



CEDARS-SINAI MEDICAL CENTER.

NEWS

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FOR IMMEDIATE RELEASE – February 12, 2004

CHERYL TIEGS HEADLINES 3RD ANNUAL WOMEN’S HEALTH CONFERENCE MARCH 5 AT CEDARS-SINAI MEDICAL CENTER

LOS ANGELES (Feb. 12, 2004) –Supermodel and contemporary role model Cheryl Tiegs will join medical experts in sharing insights on living well at any age during Cedars-Sinai Medical Center’s Third Annual Women’s Health Conference, presented by the Women’s Health Program from 8 a.m. to 2 p.m. Friday, March 5 in the Harvey Morse Conference Center, 8700 Beverly Blvd.

The annual conference features nationally recognized healthcare experts presenting the latest findings on such topics as breast health, cosmetic dermatology, hormone management, aging gracefully, and stress and depression. Also planned is a panel discussion on alternative and complementary therapies plus an expo of women’s products and services.

Guest moderator again this year will be Dilva Henry, health reporter for KCAL-TV (Channel 9) and KCBS-TV (Channel 2).

Keynote speaker Cheryl Tiegs will present “From Supermodel to Role Model—Balancing Career, Family, Relationships and Other Commitments While Taking Care of Yourself.” The celebrated cover girl is also an astute businesswoman, mother, popular television guest and an avid spokesperson for health, fitness, fashion and beauty.

“Beauty has no age boundary—what it means to be 30, 40 and 50 is completely changing,” observes the multi-faceted Tiegs. She balances her busy professional and personal lives with daily meditation and exercise.

This year’s conference will look at ways women can make the most of their lives through a combination of healthy behaviors and attitudes supported by astute medical advice and care, says C. Noel Bairey Merz, M.D., medical director and endowed chair, Women’s Health Program; and director, Preventive and Rehabilitative Cardiac Center at Cedars-Sinai.

“Aging does not have to be associated with poor health and energy—the steps you take every day are your investments for healthy and happy aging,” explains Dr. Bairey Merz, who will present, “Aging Gracefully: 10 Healthy Habits for Aging Gracefully” as well as serve as moderator for the panel on alternative and complementary therapies.

A major catalyst behind the conference, Dr. Bairey Merz was recognized among the top physicians in the U.S. specializing in cardiac care for women in *Good Housekeeping's* February 2004 issue, which also named Cedars-Sinai as one of America's top cardiac centers for women. *Time* magazine's Feb. 2, 2004 issue included a special health advertising section with an article authored by Dr. Bairey Merz, and *Health* magazine recently cited Cedars-Sinai as one of the "top hospitals in the nation for women and heart disease."

Other program topics and conference presenters are:

"Confronting and Conquering Stress and Depression," Waguih IsHak, M.D., medical director, Cedars-Sinai Outpatient Psychiatry Services

"Lifestyle and Breast Cancer: Are You Putting Yourself at Risk?," Kristi Pado, M.D., director, Patient Education, Saul and Joyce Brandman Breast Center

"Putting Your Best Face Forward: New Advances in Cosmetic Dermatology," Joyce Fox, M.D., dermatologist, Cedars-Sinai Medical Group

"Hormones with a Twist," Sheila Bolour, M.D., assistant director, Women's Health Program and Center for Androgen-Related Disorders

"Healing the Mind and Body Through Alternative and Complementary Therapies," a panel discussion with Mina Ryu, M.D., internist/acupuncturist, Cedars-Sinai Medical Group; Soram Khalsa, M.D., internist/homeopath; Jeff Tirengel, Ph.D., biofeedback, Preventive and Rehabilitative Cardiac Center; and Marilyn Friedberg, R.Ph., nutritional supplements, Pharmacy Services

Tickets are \$40 (\$35 if payment is postmarked by Feb. 14) and include: entry to all lectures, plus choice of two breakout sessions; continental breakfast, healthy lunch and refreshments; all event materials; and validated on-site parking. Advance registration is required by the Women's Health Resource Center at (310) 423-9680 or by logging on to www.csmc.edu/womensservices.

Cedars-Sinai is one of the largest nonprofit academic medical centers in the Western United States. For the fifth straight two-year period, it has been named Southern California's gold standard in health care in an independent survey. Cedars-Sinai is internationally renowned for its diagnostic and treatment capabilities and its broad spectrum of programs and services, as well as breakthroughs in biomedical research and superlative medical education. It ranks among the top 10 non-university hospitals in the nation for its research activities.

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