

MODERN WOMAN



*A Foreigner in the
Czech Republic*

*High Standard Health Care
in the Czech Republic*

Tips – recommendations



General Practice / Esthetic Medicine and Plastic Surgery
Stomatology / Gynecology / Business & People

Invest in your health.

Motto: Your health is your transportation on the journey of life.

Czech Republic has been called the heart of Europe forever. It has gained much popularity in the heart of tourists for its architecture, hospitality, and cultural wealth, but it has also become the home of many more foreigners. In the past few years, it has even been sought out for its health services. In both its breadth and structure, these services are a good indicator of how Czech Republic's services are gaining more trust. This is not just because of the few specialists in the already established hospitals and institutions, rather, it is due to the number of private clinics that have emerged, and are able to offer even the most competitive services. People are starting to realise that besides education and information, health is a factor not only in the job market, but also in our private lives. People are also beginning to seek out services associated with the maintenance of good health and disease or illness prevention. This is especially visible at the gynecologists and the dentists. A particularly interesting section of health-awareness is certainly aesthetic medicine, and more importantly anti-aging management. What prevents this specialization from advancing? Money. As far as prevention is concerned, it is not so much the money involved, but how it is invested. Perhaps we should return to an old Chinese custom, where the patient would pay the doctor only for good health. Prevention can only take place with the active involvement of each individual client as the reward for this is their own health. We trust that Czech Republic will offer a sufficient amount of health services. After all, what better place to seek out personal health than in the heart of Europe?



Organisation of the System of Czech Healthcare Provision

In the CR there exist both state and private medical facilities. Almost all facilities have concluded contracts for the provision and payment of healthcare with health insurers and provide healthcare to patients insured at the relevant health insurers **without direct payment**.

Healthcare services are provided by a system of outpatient care, institutional care (inpatient), company preventative care facilities,



urgent care facilities, facilities for transport of the sick, injured and women in childbirth, spa care facilities, facilities dealing with medicaments and health aids, and dental products.

OUTPATIENT CARE

In cases of falling ill a patient usually turns to a so-called **primary care** doctor who works in the patient's local area. These are general practitioners, paediatricians, dentists and gynaecologists.

If a patient does not have a doctor or know about medical facilities for any reason, he or she can find out information from local administrative bodies. It is also possible to ask for advice from your health insurer or search for a doctor yourself in the phone book.

WHEN CHOOSING A DOCTOR IT IS NECESSARY TO BEAR IN MIND THAT IT IS ONLY POSSIBLE TO REGISTER WITH A DOCTOR WHO HAS A CONTRACT WITH YOUR INSURER FOR THE PROVISION OF HEALTHCARE.

To be treated by a primary care doctor it is necessary to register with that doctor. The doctor may refuse such registration only in cases where acceptance would mean such a workload for the doctor that he could not provide adequate care to the patient or other patients already in his care. The doctor may not refuse treatment in cases of urgent care (injury, acute illness); however, after such treatment the patient is transferred to his or her own doctor. If the patient is refused, he or she has the right to have the refusal in writing. If you have doubts about this, contact the healthcare department at your local authority with a request for investigation.

When a primary care doctor accepts a patient, he or she becomes the patient's registered doctor, draws up a registry entry and is liable to systematic care of the patient, i.e. ensures basic care (including visits) and, as required, procures specialist care from a specialist or hospital.

PLEASE NOTE THAT POLICY-HOLDERS OF CONTRACTUAL HEALTH INSURANCE DO NOT REGISTER WITH DOCTORS. THEIR TREATMENT IS CARRIED OUT BY CONTRACTUAL DOCTORS, AS WELL AS VZP CONTRACTUAL MEDICAL FACILITIES.

If the patient's state of health requires specialist care which his or her registered general practitioner cannot provide, the latter recommends him or her **relevant specialised medical facilities**

which have contracts with the patient's health insurer. Even in this case the patient has the right of free choice of healthcare facility and doctor. The registered doctor issues a recommendation for specialist care or request for consultant treatment. The specialist then informs the registered doctor of his or her findings and treatments, or makes recommendations about the patient's ability to work.

Patients can visit specialists in the CR without a recommendation from their primary care doctor.

INSTITUTIONAL CARE

If the character of the illness requires such, the general practitioner or outpatient specialist recommends the patient treatment in hospital or directly arranges for this admission.

