



Prevention is Better Than Cure

Can a bespoke approach to health assessment avoid many of the medical conditions we take for granted?

Any doctor will tell you that prevention is better than cure, and that living a healthy lifestyle can stave off many of the conditions which can affect our later lives and sometimes lead to serious problems or premature death.

Yet many of us feel we are too busy to pay attention to our health, and neglect it until something goes wrong. Certainly a healthy lifestyle with regular exercise, a balanced diet, moderate use of alcohol and avoidance of smoking is a sensible aim; but some conditions, particularly those with a genetic origin, are harder to avoid.

In many cases, waiting until disease strikes is leaving it too late – no matter how much time or money you spend on your health afterwards. This can be particularly tragic for those with young families left devastated by premature death of a parent.

Far better, then, to catch potentially harmful conditions before they develop, and can still be treated.

HAVE A HEART

Take, for instance, coronary heart disease. Approximately 300,000 people in the UK suffer a heart attack each year. Of those, around 125,000 will die and astonishingly,

for almost half of them, this is their first sign that there is any health problem.

The traditional method of assessing cardiac risk, using Framingham scores, dates from the 1960's and uses factors such as age, lifestyle and family history to generate a statistical risk. However, 40-50 percent of individuals who suffer a heart attack have no risk factors and are unaware of their hidden risk, and would be missed by the traditional screening algorithms.

Advances in scanning technology offer a more accurate assessment. The latest generation of computerized tomography (CT) scanners can image the inside of the



heart arteries in incredible detail to spot the earliest signs of 'furring up', providing an accurate assessment of an individual's risk of coronary heart disease.

CT scanning also has applications in detecting lung cancers as small as 1-2 mm, a far more sensitive scan than using X-rays which can generally only detect tumours of 10mm in size, and MRI scanning which cannot image the chest at all.

Compared to a traditional Framingham assessment, there's evidence that results from a CT scan lead to better adherence to lifestyle changes and use of medicines such as statins.

KEY ISSUES

To be effective, though, a preventative health assessment must take a bespoke approach. Using generalised, population-based statistics to provide a statistical risk of disease which is frequently inaccurate. A bespoke advanced health assessment will use modern medical imaging to actually see 'under the bonnet' to determine the earliest stage of disease and provide a precise individual assessment.

World class providers of preventative Health Assessments such as Echelon Health (www.echelon.health) will assess clients who are otherwise asymptomatic, but wish to be sure that they are healthy. Sometimes there is a specific reason for their concern such as a family history of a specific disease. However, more often than not, it is because

Images: Shutterstock

of health or another – and a bespoke health assessment can pick up on a condition which could otherwise be missed.

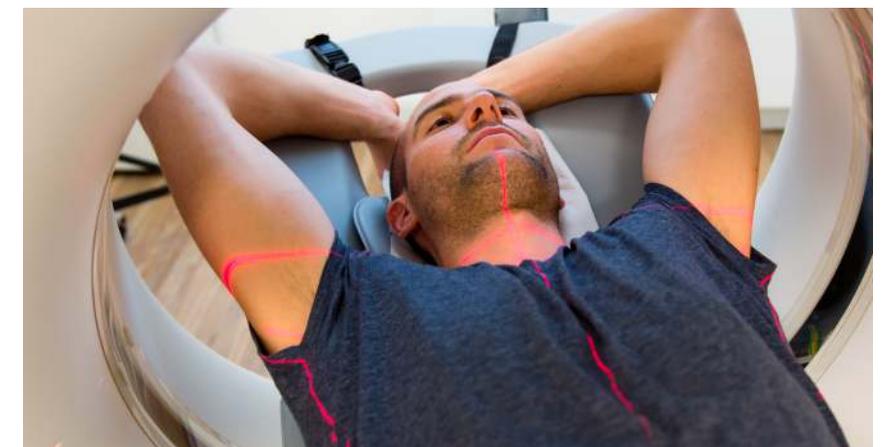
EXAMINATION

A typical health assessment might include a physical examination, lifestyle questionnaire, and tests of body mass index, blood pressure, PSA (Prostate Specific Antigen), and so on. But this approach risks missing many conditions such as coronary heart disease, colorectal cancer and skin cancer.

A comprehensive health assessment would use a range of advanced scanning equipment together with the most skilled radiographers, radiologists, clinicians and specialist consultants and physicians to refer the patient to for treatment if anything of concern is found. Apart from detecting disease that may lead to premature death, this approach also minimises the risk of causing unnecessary concerns by flagging 'abnormalities' which are in fact within acceptable ranges.

