and “plank.”

A patient with Parkinson’s disease seeks physical therapy treatment because she is having difficulty reaching overhead and getting up out of a chair. Common characteristics of Parkinson’s disease include muscle stiffness, a tendency to develop a flexed posture, difficulty initiating movement, and impaired balance. Her home exercise program includes “Upward Salute,” in which she reaches overhead while standing, the “Chair Pose,” a small squat with arms overhead, and “The Warrior,” a side-lunge with the arms outstretched. All three of the exercises address decreased shoulder flexibility, hip and knee weakness, and the tendency to assume a flexed posture.

A group of patients is participating in a pulmonary rehabilitation program due to complications of COPD (chronic obstructive lung disease, e.g., emphysema). Emphysema destroys the air sacs in the lungs which eventually results in a reduction in the amount of oxygen that reaches the bloodstream. It also destroys the elasticity in the walls of the airways that feed the air sacs, and air is then trapped in the lungs when a person attempts to breathe out. Common characteristics of COPD include shortness of breath with minimal activity and a shallow, inefficient breathing pattern. The physical therapist instructs the participants in “Breathing Retention” to teach normal diaphragmatic breathing technique and “Skull Shining Breath” to teach forced expiration to effectively clear the lungs.

Physical therapists often must adapt traditional yoga techniques according to the patient’s age, body type, physical status, and disease process. The high demands of many of the movements and postures may be divided into parts of the whole activity so the patient can still receive the benefits at a modified level. Standing postures may be adapted for sitting, or single leg standing postures may be initially performed with both feet on the ground.

The addition of yoga practices to the comprehensive list of treatment options available to the physical therapist provides a creative and enjoyable approach to the treatment of a wide variety of musculoskeletal and neurological conditions.

Gina Malloy is a physical therapist with New Beginning Physical Therapy, Inc., an in-home therapy company. She has advanced certifications in treating people with neurological issues, especially stroke and brain injuries and can be reached at 760-218-9961 or online at [NewBeginningPT.com](http://NewBeginningPT.com).

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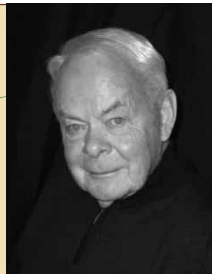
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## HEALTH & HUMOR

*Humor is mankind's greatest blessing. —Mark Twain*

Laughing is the best medicine. LOL. Have you laughed out loud today, or yesterday? When was the last time?

The comic cartoons in the daily newspapers are said to be what most people read first. The renowned New Yorker has a loyal readership not in small part due to their brilliantly funny cartoons. With a few strokes of a pen by one with a deep sense of humor and keen observation, volumes of emotions can be expressed.

Laughing makes us feel better – and there are proven medical benefits. To laugh, we must inhale deeply and exhale forcefully. This exercise forces oxygen into our body and brain, strengthening and stimulating our feeling of well-being. Even a friendly smile relaxes and exercises our facial muscles, helping to maintain our youthful appearance. (:

Science has identified the neurological reasons for forms of laughter and mirth, or so I have read, but do not fully comprehend. I doubt that humor can truly be parsed. Basically, they say that humor is associated with brain networks involving the temporal and frontal lobes in the cerebral cortex. Located near the top of the brain, these cortical areas are related to speech, general information and the appreciation of contradiction and illogicality.

Enough science from my simple brain. E.B. White best explained it when he wrote: "Humor can be dissected, as a frog can, but the thing dies in the process and the innards are discouraging to any but the pure scientific mind."

The simple fact is that we need to laugh and smile to stay healthy in body and mind, for positive mood changes, to overcome mental and physical fatigue, to lift the spirit, and to generate good feelings. If you can't find a smile today, then start with a deep yawn. This practice also generates oxygen (the breath of life) and floods your body and brain with relaxation, a sense of calm, and heightened awareness.

Once you have smiling and laughing down to a science, try learning yogic breathing which has been practiced for thousands of years. It is very similar. The psychological benefits are healing and uplifting, and an essential part of the mind and body connection.

Smiling and laughing are easy to do. Just be aware and develop a habit. There's nothing wrong with looking in the mirror and seeing your smile, as others do. You'll notice a difference. You'll like yourself!