After examination and treatment in the hospital the patient is released, he or she receives required medication for three days and is given a report for the attendant doctor on the methods and results of treatments in the medical institution, with a recommendation for further procedures. The right to a written report by the doctor is not, however, stipulated by law. In practice it is also possible that the attendant doctor sends this report directly to the primary care or outpatient doctor who sent the patient to the healthcare facility.

Inpatient care is provided not only in hospitals, but also in a network of specialist medical institutions. These include institutions for chronic illness, mental hospitals, physiotherapeutic institutions, sanatoria and night sanatoria, institutions treating tuberculosis and respiratory illnesses, and health resorts.

ACCIDENT AND EMERGENCY SERVICES

In cases of sudden illness or injury, healthcare can be secured outside of surgery hours or in the absence of the attendant doctor. This is provided depending on local conditions - in smaller areas it is usually managed in co-operation with doctors who mutually represent one another, in larger localities there are organised emergency services in special surgeries or in hospital emergency services. Emergency services are also organised for



urgent dental conditions.

For case of urgent serious illnesses when the patient cannot get to a doctor alone and where transport to a medical facility and fast treatment is essential **ambulance services** are organised to avoid a dangerous deterioration of health or threat to life. You can request their assistance by telephoning a special number.

IF REQUIRED CALL FREE OF CHARGE (ALSO FROM A MOBILE PHONE) ON 155,

where you can also speak English and German and the operators contact the emergency services on your behalf and communicate your problem.

COMPANY HEALTH SERVICES

Company preventative care ensures, in co-operation with employers, prevention and protection of employees' health from



work-related illness and other threats to health in the workplace, including prevention of injuries. Company preventative care facilities undertake specialist advisory activities on issues of protection and support for the health and social comforts of employees. They regularly check company workplaces to ascertain the effect of jobs and working conditions on the health of employees, and undertake preventative medical examinations of employees (initial, regular and concluding).

PHARMACEUTICAL SERVICES

Pharmacy services provide patients with medicaments and health aids, either on the basis of a medical prescription or without. Pharmacies issue patients with medicaments on the basis of prescriptions either without charge, if the medicaments are fully covered by the health insurer, or for a corresponding charge if the insurer only covers a part of the price or not at all.

VALIDITY OF MEDICAL PRESCRIPTIONS:

- a prescription from the emergency service is valid 24 hours
- a prescription for antibiotics is valid 5 days
- a prescription for opiates is valid 3 days
- other prescriptions are usually valid one week

On the expiry of the period the prescriptions become invalid and the pharmacy cannot issue the relevant medicament on their basis. Conversely when it concerns medicaments which need to be obtained in a special way, the doctor can extend the period of the prescription's validity when he makes it out. If the pharmacy does not have the prescribed medicament and cannot provide it in the prescribed period, even though it is necessary to issue the medicament immediately, it can issue another medical preparation with the same effectiveness and covered in the same way.

Aside from medicaments, pharmacies issue other medical technical resources – health aids. Most specialised workplaces which operate on the basis of contracts with health insurers also issue these aids, and the aids are issued on the basis of medical prescriptions either without charge to the patient or at a partial or full charge.

With some health aids the health insurer can decide on their loan rather than permanent issue to patients (e.g. crutches in cases of injury etc.).

COMPLAINTS

If the policy-holder considers that appropriate care has not been provided he or she may, by law (Act No. 48/1997 Coll. § 11 Par. 2) take complaints to several authorities.

IT IS POSSIBLE:

- to submit a petition to the management of the healthcare facility, or founder of such facilities, in order that the procedures of its treatment are investigated;
- turn to the **Czech Medical Chamber, Czech Dental Chamber, or Czech Pharmaceutical Chamber**, should the complaint

concern the professional or ethical procedures of the doctor, or should it concern another employee, turn to the relevant professional organisation;

- turn to the health insurer - in particular when the healthcare worker refuses to carry out a procedure which is part of care covered;
- turn to the relevant state authority where the given medical facility is registered.

In the case of dissatisfaction with the settlement of complaints you can turn to the ombudsman (contact information in Address Book - "Kancelář veřejného ochránce práv"-The Office of the Ombudsman).

