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PRESERVE HEALTH MEDICAL OFFICE OPENS AT THE CLIFFS AT MOUNTAIN PARK

*Patient-focused preventive healthcare and team support
provide a path to optimal health for families*

Travelers Rest, SC (August 19, 2008) – Today, a team of medical professionals led by Drs. Holbrook Raynal and Nick Ulmer, together with President and CEO of The Cliffs Communities Jim Anthony, celebrated a dedication and ribbon cutting ceremony for Preserve Health, P.A., a new medical practice located at 135 Botanical Circle in The Village at The Cliffs at Mountain Park off Highway 11 in Travelers Rest, SC.

Preserve Health (www.preservehealth.com) offers advanced primary medical care to property owners, residents and employees of The Cliffs Communities, as well as residents in and visitors to Northern Greenville County. With an emphasis on “innovative caring”, Preserve Health incorporates a commitment to preventive healthcare into its treatment philosophy. Each patient has access to a personal health team whose mission is to provide a multi-disciplinary approach to individualized care in a way that not only resolves immediate health issues but also sets the patient on a track for permanent, proactive wellness.

“The model of healthcare that Preserve Health extends to each patient is grounded in a true commitment to care,” stated Jim Anthony. “At The Cliffs, our goal is to try our best to create the kind of community that makes the lives of the people we touch better for our having been here. With the introduction of Preserve Health as the first business to launch from The Village at Mountain Park, we feel that this message will be delivered to hundreds of families in the area who deserve high-quality care close to home, and ultimately extend across the region.”

The Village at The Cliffs at Mountain Park will be a central gathering place for The Cliffs’ residents and area residents alike, and the home to a collection of first-in-class retail shops, cafes, and service providers. It is also the location of the Gary Player Group’s North American headquarters which also celebrates its grand opening this summer. Phase I construction in The Village at Mountain Park is slated to commence this fall.

A team approach to patient care

Preserve Health employs a team of credentialed experts to provide a support system for its patients. The practice includes two Board certified physicians, two certified family nurse practitioners, a registered dietician and a certified cognitive behavioral therapist, in addition to experienced clinical and administrative support staff. Leading the practice are Drs. Holbrook Raynal and Nick Ulmer.

Preserve Health’s Executive Physician and Medical Director Holbrook W. Raynal, M.D., D.H.A., C.M.D, F.A.A.F.P., brings a wealth of practical knowledge to his position with nearly 30 years of clinical and administrative experience. Dr. Raynal is Board certified in Family Medicine and Geriatrics and earned his doctoral degrees in Medicine and Health Administration from the Medical University of South Carolina.

Before establishing Preserve Health, Dr. Raynal served as Director of Clinical Care and Quality Improvement for the Department of Family and Preventive Medicine at the University of South Carolina's School of Medicine. Dr. Raynal will provide a full array of personalized primary care services. He will also coordinate sub-specialty referrals and oversee all of the clinical and administrative functions of Preserve Health.

Enoch G. "Nick" Ulmer, M.D., C.P.C., F.A.A.F.P., serves as Director of Compliance and Quality Improvement for the Preserve Health and also as Vice President of Health and Wellness for The Cliffs Communities. Dr. Ulmer's expertise includes nearly 20 years in family medicine based from Laurens, SC through his private practice, The Family Healthcare Center. Dr. Ulmer earned his degree in medicine from The Medical University of South Carolina where he serves as an Assistant Professor of Family Medicine. With MUSC he continues to assist in resident physician education. His areas of focus within Preserve Health will include preventive medicine, women's health, pediatrics, internal medicine, dermatology with minor surgery, as well as administrative activities.

A different kind of doctor

From minimal wait times in its waiting rooms, to more meaningful time with the doctors, to the patient representative who serves as point-of-contact from visit to visit, Preserve Health is purposefully centered on making the relationship with each patient respectful, collaborative, and long-term.

"This is a revolutionary healthcare experience," comments Dr. Raynal. "Preserve Health's mission is to offer expert medical care with a higher level of convenience, comfort and caring never before experienced in the primary care setting. This will be a true medical home."

In addition to personalized visits with health team members, Preserve Health offers the following services to all patients:

- Acute illness care for adults and children
- Preventive care for all ages, including appropriate immunizations
- Chronic illness care, self-management goal setting and individualized case management
- Women's health services, including management of abnormal pap smears and menopause
- Pediatric well care
- Complete executive physical examinations, general physical exams, and pre-participation physicals for sports
- Minor surgical procedures (e.g., laceration repair, dermatologic surgery, vasectomies) and minor orthopedic procedures
- Team-based smoking cessation and weight loss programs
- Nutritional advice and counseling
- Behavioral counseling services
- Comprehensive laboratory services
- Radiographic procedures utilizing the latest in digital imaging equipment
- Medical advice for foreign travel
- Specialty referral facilitated to local, regional, and national specialists and health care centers
- Telemedicine capability collaborating with tertiary centers of medicine, including Wake Forest University Baptist Medical Center
- Ongoing primary care research in conjunction with more than a dozen research institutions associated with the Consortium for Southeastern Hypertension Control (COSEHC), including Clemson University, MUSC, the School of Medicine at USC, and UNC-A

For residents of The Cliffs Communities, these services can be, at the patient's discretion, integrated with The Cliffs Wellness Program for added focus and support.

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