



NOVENA

Medical Center

~ NEWSLETTER ~

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Roaring into 2010

For many 2009 was a challenging year. Now that it is behind us, the Year of the Tiger looks set to be a great one for all. And it's shaping up to be a busier year for the medical industry with the influx of medical tourism in the region as cited by recent newspaper reports.

Since opening its doors in late 2007, Novena Medical Center (NMC) has enjoyed a steady growth of visitors each day and the number is steadily growing as more clinics began their operations at our centre. To date, NMC has 56 clinics operating at the centre, boasting a diverse mix of specialists ranging from oncology to sports medicine, cardiology, paediatrics, obstetrics & gynaecology, and dentistry (to name a few). NMC also has a wide clientele base made up of both local and overseas patients. Indeed our strategic location at Novena makes NMC a medical centre of choice, providing easy connectivity and convenience for everyone.

As a value-added service to patients and their families, NMC has been holding regular public forums with topics covering various medical topics such as aesthetics, diabetic kidney disease and orthopaedics. Encouraged by the favourable response to its public forums, NMC will be hosting a monthly lunchtime journal club for general practitioners starting in February this year.

Also in the pipeline is an e-medical library which we will be adding to our website soon. The online library will consist of articles by NMC's specialists and include frequently searched health topics such as dengue fever, hand foot and mouth disease, headaches and obesity. The e-library is an excellent platform for doctors to not only share their knowledge and expertise, but also increase awareness of their services.

www.novenamedicalcenter.com



We would like to take this opportunity to thank you for your continuous support and wish you and your family a Happy, Healthy and Prosperous 2010!



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Up Close with The Sloane Clinic™

Life gets more beautiful at Novena Medical Center with the arrival of The Sloane Clinic™ Plastic Surgery Centre. Renowned for its innovative treatments and cutting-edge décor, The Sloane Clinic™ boasts a clientele of who's who in Singapore. We recently caught up with Plastic Surgeon, Dr Tan Ying Chien and asked him upfront about the truth behind medical aesthetic treatments.

The Beautiful Truth

NMC: There is a growing controversy regarding medical aesthetic treatments. What do you think?

Dr Tan: There are new medical and surgical aesthetic treatments or techniques constantly appearing in the market. However, only a handful of these are truly new innovations that will benefit the medical practitioner and ultimately, the consumer, our patients. The rest are unfortunately nothing more than strategic marketing ploys aimed at undiscerning patients.

Hence, it is imperative that as doctors, we must constantly keep ourselves updated through thorough research and objectively decide which of these "new" treatments are worth adopting. We must then have our patients' best interests at heart when they come to us for advice. We must spend time giving them all the relevant information and unbiased advice pertaining to their concerns. These days, patients come armed with information that they have very easily obtained from the media or the internet. Unfortunately, there is as much misinformation as there is accurate information on the internet.

Beauty Has no Age Barrier

NMC: Compared to five – ten years ago, what is the increase in percentage of patients seeking plastic surgery? Do you see a higher percentage of female or male patients? And what is the most common age group?

Dr Tan: There is definitely an increase over the years. Unfortunately, we do not have official figures here in Singapore. According to figures from the American Society for Aesthetic Plastic Surgery, the number of surgical and non-surgical cosmetic treatments has increased from two million in 1997 to more than 10 million in 2008.

I see a significant higher proportion of female patients, although the number of male patients coming forward for cosmetic procedures has also increased. The most common age group would be those from 35 - 60 years old, with the 25 to 35 years making up a significant proportion.

NMC: What are the more popular treatments at your clinic?

Dr Tan: The more popular treatments at The Sloane Clinic™ Plastic Surgery Centre are liposuction, breast augmentations with the natural anatomical implants and eyelid surgeries.

More than Face Value

NMC: What is your clinic's philosophy? What makes your clinic different from other medical aesthetic centres?

Dr Tan: The Sloane Clinic™'s philosophy is to stay at the forefront of aesthetic treatment and plastic surgery. We believe that our actions, products and services should always embody excellence. And through education and availing information, help inspire people to integrate wellness and beauty in their lives. We strongly believe our authenticity and experience are our main points of difference. As The Sloane Clinic™ group has a comprehensive armamentarium of aesthetic services ranging from non-invasive aesthetics (such as lasers and slimming) to invasive options such as plastic surgery, all our doctors work in synergy to offer our patients the most unbiased and customised treatment options, based on the patient's best interests. We aim to maintain high service standards and work towards excellent outcomes for all our patients.