The patient has the possibility of requesting help from one of the organisations representing the interests of patients - particularly when willingness to resolve the complaint is not forthcoming on the part of the healthcare facility. In the CR they are:

The Association for Protection of Patient Rights (Občanské sdružení na ochranu pacientů), Podskalská 24, 120 00 Prague 2; tel: 224 921 617;

Czech Association of Patients (Svaz pacientů ČR), Sokolská 32, 120 00, Prague 2, tel: 224 266 666, 603 720 158; fax: 257 215 757 www.pacienti.cz.

HEALTH AND SAFETY AT WORK

The CR has a large number of legal regulations concerning health and safety at work, which establish the principles of preventative care and health protection to be ensured for employees by the employer. These concern, above all, **the protection of employees' health from work-related illnesses and other threats to health from work and the prevention of injuries**. The established principles require **the employer to ensure necessary care for its employees, as well as good, safe and suitable working conditions**.

For this purpose the employer is liable to check the suitability of the workplace, take measures to minimise risk, and check and evaluate risk factors. The employer is further liable to provide employees with information, especially **on regulations ensuring health and safety at work**, the healthcare facility where "company preventative care" will be provided for them (in view of the fact that the choice of doctor is limited here), with information on medical preventative check-ups and vaccinations which employees are required to submit to in connection with the performance of their work etc.

The employer is also liable to provide employees with personal protective work aids in certain cases. In circumstances where clothing is subject to unusual soiling and wear and tear the employer provides **working clothes or shoes**. In the case of adverse work-related effects on employees **protective drinks** are also provided.



Should the employer not fulfil these obligations, the employee can turn to the sector authority and request assistance in achieving a resolution. The employee can also establish if the organisation in question has a health and safety officer who has the responsibility to resolve the issue.

Aside from general regulations there are also special regulations covering specific requirements e.g. for judging the health eligibility for given professions.

Regulations establish which activities are considered as epidemiologically serious, what work is undertaken at risky workplaces, which tasks performed by employees can threaten the health of co-workers or other persons, or for which special health eligibility is required for certain activities. Before commencing such activities the persons who are to perform them must submit to an examination to confirm their medical eligibility to perform such work (initial examination). The state of health of these persons should be further monitored. Therefore periodic **preventative examinations** are performed to the prescribed extent and time period. Regulations also establish conditions for the performance of regular, concluding and special preventative examinations and procedures in cases establishing work-related illnesses and ensuring healthcare for these persons.

Questions and answers concerned with receiving health care

WHAT SHOULD I DO IF I FEEL THE NEED TO SEEK MEDICAL CARE?

Every healthcare facility is required to treat you in the case of acute, urgent care. If your need is not acute get help from a medical facility which is under contract with your insurer. Healthcare will be provided without direct payment in such facilities, to the extent of the given type of your health insurance (public health insurance or long-term contractual health insurance). With short-term contractual health insurance it is necessary to turn to state-owned medical facilities (e.g. hospitals). Only necessary and urgent care is covered by this insurance.

In the case of serious illness when you cannot get to a doctor yourself and when urgent assistance is required to prevent a dangerous deterioration of health or threat to life, call free of charge (fixed or mobile telephone) **155**.

CAN I CALL FOR AN AMBULANCE (LINE 155) AND SPEAK IN MY OWN LANGUAGE IN THE CASE OF SUDDEN SERIOUS ILLNESS?

If you do not speak Czech, in the case of sudden serious illness it is better to call the emergency services on the central number **line 112**. Operators on this line speak Czech, English and German and after establishing your problem they contact the emergency services on your behalf. They will remain in contact with you (in a telephone conferencing system with other participants) and interpret for you.

HOW DO I FIND A DOCTOR WHO SPEAKS MY LANGUAGE?

When concluding contracts for contractual health insurance it is possible to get contact information for contractual medical facilities where foreign languages are spoken. It is possible to solve problems quickly with VZP CR Assistance services. In the Czech Republic there also exists a central information centre known as H. E. L. P. - the central records of treatment and prevention, which is run by the Medical Information Centre. They can provide information on private doctors, hospitals, pharmacists, health resorts, private clinics, sanatoria and all other medical facilities operating in the Czech Republic. The system provides basic identification information about all private doctors and medical facilities, including contact information, the medical field in which they carry out treatment and preventative care, and the languages which they speak. Information in the **H. E. L. P.** system is publicly accessible and can be obtained in a number of ways. The Catalogue of Medical and Preventative Care in the CR is issued regularly in print and on CD ROM. It contains all necessary data for gaining basic in-

formation on providers of medical and preventative care including contact information.

