

## **Dr. Michael Richman Featured in the Associated Press as Leader in Cholesterol Management and Advanced Lipoprotein Testing**

January 23, 2011 – Los Angeles, California -- Michael F. Richman M.D.,F.A.C.S., founder of The Center for Cholesterol Management in Los Angeles, has been featured in the Associated Press (AP) for his groundbreaking approach to reversing the alarming increase in chronic diseases.

“It’s a privilege to be recognized by mainstream media for the fight against heart disease. One in two people die from heart disease every year, so it’s critical that we all take notice,” said Dr. Michael Richman, a cardiothoracic surgeon and leading expert on cholesterol management and advanced lipoprotein testing.

The recent Associated Press coverage of Dr. Richman, who is also the national heart health examiner for the Examiner.com and is the cholesterol expert for WebMD, is part of growing media attention of his practice, as evidenced by features on The Dennis Prager Show, Daily Buzz, KYMA, WFLA, WZTV and Southern California Life.

Dr. Richman’s work is credited as standing above all other cardiovascular centers, as he performs the most comprehensive cardiovascular screening available in the United States. The recent Associated Press coverage detailed his approach of not only testing cholesterol levels the traditional way but also using NMR based advanced lipoprotein testing to identify everyone at risk.

“The results are clear – we’re saving lives,” said Dr. Richman. “By testing lipoproteins in this fashion we are alerting those who would otherwise be under the impression that they were healthy.”

To do this, Dr. Richman uses the most comprehensive diagnostic testing performed by Health Diagnostic Laboratory, Inc. (HDL Inc.) to detect risk factors predisposing patients to cardiovascular disease earlier than ever before possible. His recent string of national coverage is representative of the growing movement to individualize the appropriate therapy for patients before it is too late.

To learn more about Dr. Richman’s feature in the Associated Press, as well as other media outlets covering his efforts to advance patient care, visit <http://www.lipidcenter.com/press>.

### **About Center for Cholesterol Management**

The Center for Cholesterol Management is the only freestanding facility in Southern California using NMR-based lipoprotein testing to deliver state-of-the-art diagnosis and treatment of lipid disorders. It is the only test that provides both traditional lipids and the number of atherogenic particles to better identify and manage patients at risk for coronary heart disease. Thanks to new research, we understand that heart disease, or blocking of arteries, is caused by lipoprotein particles and not by cholesterol. Cholesterol and triglycerides cannot move through the artery wall unless they are carried inside a lipoprotein particle. Lipoprotein particles serve as the vehicles that transport cholesterol in the blood™. These are the particles that can build up in a person's arteries and cause a heart attack.

Source: The Center for Cholesterol Management