At The Sloane Clinic™ group, we work as part of a close knit family and believe in giving back to society. All our doctors are engaged in some form of charitable causes, with each of us helping to run the pro bono clinic. Last but not least, our commitment to research, innovation and training ensures that we are always ahead in our fields.



Look Good For A

Secret to an ageless looking skin

Is ageless skin possible? The answer is yes. Dermatologists today know so much about aging skin that we can dramatically delay its aging process.

What Causes Aging Skin?

Genetics and lifestyle play a significant role in how your face reflects your age. Some people are genetically programmed to age slower with regards to skin texture, tone, and laxity. For most people, it is lifestyle habits such as smoking, unhealthy diets and excessive exposure to the sun that accelerate their skin-aging process.

Freckles in children, for example, are a clear sign of sun damage. It is a simple demonstration of how early in life sun exposure affects the skin.

The Typical Signs of Aging Skin

While there is no universal pattern for aging skin, and appearances can vary widely among individuals of the same age, there are typical skin conditions for each age group.

How Do We Slow Down the Aging Process?

In your 20s...

Use sunscreen, even if you have not seen any evidence of sun damage. It is the undisputed anti-aging potion for all ages. The earlier you start using it, the more damage you can prevent. Your short-cut alternative is to use make-up or moisturisers that contain an SPF of 15 or higher.

In your 30s...

Look for products containing retinol, ascorbic acid and alpha-hydroxy acids. For more dramatic results, light chemical peels and diamond microdermabrasion can assist in an exfoliation process that makes the skin look smoother, more radiant and more refreshed. You may opt for Botox injections to soften the initial fine lines in the upper face. However, it is not appropriate for women who are pregnant or breastfeeding. Light based technologies such as IPL, Diode or Nd Yag Lasers, cater to those who prefer a gentler chemical -free approach to skin maintenance.

In your 40s...

There are collagen stimulating skin lasers, medium-depth chemical peels to even out skin tone, Botox for lines around the eyes, and fillers such as collagen or hyaluronic acid for lines around the mouth. Shrinking lips can be augmented. For sagging skin, you may like to consider Radiofrequency (Accent, Focus Wave), Infra Red (ST Refirme), a combo procedure that uses specialised thermal energy to tighten and tone the skin without surgery. You should start using richer cream based products with anti-aging ingredients such as Alpha Lipoic Acid, Vitamin A, C, E and wrinkle-control hexapeptides in your daily skin care.

In your 50s...

Age spots on the face or hands can be treated with pigment lasers, bleaching agents, chemical peels, or the traditional liquid nitrogen. Using UVA and UVB sunscreen can prevent new spots from forming. As for the lines on the cheeks, the upper lips or under the eyes, Botox and filler products remain an effective option, but fractional laser skin resurfacing can provide more dramatic results. Combo treatment such as the famed Trinité treatment is also an alternative with less downtime.

In your 60s...

Filler products can soften increasing lines on the cheeks. Some braver ones may want to consider surgical face-lift at this point. Most of the strategies for rejuvenating skin in the 40s and 50s can also work for people in their 60s.

5 Simple Tips For Any Age

1. use sunscreen
2. lose the tan
3. stop smoking
4. drink more water
5. eat more fruits and vegetables

There are simple ways to fight the clock and rejuvenate your skin. Make an appointment with your dermatologist to see which procedures are suitable for you. With the number of options available today, this fortunately does not necessarily translate to surgery. Products are now safer, better, and more versatile than in the past.

All Occasions

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GP Forum

Venue: Novena Medical Center, #08-23

Contact: +65 63976861

Email: enquiries@novenamedicalcenter.com

Topic:

Management of Carpal Tunnel Syndrome

Date : 3 February 2010

Time : 1 - 2pm

Speaker : Dr Lim Beng Hai

Centre for Hand & Reconstructive
Microsurgery (Novena) Pte Ltd

1 CME point will
be awarded

Topic:

Colorectal and Breast Cancers

Date : 24 March 2010

Time : 1-2pm

Speakers : Dr Kong Hwai Loong & Dr Wong Zee Wan
H L Kong Medical Oncology Centre

1 CME point will
be awarded

Topic:

Allergy & Sinusitis: Latest Treatment Trends

Date : 21 April 2010

Time : 1 - 2pm

Speaker : Dr Pang Yoke Teen

Centre for Ear Nose Throat Allergy & Sleep

1 CME point will
be awarded

Please log on to www.novenamedicalcenter.com for more information.

Reaching Out to the Community

Past forums:

Topic:

Osteoarthritis to the Knee

- What are my treatment options?