The full catalogue is also located on the site of the Medical Information Centre at www.kataloglekaru.cz or www.doctorhelp.cz or www.help-lic.cz. Here the user can make a criteria-based search for the required doctor or facility.

The Medical Information Centre also operates a **free information telephone line +420 296 182 626**, where you can get information every working day from 8am to 4pm. You can also request information by email to: help_lic@netforce.cz, **by fax on +420 296 181 804, in writing or in person at the address: Lékařské informační centrum, Lékařský dům, Sokolská 31, 120 21 Prague 2.**

Mobile phone users can also gain information on doctors and healthcare facilities through their mobile operator or WAP:

- **EUROTEL** – EUROTEL – ASISTENT and EUROTEL – PORTÁL
- **T-Mobile** – T-Mobile Asistent 333 (Asistent Navigator) as well as T-Mobile WAP
- **OSKAR** – OskarKompas, Oskarův WAP

WHAT SHOULD I DO WHEN I AM IN DISTRESS AT NIGHT OR AT WEEKENDS? WHO CAN I CALL?

There is a network of first aid medical services throughout the Czech Republic. Every region has a number of healthcare facilities who can treat you as required, or, if necessary, they can provide you with healthcare outside these facilities. For urgent medical assistance call 155 – emergency services. If you don't speak Czech call the emergency number 112, where the English and German speaking operators will connect to line 155 themselves and communicate your problem.

WHAT'S THE PROCEDURE WHEN I AM INJURED OR IN AN ACCIDENT AND I DON'T HAVE MY INSURANCE CARD WITH ME, EVEN THOUGH I'M INSURED?

In the Czech Republic it is still the case that if your situation requires acute and urgent medical care this care will be provided to you with or without handing over of your insurance card. The fact of whether you are insured is easy to ascertain. For participants of public health insurance this verification is possible on the basis of the insurance policy number, which is the birth number based on your date of birth. If you are contractually insured this can be verified on the basis of your name and date of birth from VZP CR assistance services. It's possible that you will be required to produce your card afterwards.

CAN I GO STRAIGHT TO A SPECIALIST IF I AM EXPERIENCING HEALTH PROBLEMS OR MUST I FIRST GO TO A GP?

If your state of health requires urgent care a GP's recommendation is not necessary. If you are not in an acute state it is better to go to your GP. He will give you a recommendation for expert care if required or an application for examination by a specialist who has a contract with your health insurer. You always visit a dentist or gynaecologist directly.

WHO SHOULD I CONTACT IF A DOCTOR REFUSES TO TREAT (REGISTER) ME EVEN THOUGH I HAVE AN INSURANCE CARD?

In the case of refusal contact your health insurer or the healthcare department at the given regional authority. You can also contact the healthcare department if you have a complaint against a doctor whose behaviour seemed discriminatory towards you. If, even after contacting your health insurer or health department, there is no redress, you can take the matter to the ombudsman (contact given in Adress Book – "Kancelář veřejného ochránce práv" – The Office of the Ombudsman). Contractual policy-holders of VZP CR do not register with GPs. Treatment is performed by VZP CR contractual doctors and contractual medical facilities.

This text (and more) is made by IZPE (www.izpe.cz) and you can find it on www.domavcr.cz.

Institute of Health Policy and Economics



IZPE aims to contribute to the development of knowledge in the sphere of healthcare and healthcare services both in the Czech Republic and abroad (Act no. 130/2002 Coll., on Supporting Research and Development from Public Resources). IZPE is an institutionalised research organization in the sphere of social medicine, using the multidisciplinary approach of that field (medicine, public healthcare, health promotion, sociology, sociology of medicine, psychology of health, economics, public economics, economics of health, law, administrative law, public administration, public policy, social policy, political science, epidemiology, statistics, information science, management, healthcare management and administration, human resource management). IZPE co-operates with the departments of social medicine and public health at Medical Faculties and discusses the results of its work in the Society for Social Medicine and Healthcare Management, which is an independent part of the J. E. Purkyně Czech Medical Society. IZPE contributes to the development of technical and information infrastructure; in co-operation with universities strives to improve the conditions for the education of young scientists; and contributes to the development of the application of research methods and theoretical knowledge. The results of IZPE's work contribute to the development of knowledge in the creation and implementation of healthcare policy on the central, regional, and local levels (Act no. 2/1969 Coll., Sec. 22, Act no. 20/1966 Coll., Sec. 69 and 70). It also plays a role in popularising those results for the broader public through teaching and summarising scientific knowledge presented in significant foreign publications

