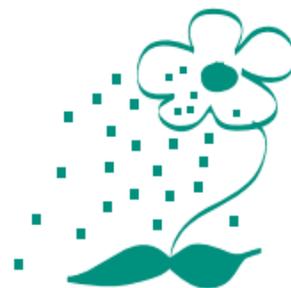


Common Sense in **ALLERGY & ASTHMA**



Robert E. Coifman, M.D.
*Board Certified Adult &
Pediatric Allergist*



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*Individually customized allergy
testing, serum, and treatment plans*

Get Serious about Asthma

Asthma is the most common cause of short-term disability in young people. It's the third most costly disease in the U.S., with a total annual cost of care that's exceeded only by cancer and heart disease.

Many physicians can treat the problems associated with asthma; a good allergist can often solve them. Dr. Coifman began his career with an engineering degree. Our experience is that an allergist who thinks like a good engineer can solve problems like a good engineer, with better results at lower long term cost.

In a 1983 article titled *Dynamic approach to asthma*, Dr. Coifman reported the outcomes of 32 consecutive patients who entered his practice with two or more hospital or ER admissions

for asthma in the previous 12 months. He reduced their rate of hospital and ER admission by 99%. Ninety-seven percent of the patients reported complete clinical control, and the ongoing cost of their asthma care decreased by 50%. No one ever reported better asthma outcomes in the English language medical literature, either before or since.

Approximately 8% of people in our service area have a diagnosis of asthma and an additional 2% probably have it but just weren't diagnosed. If you're one of these groups and your disease isn't well enough controlled to let you lead a normal life (work, school, family, sports, freedom from medication side effects), we'd be happy to see if we can help you.