Date: 5 September 2009

Speaker: Dr Chang Haw Chong

Singapore Sports Orthopaedic Surgery Centre

Topic:

Fight the Fat

Date: 10 October 2009

Speakers: Dr Jason Chia

Singapore Sports Medicine Centre

Topic:

Look Good for the Festive Season

Date: 7 November 2009

Speaker: Dr Shiau Ee Leng

ClearSK™ Novena Laser and Aesthetic Centre

The Doctor and

Her Little Heroes



It is a daunting task looking after kids with developmental and behavioural problems, but Dr Roby Marcou relishes the challenge. An American Board Certified Sub-Specialist in Developmental and Behavioural Paediatrics, Dr Marcou shares with us her love for children and passion for what she does.

One of Dr Marcou's mantras is "love the child in front of you". She believes that every child deserves to be loved as they are and for who they are. "No child is intentionally bad at their own development. All children should be viewed with compassion for their struggles," says Dr Marcou, whose clinic Dr Roby Marcou Developmental and Behavioural Paediatrics Clinic very aptly embodies her warm and friendly personality. The ambience is relaxed with absolutely no needles or injections in sight. Instead there are plenty of toys and reassuring smiles from staff, putting patients and parents at ease.

As a (American) Board Certified Sub-Specialist in Developmental and Behavioural Paediatrics, Dr Marcou works with children and adolescents with learning, developmental, behavioural and attention difficulties. This includes children with genetic disorders, autism, dyslexia, learning disorders, developmental delays and Attention Deficit Hyperactivity Disorder.



"My younger brother had trouble with his attention and learning to read and speak. At that time these problems were not well understood and my parents got some advice which in retrospect was pretty ridiculous. Hence, I wanted to help children like my brother, and parents like my parents to learn the truth about their children because you can only get the right help and feel optimistic when you truly understand the children's strengths as well as their struggles."

In order to set the highest standard of care in a sub-specialty that is emerging in Asia, Dr Marcou goes out of her way to establish rapport with her patients to win their trust and practices only evidence-based medicine at her clinic.

"In developmental and behavioural paediatrics there are many therapies used which do not have research support in peer reviewed literature. I adhere to best practice approaches in my office and am training local doctors at NUH to do the same. It is very important that all the work I do and the therapies I recommend are evidence-based," says Dr Marcou who also provides a computer based training programme, Cogmed Working Memory Training for children and teens with working memory and attention issues at her clinic.

When asked what the best part of her work is, the congenial doctor's face lights up. "My patients of course! To me, these kids are heroes. They confront their challenges every day, and often rise above them. I love it when they learn to talk about their challenges in a matter of fact way. This means that I have been able to take the mystery out of something frightening to them. And I love it when I have a chance to celebrate their successes – when parents send me videos of them on stage, winning awards, having play dates and starting school. These and many other things are great successes."



Directory Of Services

Medical specialists. Nurses. Allied health professionals.
Where a high level of care meets
a wide selection of services

CLINIC / SPECIALTY

Advance Renal Therapy
Renal Medicine & Kidney Dialysis
#11-14
Tel: +65 63976468

Ambulatory SurgiCare
General Surgery
#09-01
Tel: +65 63976979

American International Clinic
Internal Medicine
#10-10
Tel: +65 63977129

Asian Pain Centre
Pain Management, Anaesthesiology
& Neurology
#08-15
Tel: +65 63976566

Bioresonance Therapy Centre
Preventive Healthcare
#09-17
Tel: +65 63976826

Braces & Aesthetics Dental Clinic
Dentistry
#10-36
Tel: +65 67322706

Cancer After Care Clinic
Preventive Healthcare
#10-13
Tel: +65 63976888

Centre for Ear Nose Throat Allergy & Sleep
ENT (Ear, Nose, Throat)
#11-23
Tel: +65 65860988

Centre for Hands & Reconstructive
Microsurgery (Novena) Pte Ltd
Hand Surgery
#11-17
Tel: +65 63976850

ClearSK™ Novena Laser and Aesthetic Centre
Aesthetic Services & Wellness Care
#10-23
Tel: +65 63977050

Clinic 10
Preventive Healthcare
#09-31
Tel: +65 63360504

Dr Roby Marcou Developmental and
Behavioural Paediatrics Clinic
Developmental and Behavioural Paediatrics
#10-12
Tel: +65 63976637

Executive Health Screeners
Medical Services
#08-17
Tel: +65 63977248

CLINIC / SPECIALTY

Frontier Specialist Centre
Orthopaedic Surgery, Physiotherapy
Podiatry & Medical Services
#09-12
Tel: +65 63977077

