



Beverly Hills Cancer Center:

Innovative Approaches to Better Healing

By Amy Sommer

Nobody ever wants to be diagnosed with cancer. It's just no fun under any circumstances.

But, if and when it strikes, the Beverly Hills Cancer Center ("BHCC") can make the experience about as pleasant and positive as it can possibly be – consistent with BHCC's belief that this leads to better healing. The journey from patient to survivor is harrowing no matter how curable one's type of cancer is.

Doctors Afshin Eli Gabayan and Arash Ari Gabayan understand that this process is a difficult one and have designed a unique enterprise that successfully combines state-of-the-art medical expertise, research and technology with integrative medicine, comfort and personalized care – something the bigger hospitals can't do nearly as well.

The two doctors – brothers – have gathered a team of professionals who, in addition to traditional medicine also provide integrative medical services at the Center – nutrition education, stress management, psychological counseling, Chinese medicine, acupuncture and massage therapy. It's a unique blend that other cancer clinics around the country are beginning to emulate.

"We want to be the Mayo Clinic of the Westside" states Dr. Eli Gabayan.

Patients are treated as guests from the

time they arrive at the complimentary valet parking through their entire regimen. From screening and prevention to diagnosis and treatment, all can be accomplished under one luxurious and yet high-tech roof.

The patient who needs blood work followed by an MRI, CAT scan, PET or bone scan, followed by chemotherapy and/or radiation therapy, can do it all in a matter of hours. In a more traditional hospital setting, one must often endure higher costs and the hassles of going to several different departments or facilities over several weeks to accomplish the same thing.

But with cancer, time is of the essence: The sooner one gets diagnosed and into treatment, the sooner the potential spread of the cancer can be blocked or slowed.

Natural light pours through the facility, complementing the spa-like environment where patients feel cared for, and not just attended to. Patients who

must sit for hours while undergoing chemotherapy can do so in a soothingly decorated area filled with natural light specifically designed to promote healing.

Even the state-of-the-art MRI, CAT and PET/CT scan machines are in rooms lit by the sun instead of only fluorescent lighting. If a patient wants even more light, there is a Zen patio with views of Beverly Hills and Hollywood Hills where one can relax with organic tea, coffee and food from the on-site Energie Café.

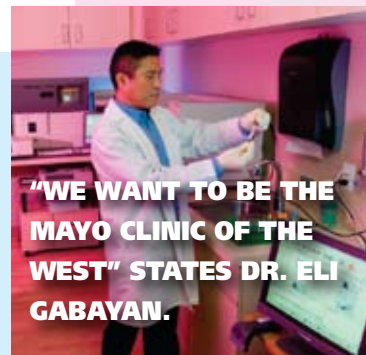
But what's most important is that the Center uses the most advanced machines for imaging and radiation which means patients get more precise treatment, suffer fewer side effects, have more energy, and can

thrive through the healing process. Dr. Ari Gabayan, a Radiation Oncologist, notes that "it's exciting to offer patients the latest in high-tech radiation treatments for all cancer types that were not available even a year ago."

"Hospitals can be very stressful and anxiety-

provoking," observed Dr. Eli Gabayan. Not so at BHCC.

For more information about Beverly Hills Cancer Center, visit www.BHCancerCenter.com



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