



“AmeriSciences Promotes Medical Education”

Quality Continuing Medical Education (CME) presentations are an important opportunity to promote the emerging concept of early intervention utilizing therapeutic lifestyle changes, combined with safe and effective nutraceuticals. Now, select physicians of AmeriSciences are producing seminars designed to discuss the scientific data demonstrating the benefits of high quality nutritional supplementation. Faculty members include Jay Friedland, MD, Cara Jakob, MD, Gideon Lewis, MD, Sultan Rahaman, MD and Keith Manuel, OD. Their seminar of “Evidence-Based Medicine” will be held Saturday, December 4th at the University Community Hospital in Tampa and provide 3.0 category one credits from the Florida Medical Association toward the AMA Physician’s Recognition Award. As this recipe builds the foundation for longevity with quality of life, it is the faculty’s hope that this, and future events, will enlighten physicians of the need to incorporate effective measures in their practice that will show the evolving paradigm within the practice of medicine – wellness and prevention.

The new century portends to be one of tremendous challenge to the medical community. The disturbing trends in the arena of public health are of global concern. It is predicted that in the next two decades that the leading worldwide cause of death will be heart disease. This shift from infectious diseases as the leader, to cardiovascular diseases in the progressive nations of the world, is a direct result of diet, sedentary lifestyle and cigarette use. The net result is an increase in diabetes mellitus and coronary heart disease. In order to elevate the awareness of the public to this major health concern, physicians need to be informed and actively participate in the realm of wellness and prevention. The upcoming CME courses offered in Tampa on December 4, 2004 will provide physicians with the latest information regarding the National Cholesterol Education Program’s clinical practice guidelines, the therapeutic lifestyle recommendations, and important information regarding nutrition and alternative evidence-based treatments.

The growing numbers of physicians within the company of AmeriSciences has created a forum to spread the word about wellness – a way to inform physicians about the latest information in the field of prevention.

Dr. Gideon Lewis is a board-certified Family Practice physician in Orlando, FL



This is the first step in educating our medical colleagues and bodes well for the stature of AmeriSciences. I believe a lack of education is the root cause for the schism – the disconnect revealed in the statistics of consumers who want advice from their doctor regarding which supplements to use and the overall percentage of physicians who feel comfortable providing such guidance. It is to AmeriSciences’ credit that they were incredibly astute to recognize the opportunity within the consumer driven “Wellness Boom” and the managed care driven downward spiral in medical reimbursements and wrap a business construct to capitalize on these two opportunities simultaneously.

The advent of education for the medical professionals is congruent with this astute business model and is further testimony to the character of AmeriSciences, the market leader in the arena of medical grade nutraceuticals.

Dr. Keith Manuel is a senior vision consultant to NASA’s Johnson Space Center in Houston, TX

