

***LANDMARK UROLOGY & COMPLEMENTARY MEDICINE*****Rejuvenation: “Death Is Not the Enemy; Joy Is the Goal”**

“For many Americans, the idea of rejuvenation is an endless chase for the Holy Grail so that they may stay young forever,” notes Dr. Mark McClure of Landmark Urology and Complementary Medicine.

“But for me, and for many of my patients, the issue is not to stay young forever, it is to live life fully each day and accept each day as a gift. We focus our energy on seeing what we can do every moment of every day to maximize our joy. Together, we realize that death is not the enemy. Our goal is to learn how to make natural transitions through the cycles of life, and thoroughly enjoy what each cycle has to offer. Together, we explore the simple truth that it is pointless to live in the future, since the only time we have available to us is *right now*.”

**The Hardest Task**

For Dr. McClure, practicing as a urological surgeon for more than 29 years, the challenges of medicine continue, however with a new twist. “For me,” he says, “the complexities and challenges of medicine are not related to mastering the high-tech surgical tools we now have at our disposal, although that is necessary. And it is not in having a deep understanding of the vast pharmaceutical options we have available to us, essential as that is. No, more clearly than ever, the most challenging part of medicine

ultimately has little to do with the physician himself. The hardest part of medicine is getting people to change their habits.”

Sometimes, he finds, detailed information can become a strong motivator for change. “If I tell a patient he should stop smoking,” says Dr. McClure, “that’s hardly a surprise. He expects that from any doctor. So I go well beyond that. I tell the patient that, as a smoker, he has a much greater risk of bladder cancer, and I show him the statistics. Smoking is also associated with increased risk of stress incontinence for my female patients, because of chronic coughing. I explain the ties between smoking and high blood pressure, breast cancer, problems with fertility, lung cancer, and oral and throat cancer, and problems with teeth, hypertension, osteoporosis, and impotence. In most instances, the patient has never before gotten this kind of detailed information. Sometime, it makes a difference.”

## **Two Specialties Merge**

More often now, Dr. McClure sees patients in his practice who are seeking his guidance on alternative and natural paths to health and healing, rather than or in addition to treatment for a urological disorder. More than 13 years ago, he and his partner, Cheri Elliott, ANP, introduced alternative, complementary approaches to health and treatment as an important component of their practice.

“I’m not a primary care holistic physician,” he points out, “but I am certified by the American Board of Integrative and Holistic Medicine. The American Board of Holistic Medicine is not yet certified by the American Board of Medical Specialties, but I predict that it won’t be long before this happens. When it’s appropriate, I work closely with my medical colleagues to formulate an integrative treatment plan that people can use to

rejuvenate their health and, in the process, often reduce their need for medication. In some instances, we can eliminate the need for medications altogether.”

Still, Dr. McClure is a respected urologist and surgeon, and so he is most likely to have first contact with a patient to evaluate a urological problem. “Increasingly, though, there is a seamless transition between the urological and complementary parts of my practice. One part tends to deal with treatment, the other with wellness and prevention.

### **Asking the Right Questions**

“A recent patient is a good example of how this works. A gentleman came to see me for a urology problem. In my review of systems, I asked what had happened since our last visit. He said, ‘Oh, I’ve been put on three medications; recently I was in the hospital.’ He told me of the incident where he had a rapid heart beat, was taken to the emergency room by ambulance where he was given intravenous medication, and was then sent home on three different medications because of the heartbeat abnormality.

“And so I asked him a series of questions, and found out on the day of the incident he had had four cups of coffee and several Mountain Dew drinks—a lot of caffeine—and had eaten a whole bag of Oreo cookies. He had been working outside in the heat, without sufficient fluid—and suddenly he had a rapid heartbeat.

“Because he was an interested and compliant patient, it was relatively simple to correct his problem. First, he agreed to discontinue all caffeinated beverages. We designed a regular exercise program, and a program that included breathing exercises and stress management. His primary care doctor soon agreed that he had no further need for the three medications he was taking. That was a wonderful outcome, because this young

man, still in his thirties, had been told he would need the medications indefinitely and perhaps for life.”

## **Resources on the Web**

On its web site, [LandmarkUrologyCare.com](http://LandmarkUrologyCare.com), Dr. McClure and his colleagues have created a rich resource for understanding a full range of urological health concerns. The practice’s interest in and commitment to complementary/alternative medicine is reflected, as well—with a strong emphasis on prevention. For example, links connect viewers with detailed information about such topics as kidney stone prevention, sexual health, stress reduction, prostate cancer prevention, bladder cancer prevention, and a special interest of the practice: surgery as a healing ritual.

## **PHOTO:**

*The clinical principals at Landmark Urology and Complementary Medicine are, from left, Cheri Elliott, ANP, Dr. Dan McRackan, and Dr. Mark McClure.*

## **CALL-OUT:**

“The issue is not to stay young forever, it is to live life fully each day and accept each day as a gift.

For more information about urologic and complementary medicine approaches and procedures, contact:

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