

## **CENIGENT Launches the Country's First Systems-Based Medical Program**

*California-based practice introduces a new medical approach that incorporates systems biology, personalized genomics and leading-edge research to offer the medicine of the future, right now*

**Santa Monica, Calif. – (Dec. 1, 2009)** - CENIGENT Health Enhancement Medical Institute, a medical facility, announced the launch of the world's first medical program for patients that is founded on a new "systems and genetic-based" medical approach.

CENIGENT's systems approach is very different than our current modern "reductionist" medical approach, which focuses on treating the end-symptoms of disease rather than the core causes, looks at disease only in the organ which the disease appears and, according to the September 2009 issue of the Journal of the American Medical Association (JAMA), "treats disease in isolation, without taking into account the dynamic, integrative systems in the human body."

"While there has been significant interest and funding of research that is focused on applying systems biology to practical medicine, CENIGENT is the first and only medical facility using a systems approach in a clinical setting" said Lida Ghaderi, M.D., founder and medical director of CENIGENT, a noted internist with expertise in the new field of personalized genetics.

### **Building the First Systems & Genetic-Based Medical Practice**

Almost half of all Americans live with at least one chronic condition. Chronic diseases account for 70% of all deaths and more than 75% of the nation's \$2 trillion medical care costs. While personalized genetic testing and sequencing has hit the commercial market and there have been rapid advancements in our biomedical, genetic and epigenetic research, not much has changed in how our current medicine treats or prevents chronic disease. Until now.

"CENIGENT's systems approach recognizes the body as a complex system and has classified eight core sub-systems and their relationships to health and disease. When there is a dysfunction in any of these core systems it can lead to age-related chronic disease.

**C** – Cellular System; **E** – Endocrine System; **N** – Nervous System; **I** – Immune System;  
**G** – Genetic System; **E** – Epigenetic System; **N** – Nutrigenomics; **T** – Thought System

These subsystems and their relationships are the common links for many age-related chronic diseases including cardiovascular, Alzheimer's, Parkinson's, diabetes, obesity, osteoarthritis, rheumatoid arthritis and others. CENIGENT exhaustively evaluates and optimizes these sub-systems to predict, prevent and treat disease," said Dr. Ghaderi.

"CENIGENT's systems and genomic-based medical program utilizes the information from predictive imaging tests and from its comprehensive testing menu, including genetic single nucleotide polymorphism (SNPs) and personalized research, to better predict health risks and diseases," said Stefan Ruehm, M.D., Ph.D., director of UCLA's Diagnostic Cardiovascular CT Imaging Department and associate professor of radiology at UCLA.

"CENIGENT uses the information from personalized genetic testing differently than simply assigning risks for diseases. We use proprietary genetic software and exhaustive research on these testing results to recommend personalized treatment programs which translates to changing adverse probabilities and better prevention and treatment of disease," said Ghaderi.

### **Support from the Medical Community**

**Joseph Wu, M.D., clinical director of the University of California, Irvine Brain Imaging Center and associate professor in residence at the UCI Department of Psychiatry and Human Behavior:**

“CENIGENT is innovative and incorporates the latest biomedical and genetic research (translational and personalized medicine) to provide state-of-the-art assessment and treatment recommendations,” said Dr. Wu. “The CENIGENT approach is the future of medicine.”

**Stefan Ruehm, M.D., Ph.D., director of UCLA’s Diagnostic Cardiovascular CT Imaging Department and associate professor of radiology at UCLA:**

“The highly advanced predictive imaging tests that radiologists at UCLA have created exclusively for CENIGENT and are not available in the market go well beyond full body scans currently offered. These tests can be used as additional biomarkers towards specific health risks and diseases while providing minimal or no radiation exposure to the patient.

“Better prediction capability in combination with personalized medicine is expected to translate to better healthcare, a concept currently pursued by CENIGENT,” said Ruehm.

**About CENIGENT**

Based in Santa Monica California, CENIGENT Health Enhancement Medical Institute Inc. has the distinction of being the first and only clinical facility to offer systems and genetic-based medical programs. Founder and medical director, Lida Ghaderi, M.D., pioneered the systems medical approach and formulated a comprehensive testing menu that better predicts, prevents and treats chronic diseases. CENIGENT is dedicated to bring the latest biomedical and genetic research into the practice of medicine to help its patients achieve peak health. The practice is set in a relaxing medical spa, offering a full spectrum of spa treatments and luxury concierge amenities. CENIGENT is a privately held company and currently accepting a limited number of patients.

For more information, visit [www.cenigent.com](http://www.cenigent.com).