

of support." *Einstein Medical Center Elkins Park, 60 Township Line Road, Elkins Park, 800-346-7834; einstein.edu*

HEAD FIRST

Despite advances in many areas of health care, stroke—insufficient blood flow to the brain that leads to cell death—remains a devastating disorder. Strokes are the fourth leading cause of death in men in the US. "For the majority who survive, strokes are the chief cause of serious, long-term disability," explains Dr. Scott Kasner, professor of neurology and director of The Penn Stroke Center.

The Hospital of the University of Pennsylvania was the first in Philadelphia, and among a select few throughout the US, to become certified as a Comprehensive Stroke Center. Dr. Kasner says, "This prestigious designation underscores that as we evaluate, diagnose, and treat stroke—and other diseases affecting the blood vessels in the brain—our patients will receive the most advanced care."

Along with significant resources in staff and training, research is a key component of the Penn Stroke Center. Currently there are dozens of research trials and projects underway. "Our physicists developed a tool that we are using at the bedside to measure blood flow to the brain in real time. This allows us to individually optimize blood flow instead of using the typical one-size-fits-all approach," says Dr. Kasner. "Research is necessary to advance stroke care."

Penn Medicine also employs tele-medicine to extend its stroke care to other medical centers. "A monitor allows us to examine and communicate with the patient as well as look at imaging studies. In doing so, we can provide on-the-spot expertise to their doctors and help to determine the best treatment, and even who would be a candidate for transfer for surgery and/or specialized care at Penn."

The fact is that men need to be extra vigilant about the risk factors, including hypertension, diabetes, smoking, and physical

inactivity. When early recognition of warning signs is combined with timely treatment, says Dr. Kasner, "we can avoid or decrease disability and perhaps save someone's life." *Comprehensive Stroke Center, University of Pennsylvania Health System, 3 West Gates Building, 3400 Spruce St., 215-662-3564; pennstroke.org*

SCREEN TIME

Colorectal cancer is easily preventable, but it remains one of the nation's leading cause of cancer deaths. Although it occurs in both genders, men have an increased incidence of this type of cancer, and are more likely to develop it at an earlier age and die from it.

The most effective way to prevent colorectal cancer is colonoscopy, yet screening rates remain low. John H. Marks, MD, section chief of Colorectal Surgery at Main Line Health and medical director of the Colorectal Cancer Program at Lankenau Medical Center, says, "While there's hesitation when discussing your colon, timely



DON'T SWEAT IT

DR. LOUIS P. BUCKY REVEALS A NEW TREATMENT THAT PUTS AN END TO PROBLEM PERSPIRATION.

Where antiperspirants fall short and deodorants provide a finicky fix at best, Philadelphia-based cosmetic surgeon Dr. Louis Bucky has introduced the nonsurgical MiraDry into his practice to combat the odors, stains, and dampness associated with underarm sweat. MiraDry is a one-time, one-hour procedure that dramatically reduces underarm sweat and odor glands. That's right: No more perspiring through clothes or midday deodorant touch-ups. "It's minimally invasive and [has] little to no downtime," says Dr. Bucky. "It makes a lifetime improvement not only to your appearance and how you carry yourself, but to how you shop for clothes and how you choose activities based on how much you perspire." *Multiple locations, 215-323-5000; drbucky.com*

