

Katie Henriksen Copywriting

COLLATERAL COPY

CLIENT: **Methodist In-House**

JOB: **Bariatric Brochure**

Front Panel:

Methodist Physicians Clinic Bariatric Surgery [Logo]

Inside –Panel 1:

Change Your Life

Bariatric surgery can empower you to take control of your life so you can enjoy better health and take part in activities that add pleasure to everyday living. As with any surgical procedure, it's important to trust your care to an experienced practitioner who can help ensure an optimal outcome. As a Methodist Bariatric patient, you'll benefit from:

Our Vast Experience

- More than 2,000 bariatric procedures performed
- Multiple surgical options to choose from

Dedication to Quality Patient Care

- Designated a Center of Excellence in Bariatric Surgery by the American Society for Metabolic and Bariatric Surgery (ASMBS)
- Skilled, board-certified surgeons

Comprehensive Program Offering

- Lifelong follow-up and support groups
- Multidisciplinary team committed to your success

It's your life ... trust your care to Methodist

Learn more about your surgical options, hear patient stories, learn about upcoming information seminars, and sign up for our e-mail newsletter at www.methodistbariatric.com.

Panel 2:

**Start living your dreams ...
Be there for those you love**

Has your weight held you back from living the life you know you were meant to live? Are you worried that unless you make a drastic change, you might not be there for your loved ones?

Morbid obesity brings with it an increased risk for a shorter life expectancy. For individuals whose weight exceeds twice their ideal body weight, the risk of an early death is doubled compared to non-obese individuals. The risk of death from diabetes or heart attack is five to seven times greater. Methodist Bariatric can help you beat the odds. It all starts with a commitment to changing your life today.

Is bariatric surgery right for you?

To determine if you're a good candidate for bariatric surgery, begin by checking your Body Mass Index (BMI) with our online BMI calculator at www.methodistbariatric.com.

If you are 100 pounds or more overweight or have a BMI over 40 or a BMI of over 35 and you are experiencing high blood pressure or diabetes, it's time to talk to Methodist Bariatric Surgery. Call our office today to make an appointment, (402) 354-1320.

Panel 3:

Gain a healthy, new outlook on life

Begin by Exploring Your Surgical Options

Bariatric surgery is a complex and challenging undertaking, but it may also be the only effective therapy for morbid obesity and its complications. If you are a candidate for bariatric surgery, Methodist Bariatric offers a variety of procedures for you to consider. The first group, referred to as “**restrictive**” procedures, work by limiting the size of the stomach. They include:

Gastric Banding – is performed laparoscopically. The operation involves placing a silastic “belt” around the upper part of the stomach, which limits the amount of calories a person can take in. Band patients generally lose one to two pounds per week during the first year after surgery. Most will eventually lose 50-60% of their excess body weight, usually within two to three years.

Sleeve gastrectomies – are performed laparoscopically. During this procedure, around 75% of the stomach is removed, helping patients feel “full” when eating small amounts of food. It is a good option for patients with higher BMI indexes. On average, patients will lose 40-50% of their excess weight in the first two years after surgery.

The second group, referred to as “**restrictive and malabsorptive**” procedures, work by limiting the size of the stomach and bypassing part of the small intestine. They include:

Duodenal Switch – This operation involves removing the greater curvature of the stomach. This moderate restriction is done to limit food intake, as well as to reduce excess stomach acid. The remaining stomach still allows patients to eat

fairly normal meals as it gradually enlarges over one to two years. *(What are weight loss results for this procedure - as in other examples? I couldn't find it on web site, either.)*

The Gastric Bypass Roux-en-Y surgery is unique in that it is the first of the gastric procedures for morbid obesity to combine restriction with malabsorption. This form of bariatric surgery is the most popular form today and can be done both conventionally and through the use of laparoscopy. Weight loss after gastric bypass usually exceeds 100 pounds, or anywhere from 65-100% of excess body weight.

Find out more about your surgical options for the treatment of obesity by attending one of our informational seminars. You can register online at www.methodistbariatric.com or call our office at (402) 354-1320.

Back Panel:

Excellence in Weight Loss Surgery

Center of Excellence Award [LOGO]

The bariatric program at Methodist Hospital has been designated a Center of Excellence by the American Society for Metabolic and Bariatric Surgery (ASMBS). The ASMBS Center of Excellence designation recognizes surgical programs with a demonstrated track record of favorable outcomes in bariatric surgery.

Supporting Mind, Body and Spirit

The proper care and support is essential, when undergoing life-changing procedure such as bariatric surgery. In addition to post-surgical medical care, Methodist offers a variety of support programs, plastic surgery and psychological care to support you on your journey.

Are You Ready for Surgery? As part of the psychological support we offer, a trained psychiatrist or psychologist examines all patients before they have weight loss surgery to evaluate their readiness for this life-changing surgery.

Free Informational Program: Post-op bariatric patients, and anyone considering bariatric surgery, are invited to join our "Surgical Management of Morbid Obesity" Bariatric Support Group.

Ongoing Support: We also offer our patients a chance to connect through our online support group. Currently, we have more than 250 members, many of whom have been supporting each other for over five years. To register for this group, call (402)354-1321 or visit, www.methodistbariatric.com.

Plastic Surgery: We also provide plastic surgery services, because patients who lose a significant amount of weight also face another challenge – excess skin. Removal of

excess skin from the arms, legs and abdomen often minimizes scars that have become wider as the result of gravity and excessive body weight.

Our Physicians

[Photo of Dr. Anthone]

Gary Anthone, MD, FACS

Dr. Anthone, a native of Omaha, served as Director of the Bariatric Surgery Program at the University of Southern California School of Medicine in Los Angeles, California, from 1992 until his return to Omaha in 2003. Since then, he has served as Director of the Physicians Clinic/Methodist Health System Bariatric Program.

[Photo of Dr. Winterstein, M.D.]

Brad Winterstein, MD

Dr. Winterstein began working at Methodist Hospital in general surgery in 2002. His areas of expertise include: advanced laparoscopy, bariatric surgery, single incision laparoscopy, complex hernia repair, laparoscopic bariatric surgery and open duodenal switch procedures.

MANDATORIES:

Methodist Physicians Clinic Bariatric Surgery logo

The meaning of care.SM

©2009 Methodist Physicians Clinic, an affiliate of Methodist Health System

www.methodistbariatric.com

Center of Excellence logo

The Bariatric Surgery Clinic is conveniently located at:

Methodist Physicians Clinic

8111 Dodge St., Suite 220

Omaha, NE 68114

(402) 354-1320