as well as its own findings. IZPE works on research and analytical themes as part of long-term research projects, purpose-oriented grants, and short-term analysis. In some of its work, IZPE co-operates with international organisations and researchers in other countries, thereby contributing to an exchange of knowledge on the international level and enhancing the development of scientific knowledge in this country by way of international comparative research and analysis. At the end of 2000, IZPE took up the work of the Institute for Social Medicine and Healthcare Organisation, which operated in the Czech Republic from 1952 to 1992, and presented an important platform for basic and applied research in the sphere of social medicine and the organisation of healthcare services.

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International Organization for Migration



IOM International Organization for Migration
IOM Mezinárodní organizace pro migraci

The International Organization for Migration is an intergovernmental organisation established in 1951 with 109 member states and 27 observer states (210 offices worldwide). IOM commenced its activities in the Czech Republic in 1997, pursuant to a Contract of Co-operation between the Czech Republic and IOM, which was signed on 15th October 1997 in Prague. The Contract came in force on 1st November 1998 and was made public under No. 308/1998.

After half a century of worldwide operational experience, IOM is considered to be the leading international organisation working with migrants and governments, laying emphasis upon humane responses to migration challenges.

IOM IMPLEMENTS PROJECTS ESPECIALLY IN THE FOLLOWING AREAS:

- LABOUR MIGRATION
- ASSISTANCE TO MIGRANTS ON THEIR WAY TO NEW HOMES AND LIVES,
- INTEGRATION PROGRAMMES,
- PROGRAMMES OF MEDICAL EVACUATION (MEDEVAC) AND MEDICAL ASSISTANCE TO MIGRANTS,
- HUMANITARIAN RESPONSES TO SUDDEN MIGRATION FLOWS,
- ASSISTED VOLUNTARY RETURN (AVR) OF IRREGULAR MIGRANTS,
- AID TO MIGRANTS IN DISTRESS,
- TRAINING AND CAPACITY-BUILDING OF OFFICIALS,
- MEASURES TO COUNTER PERSON TRAFFICKING,
- RESEARCH RELATED TO MIGRATION MANAGEMENT AND OTHER SERVICES FOR MIGRANTS

IOM assists countries all over the world to respond to migration challenges resulting from traditional labour imbalances and from new trends emerging in consequence of the increasingly globalised world economy.

The objective of labour migration projects realised by IOM is to facilitate the development of policies and programmes that could

improve the situation of migrants, governments concerned, and the whole society. These include:

- SUPPORT AND PROMOTION OF REGULAR MIGRATION AND LEGAL MIGRATION AS A TOOL OF MIGRATION MANAGEMENT, WHICH IS SEEN AS AN ESSENTIAL COMPONENT TO NATIONAL DEVELOPMENT, AND AS AN EFFECTIVE ALTERNATIVE TO IRREGULAR MIGRATION
- PROVISION OF ASSISTANCE IN THE AREA OF MIGRATION STRATEGIES AND POLICIES, REALISATION OF ASSISTANCE PROGRAMMES, AND SUPPORT TO STATES FACING CHALLENGES IN THE DEVELOPMENT AND IMPLEMENTATION OF LABOUR MIGRATION PROGRAMMES
- EXPANSION AND SUPPORT OF REGIONAL AND TRANS-REGIONAL DIALOGUE AND PLANNING IN TERMS OF LABOUR MIGRATION ISSUES
- PROTECTION OF MIGRANTS' RIGHTS
- ASSISTANCE IN BUILDING PARTNERSHIPS SUPPORT OF CO-OPERATION OF ALL SUBJECTS CONCERNED

IOM's projects are implemented in collaboration with individual governments, and both with governmental and non-governmental organisations.