For a powerful testimonial of the healing power of laughter, Norman Cousins's Book, *The Anatomy of an Illness*, is touchingly positive. With the constant company of humor, he beat his cancer into remission.

Our blessed desert community attracts folks who have made many contributions in their lives. Why is it then that one sees so many not-so- happy faces? Of course going on in years (getting older) is not for sissies. Even more reason to remember that every new day is a gift to be celebrated with gratitude, accompanied by a smile and boisterous laughter.

I conclude with one of my favorite quotes: "If you choose one characteristic that would get you through life, choose a sense of humor."

George can be reached at [ugadolph@live.com](mailto:ugadolph@live.com).

## Coachella Valley Yoga Studios

Continued from page 11

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William L. Wilson  
760-333-6358  
[www.Ashtanga.com](http://www.Ashtanga.com)

#### Bikram Yoga Palm Desert

Bikram  
73-890 El Paseo Dr  
(back side of El Paseo)  
760-776-1440  
[www.BikramYogaPalmDesert.com](http://www.BikramYogaPalmDesert.com)

#### Bikram Yoga University Village

Bikram  
36869 Cook St. Ste #101  
University Village  
760-346-2988  
[www.BikramYogaUVPalmDesert.com](http://www.BikramYogaUVPalmDesert.com)

#### Go With the Flow Yoga

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760-862-9889  
[www.GoWithTheFlowYoga.com](http://www.GoWithTheFlowYoga.com)

#### Jocelyn Senior Center

Yoga for seniors  
Tuesdays and Thursdays @ 8:30 am  
73750 Catalina Way  
760-340-3220  
[renatebodden@aol.com](mailto:renatebodden@aol.com)

### Lululemon Athletica

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73470 El Paseo Blvd  
[www.lululemon.com/palmdesert/palmdesert](http://www.lululemon.com/palmdesert/palmdesert)

#### Yoga Center

Ashtanga and Iyengar  
73875 Highway 111  
831-588-7991  
[www.YogaCenterPalmDesert.com](http://www.YogaCenterPalmDesert.com)

#### Little Yogis Kids Yoga

@ Yoga Center  
73875 Highway 111  
760-413-6297  
[Amanda.bell@dsusd.us](mailto:Amanda.bell@dsusd.us)

### LA QUINTA

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760-564-YOGA  
[www.E-volveYoga.com](http://www.E-volveYoga.com)

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Vinyasa flow, restorative, teens and monthly workshops  
78370 Hwy 111 @ Washington, Ste #185  
760-861-8574  
[www.YogaCentralLaQuinta.com](http://www.YogaCentralLaQuinta.com)

### INDIO

#### Indio Senior Center

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This list was compiled from internet searches and we sincerely apologize in advance for any studios we may have missed.

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## 6th Annual Desert Woman's Show Adds Business Conference

Exciting changes are in the works for the 6th Annual Desert Woman's Show to be held Sunday and Monday, November 17 and 18, at Agua Caliente Casino Resort Spa. This year's event will include one full day open to the public, and a women's business conference on Monday featuring 20 informative sessions and celebrity guest speakers.

Sunday's expo is expected to draw over 3,000 attendees and will showcase women's issues while focusing on health, self-improvement, fitness, fashions and business development. With an all-inclusive one-day ticket price of \$25 per person, visitors can browse over 60 exhibits, take in fashion shows, seminars and spend the afternoon sampling food and wines at the "Taste of the Valley" featuring over 14 local restaurants. Attendees can also enter to win many daily prizes including three draws for a 7 night stay in Cabo San Lucas at the luxurious Hacienda Del Mar Vacation Resort.

Sunday evening grab your date and head to The Show to rock to the 70's tunes of Desperado, the premier Eagles tribute band. Concert tickets start at \$35 and proceeds benefit Loving All Animals, a local animal welfare organization.

Monday's business conference will feature 20 informative sessions and noted guest speakers. Festivities kick off at 8:00 am with a complimentary breakfast sponsored by the City of Rancho Mirage and Mayor Pro Tem, Iris Smotrich. Join #1 New York Times best-selling author and celebrity nutrition and fitness expert, JJ Virgin who will discuss the real cause of weight gain for women. (For more on JJ Virgin see page 14).