From lung, prostate, pancreatic, breast and prostate cancer, to COVID-19 health assessments, Echelon Health can offer an assessment package tailored around your busy life – you can even sign up for an Evergreen package with regular assessments, follow-up consultations and a GP service.

The cost of this level of care is obviously a factor, but you might think it's one worth paying for peace of mind so you can look forward, plan ahead and ensure more time with those you love. •





Long Covid Health Assessment

For most people who suffer Covid, their recovery will be quick, resuming their normal lives within a few days. However, for some, the effects of the virus can last for weeks or months. This "long Covid" can cause symptoms such as profound fatigue, breathlessness, anxiety and depression, palpitations, chest pains, joint or muscle pain, difficulty in concentrating and 'brain fog'. Other issues can involve lung clots, neurological abnormalities and deficits in cardiac, kidney and liver function. In order to minimise the long-term impact of 'long Covid' a thorough assessment of such patients is essential in order to devise a structured and personalised management plan. Designed and led by Dr Paul Jenkins who has over 30 years' experience in the management of patients with post viral fatigue, Echelon Health's Long Covid Assessment is one of the most comprehensive Assessments available anywhere today.



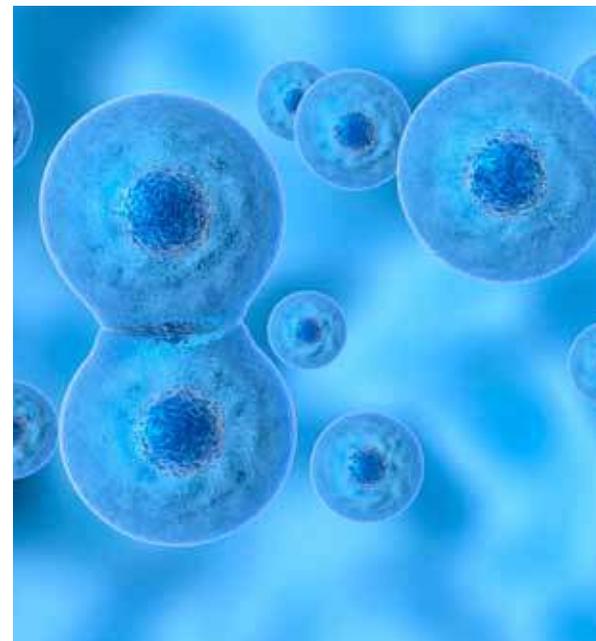
Women's Health

In 2020 it was reported one million breast screenings were missed or cancelled throughout the UK due to Covid. This alarming figure has resulted in a prediction that 8,600 women may now be living with undetected breast cancer. Due to increased pressures on the NHS this figure is set to rise. With all preventive screening, early detection is paramount for the highest survival rate. At Echelon Health we offer a rapid breast screening assessment utilising the most advanced screening equipment either as a single scan, or as part of our Well Woman Package which includes a Medical Questionnaire, Blood Tests, Ovaries Ultrasound Scan, Digital Mammogram, and your final consultation. The Government guidelines are clear and supportive that Medical Appointments should not be delayed.

www.echelon.health/breast-screening-in-london

Core Cancer Health Assessment

Lung, Colon and Breast Cancer are unfortunately all too familiar. However, if caught early, are treatable. Early detection is paramount to protect against the biggest killers today. Whilst Echelon Health offers Individual Cancer Assessments focusing on targeted areas, the Core Cancer Assessment includes a wide range at the same time. Offered to both men and woman, this assessment like all of our assessments save lives. Disease does not discriminate against age, gender, or wealth it can attack anywhere anytime. Detecting over 92% of all diseases, we do not guess. We do not base your results on probability or national averages, our assessments are about You, and what is going on inside YOUR body. Echelon Health is here to provide that peace of mind so you can plan-ahead with those you love.



Monthly Evergreen Membership

'Whether you are looking for a cost-effective health scanning solution or a life-long programme to give you and your family peace of mind, our Evergreen Membership may be perfect for you. For a one-off activation fee and then fixed monthly fee you will receive a tailored programme of scans, arranged over 3 years, and conveniently scheduled to fit with your busy life. You will receive not only the scans and assessments that would normally only be available with our Platinum Package but also additional annual blood tests, an annual full body mole check and follow up consultations after each set of scans you undertake.



Life saving testimonial

'The bottom line is that I was diagnosed with a cerebral fistula in my brain, a condition from which I was suffering no symptoms and would have been completely undetectable in a

normal medical. Post diagnosis I was referred to one of the best specialists in the country and operated on a few days later thus avoiding a potential brain haemorrhage or quite possibly a life ending trauma. I do hope that others will treat themselves to the full preventative maintenance regime that they and their families deserve'.

Nick Finegold, CEO, Curation Corp