As part of afore-mentioned programmes, IOM implements a wide range of information campaigns. Examples of projects realised in the field of labour migration, and examples of information campaigns along with their description can be found on the web-sites www.iom.int and www.iom.cz.

CONTACT

INTERNATIONAL ORGANIZATION FOR MIGRATION
Dukelských hrdinů 692/35
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Tel.: 233 370 160, 233 372 633, 233 382 259
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www.iom.cz

Ayurvedic Centre

harmonize your life

We are pleased to introduce you the first Ayurvedic Centre opened in 2003 in Prague which is closely linked to genuine Ayurvedic dr. Anura Chandrasekera from Sri Lanka – a traditional buddhist country where Ayurveda has for thousands of years been part of the every-day life of the local people. Dr. Chandrasekera is already the sixth generation of Ayurvedic doctors in his family. He came to the CR with the mission of practicing and spreading the knowledge of Ayurvedic medicine in Europe.



Along with doctor Chandrasekera there are original specialized Ayurvedic masseurs trained for many years to perform synchronize massages of the whole body as well as other traditional procedures.

Thus you may experience real benefits of herbal inhalation, steam-bath and many other methods of tuning your body and mind.

You might simply enjoy couple of hours of ayurvedic procedures, relieve from stress and relax on a peaceful island in the center of prague or follow the recommendations of our ayurvedic doctor in your daily life. Simple but unique ayurvedic diagnosis will let you know what kind of food is good for your individual body constitution. What you should do to improve your health when you feel any problems and get the guidance how to behave to avoid very possible future difficulties you might face.

Our qualified team is also capable of preparing a special programmes for individuals, couples, families, as well as groups, depending on the time you are able to dedicate to your health. Most of our clients after their first experience with ayurveda are coming back to our centre and many of them regularly use our services.

The whole pleasant atmosphere and luxurious interiors of ayurvedic centre are based on traditional feng shui (the harmonic use of space). In our centre we strictly use only natural products and follow the line of ancient ayurvedic recipes from sri lanka.

OUR OFFER

- Diagnosis and consultation with an ayurvedic specialist
- Traditional Ayurvedic synchronized massages including the massage of head, face and the whole body
- Ayurvedic harmonizing rehabilitative program (half-day program – approximately four hours)
- Ayurvedic herbal whole-body



- steaming and inhalation
- Shirodhara – Ayurvedic special healing technique
- Rejuvenation procedures, etc.



Ayurveda is about harmonizing human being so that the illness and relapse into illness do not occur. So that the physical and psychological side of us is tuned into complete harmony. Ayurveda always heals the whole body, mind and spirit. It is there to show us how to live our life in health, how to live in peace in the world and the universe.

The word Ayurveda is from the ancient indian language, sanskrit, and literally means “knowledge of life”. Inherent in ayurvedic principles is the concept that you are capable of taking charge of your own life and healing.

The Ayurvedic approach to life involves listening to and addressing the unique needs of your body, recognizing and balancing your mental and emotional states and deepening your connection with your spirit your essential self. You are the only one who can do this, because you are the only one who will truly benefit from your actions or suffer from your abuses.

We look forward to your visit with the sincere belief that use of our services will lead to the curing of your physical problems, psychological stress and to the achievement of global harmony of your being.

It is possible to buy a gift vouchers for every service.



Harmonize your life!



CONTACT:

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ayurmedic@ayurmedic.cz
www.ayurmedic.cz

General Practice

Perhaps we should return to an old Chinese custom, where the patient would pay the doctor only for good health.



Your day will be a colored bead!



Immerse yourself in a bath filled to the brim with warm water and let yourself be caressed by the soft bubbles, which gently massage every part of your skin... Swim in a spacious pool whose water never reaches drops below **28°C**. Stretch your muscles with aqua-gymnastics or step into the pedals of a stationary bike... And when your energy runs out, blissfully enjoy a relaxing sleep while listening to bubbling water underscored by relaxation music... This is just one way you can spend your day.

EVERYONE CAN (NOT ONLY) SWIM

The R Center at Na Homolce Hospital is open to the public every day, including Saturday and Sunday. Each visitor can choose how much time to spend relaxing – either for a quick hour or for the entire day, and utilize everything the center has to offer.