Keynote speaker,  
Suzanne Somers

Monday's breakout sessions will range from "Healthcare 2014, What Should I Expect?" to "Creating a Social Buzz." From "Managing Conflict in the Work Place" to "Financing for Women in Business." Coachella Valley Women's Business Center will offer a "Starting Your Own Business" series with helpful tips on how to register your new business, basic accounting practices, and boosting your bottom line. Tickets for the Woman's Business Conference are \$65 per person.

Executive Producer, Diana Marlo is very proud to announce that this year's Business Conference Charity Luncheon sponsored by Clark's Nutrition and the City of Palm Springs will feature Suzanne Somers as the keynote speaker. Somers will be speaking about her new book and sharing her secrets to looking youthful and vibrant at any age. Luncheon tickets are \$50 per person with all proceeds supporting Women Leaders Forum.

Sponsors of this dynamic two-day event include Desert Regional Medical Center, Agua Caliente Casino Resort, Rabobank, HPE (Hot Purple Energy), Clark's Nutrition, Time Warner Cable, City of Rancho Mirage, Palm Springs Life, Hacienda Del Mar Vacation Resort and Desert Radio Group.

Tickets for the Expo, Charity Concert, Conference and Charity Luncheon are available now at [www.DesertWomansShow.com](http://www.DesertWomansShow.com) and at the Agua Caliente Casino box office. For vendor information, please contact Carissa Marlo, Marlo Productions Inc., at [Carissa@MarloProductions.com](mailto:Carissa@MarloProductions.com) or (760) 285-3903.

## Walk for a Happy, Healthy Heart!

Make Saturday, November 2 the day you take the first step toward improving your heart health by participating in the Coachella Valley Heart and Stroke Walk. The annual event, which raises funds to fight heart disease and stroke, America's No. 1 and No. 4 killers, begins at 7 a.m. at Palm Desert's Civic Center Park.

The non-competitive, three-mile walk is open to everyone and includes teams from local companies, along with friends and family members of all ages.

"Brisk walking for as little as 30 minutes a day has proven health benefits, such as providing increased energy and circulation and reducing risk of heart disease," said Keith Goff, American Heart Association volunteer and Coachella Valley Division Chair. "The Heart Walk is designed to help participants understand this critical message, join with others, and generate a renewed commitment to heart-healthy living through walking."

A leading risk factor for heart attack and stroke is lack of physical activity. Research has also found that individuals may gain two hours of life expectancy for every one hour of regular, vigorous exercise they do.

Informational displays will also be available and nursing students from CSUSB Palm Desert Campus and College of the Desert will be providing blood pressure and heart rate checks. Learn about warning signs for heart attacks, recommended health screenings, good vs. bad cholesterol, and stroke and other cardiovascular conditions.

"We want people to know that it is never

too late to begin making heart healthy decisions," said Goff. "Our objective is that the Coachella Valley Heart and Stroke Walk will help jump start a culture of physical activity among participants and increase passion for supporting the lifesaving work of the American Heart Association."

Local support is the key to success for this annual event and starts with the many volunteers who help organize and set up the event. We also want to recognize and thank the local companies and people who raise funds for the research needed to continue the battle against heart disease and stroke. Among local businesses making a significant contribution of volunteers and donations are CareFusion, Rabobank, Desert Cardiology Center, Eisenhower Medical Center, and The Fountains At The Carlotta, to name a few.

The American Heart Association is the largest voluntary health organization working to prevent, treat and defeat heart disease, stroke and other cardiovascular diseases. These diseases, the Nation's No.1 and No.4 killers, claim more than 813,804 American lives a year. "Thanks to all our walkers, donors and volunteers who have accepted the challenge to help fight heart disease and stroke. We cannot achieve our mission without each one of you," stressed American Heart Association Coachella Valley Executive Director Cindy Stillman.

The Coachella Valley Heart and Stroke Walk is part of Coachella Valley's MyHeart.MyLife. platform. MyHeart.MyLife. is presented nationally by Subway and Jenny Craig. For more information call (775) 772-4443 or visit [www.cvheartwalk.org](http://www.cvheartwalk.org).



Heart &amp; Stroke Walk

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| • Facet Joint Dysfunction   | • Facial Pain       | • Central Pain Syndromes           |
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