GloAesthetics Pte Ltd
Aesthetic Services
#09-30
Tel: +65 63977012

H L Kong Medical Oncology Centre
Medical Oncology
#11-08
Tel: +65 63977123

HealthTrends@Novena
Medical, Aesthetic & Wellness Care
#08-34
Tel: +65 63976865

Healthway Breast & Surgery Centre
Breast Surgery
#10-07
Tel: +65 62382290

Healthway Medical Assessment Centre
Wellness Care
#10-06
Tel: +65 62382290

International Neuro Associates
Neurology & Neurosurgery
#08-15
Tel: +65 63972488

K O Chan Ear Nose Throat Sinus & Sleep
Centre
ENT (Ear, Nose, Throat)
#10-11
Tel: +65 63976454

Leukemia & Lymphoma Foundation
Voluntary Welfare Organization
#10-20
Tel: +65 67787545

LifeSource Medical Centre
Aesthetic & Regenerative Medicine
#11-16
Tel: +65 63976080

Loke Skin Clinic Pte Ltd
Dermatology
#09-13
Tel: +65 63374926

LP Clinic
Psychiatry
#11-22
Tel: +65 67354526

LQ Dental
Dentistry
#11-10
Tel: +65 65380890

CLINIC / SPECIALTY

Nihon Premium Clinic Pte Ltd
Japanese Medical & Specialists
HealthCare
#11-12
Tel: +65 63972002

Novena Clinic
Medical Clinic
#08-18
Tel: +65 63079959

Novena Dental Aesthetic Practice Pte Ltd
Dentistry
#09-34
Tel: +65 63977097

Novena Heart Centre
Cardiology & Cardiothoracic Surgery
#09-05
Tel: +65 63972004

Novena Surgery Pte Ltd
Day Surgery
#08-18
Tel: +65 63079955

Omnigreen Wellness Centre
Preventive Healthcare
#08-16
Tel: +65 63338489

Parkway Laboratory Services Ltd
Medical Lab Testing
#08-01
Tel: +65 63976930

Peter Lee Orthopaedics
Orthopaedic Surgery
#11-06
Tel: +65 63382740

Radiologic Clinic
X-Ray Services
#08-02
Tel: +65 63976686

Singapore Aesthetic Centre
Aesthetic Services
#08-12
Tel: +65 68371000

Singapore Lipo, Body & Face Centre
Aesthetic Services
#08-05
Tel: +65 67361000

Singapore Sports Medicine Centre
Sports Medicine
#08-08
Tel: +65 67371000

Singapore Sports Orthopaedic
Surgery Centre
Orthopaedic Surgery
#08-07
Tel: +65 67371000

Smile Makers Dental Clinic
Dentistry
#09-26
Tel: +65 63972739

CLINIC / SPECIALTY

Soon Diabetes Thyroid and
Endocrinology Clinic
Endocrinology
#10-08
Tel: +65 63977101

Stellar Medical Aesthetic Clinic
Aesthetic Services
#11-31
Tel: +65 63972722

The Head & Neck Surgery Centre
ENT (Ear, Nose, Throat)
#11-02
Tel: +65 63977126

The Oral Care Centre
Dentistry
#10-17
Tel: +65 63976990

The Plastic Surgery Practice
Plastic Surgery
#11-33
Tel: +65 63976618

The Rafflesian Clinic & Surgery
Medical & Aesthetic Services
#11-06
Tel: +65 63382740

The Revival Medical Centre
General Aesthetic & Regenerative Medicine
#10-16
Tel: +65 63972472

The Sloane Clinic Plastic Surgery Centre
Plastic Surgery
#08-35
Tel: +65 63976848

Thomson Aesthetics Centre Pte Ltd
Aesthetic Services
#10-14
Tel: +65 62528558

Thomson Lifestyle Centre
Wellness Care
#10-14
Tel: +65 63526550

Thomson Paediatric Centre
Paediatric Medicine
#10-12
Tel: +65 62563291

Thomson Women Cancer Centre
Breast, Colorectal & Gynaecology
#09-15
Tel: +65 65918218

Tommy Tan Psychiatric Clinic
Psychiatry
#08-31
Tel: +65 63972688

Trio 33 Preventive & Anti-Aging Healthcare
Preventive Healthcare
#10-03
Tel: +65 63977333

Please call +65 63976861 for more information or visit www.novenahealthcenter.com

NOVENA
Medical Center

10, Sinaran Drive, Singapore 307506.