Your daily program is always taken care of. After a swim in a 25m-long pool you can sit enjoying a warm cup of coffee while sunning on our outside deck – or you can relax on heated benches and deck chairs beside the pool. There is also a sauna, frequent aqua-gymnastics, and a gym.

“A while ago I discovered that in order to be in shape I must do more than just swim once in a while, so my friend and I purchased a pass, and we can now come here and spend an entirely active day here. We even have enough time to choose from the offered activities – massages, hot tub, and we have time to have a nice conversation. Before, we used to just meet in a café, or sweet shop, and our figures definitely did not benefit,” says Dana, a thirty year old, who returns to the R Center several times a month.

True lovers of water and the wellness style of life can really enjoy their time spent at the R Center, either relaxing or actively staying in shape. For more demanding clients we offer passes – Standard- ten full days; Activity- benefits of 16 hours; and DUO- which allows two people to utilize all the services simultaneously. And for those who find this is still not enough, they can choose from a variety of relaxation procedures – from massages, mud baths, hydro-therapy, solarium, or sauna.

PRAISE SWIMMING

“Practically all cultures consider swimming a beneficial and enjoyable activity. It benefits children and adults until old age. It contributes to healthy circulation and builds up body resistance, as movement in water lightness body weight, thus taking weight off over-worked joints and the spine,” says MUDr. Ivan Hadraba, chief of rehabilitation at Na Homolce Hospital.

“Swimmers should respect the individual character of every swimmers’ style, especially in the case of victims of spinal injury. In this case, the least appropriate swimming style is the breast stroke, as this calls for an unnatural head, neck and spine position. On the other hand, the back stroke is incredibly beneficial.”

Movement in water greatly helps shape the body, slimming the abdominal area, thighs, strengthening leg muscles, and is thus effective in combating weight problems.

WHAT ABOUT KIDS?

Swimming with small children is usually a problem in city swimming pools, but at the R Center you are likely to meet mothers and grandmothers with small children on Mondays. The swimming pool is generally un-crowded and thus a mother can leave her child nearby while keeping a close watch. For swimming, we require that children have diapers, and because we don't allow running, jumping or splashing, it is a safety first activity.

THE FIRST STEP IS THE HARDEST

Relaxation and health care is a completely individual concern – and the R Center caters to every need and desire you may have. Our most popular attraction is the heated swimming pool, but we also have smaller baths with a variety of procedures on offer, a gymnasium, with targeted activity stations and the option of an individual consultation with a physician – one for weight concerns, and one for the prevention of movement restrictions using specialized kinesthetic computers.

All our offered activities: yoga, aqua-yoga, tai chi, rehabilitation using rubber balls, and a specialized work out to diminish the lower abdomen, fitness using elements of Asian dance, don't just serve to widen our scope of offered services, but rather, they serve as a healthy, relaxing and enjoyable supplements to one's lifestyle. The R Center thus becomes a center of an active



lifestyle, and is sought out by those who wish to incorporate an element of activity and health while being effective. Visitors that take the first step, usually find that they can continue to change by themselves.

A PROGRAM OF RELAXATION

What separates the R Center from other facilities that have a swimming pool, is the option of long-term relaxation programs. Their focus is combating weight problems and strengthening the immune system. These facilities also help in combating stress and a lack of general body activity. With professional advice and with the correct choice of a relaxation program, problems connected with stress and work and limited activity, can be greatly diminished. The spectrum of offered programs is slowly growing and we are planning to add more in the future. Currently we are preparing a program that targets cellulite, and a program that balances a hurried or rushed lifestyle. It is comprised of lymphatic massages using PNEUVEN, a nutrition specialist, and targeted exercises.

Concurrently, we offer a variety of wellness services, for example our most popular gift certificates for relaxation days. You cannot change your lifestyle from one day to the next, even if you have the best of intentions. What you can't do today, you can do tomorrow... And the R Center is open every day!

Do not forget to try:

DRY CO₂ BATH

Is cellulite bothering you, problematic blood pressure or menopause? Is your back ailing you, or do you just want to relax? Then you are a perfect candidate for a dry carbon dioxide bath. It sounds rather mystifying, but it is rather simple. The client is placed in a specialized pouch, up to the neck. The pouch is then filled with carbon dioxide, which will act upon the body for fifty minutes. The physiological reaction that takes place in the body increase the supply of oxygen to the blood, a widening of all veins and arteries. With a well-oxygenated blood flow, brain activity, organs, muscle tissue and the skin are all rejuvenated. After such a "bath" one feels reborn. The first visit costs 200 CZK including the pouch, and for the next visit you bring your pouch back with you. The next visit costs only 100 CZK.

THE SELECTION OF OFFERED SERVICES IS BROAD AND INTERESTING. IT IS IMPORTANT TO KNOW WHAT EACH PROCEDURE ENTAILS, AND TO CHOOSE ACCORDINGLY.

MUD WRAPS

Heated mud baths deeply soak sore muscles. Thus we recommend it before massages.

MASSAGES

Massages increase circulation both in and under the skin, and they promote stimulation of the entire body while getting rid of toxins that cause exhaustion. Massages are closely connected with the entire nervous system, which conversely affects peripheral organs and their functions. The correct choice of massage can greatly increase muscle tone as well.

WHIRLPOOL ATLANTIS

The effects of this highly sought out treatment are soothed muscles and the whole body in general. The effect is apparent almost immediately, and it is recommended for people who spend most of their day sitting (at work) or have a limited range of activities they perform.

BUBBLE BATH

The water is churned by special rotors on the bottom of the bath – the bubbles massage the skin and have a relaxing effect. The procedure lasts about twenty minutes, at a temperature between 36°C and 38°C. Additives are put in the water upon request, either stimulating or relaxing; rosemary, chestnut, lavender.

SAUNA

Promotes healthy circulation in the skin, sweat from the body secretes harmful toxins. It is important to follow the correct order



of operations and to stay hydrated. It is not, however, appropriate for people with high blood pressure or a weak heart, and coronary illnesses.

SWIMMING AND EXERCISING IN THE POOL

During exercises in water, your body weight is lighter due to buoyancy, and thus the muscular system is not strained. Besides its relaxation effects, it is an important element in stimulating the organism.

PRICES:

STANDARD PASS (10 VISITS ENTRIES)	3 400 CZK
DUO PASS (5 UNLIMITED VISITS FOR 2 PERSONS)	3 060 CZK
ACTIVITY PASS (5 VISITS FOR 4 HOURS)	1 450 CZK
1 HOUR PASS.....	130 CZK
GIFT CERTIFICATE PASS (2200 CZK).....	2 000 CZK
MASSAGE 20 MINUTES	200 CZK
WHIRLPOOL ATLANTIS.....	120 CZK
SAUNA (1 HOUR).....	90 CZK

CONTACT

R CENTER
 Na Homolce Hospital
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 E-mail: rcentrum@homolka.cz
 www.r-centrum.cz



OBESITY AND CELLULITE PREVENTION AND TREATMENT:

complex-modern-state-of-the-art



Dr. med. Franz-Josef Schingale

PREVENTION 2000 is a health care system targeted for primary prevention of obesity and various diseases stemming thereof. It is further centered on helping its clients to maintain a really healthy lifestyle.

Core programs included into PREVENTION 2000 are both prevention and treatment of obesity.

PREVENTION 2000 is the only system of its kind that treats the entire range of problems – from simple mild overweight to moribund obesity. At the very onset of the program PREVENTION 2000, ie. in the course of the initial visit, for each client the stage of obesity is determined; this is subsequently followed by an individual health program, comprising of:

- SPECIAL ANTI-OBESITY DIETARY REGIMES AND PROPER PHYSICAL MOTORIC ACTIVITIES, ALL STEMMING FROM THE STATE-OF-THE-ART SCIENTIFIC DISCOVERIES;
- MESSAGES OF THE LYMPHATICS, BOTH MANUAL AND/OR WITH THE USE OF THE LYMPHOVEN PNEUMATIC MASAGE APPARATUS;
- IN ADDITION, IN SEVERE CASES EVEN BARIATRIC SURGERY MAY BE APPLIED.

The program comprises of a number of sequential steps to rejuvenate and invigorate the lymphatic, venous and muscular systems, respectively; to reduce psychic stress and fears – and to enhance the clients' own personal positive motivation. It is further augmented by physical therapy, mainly by lymphatic massages, and by individually targeted dietotherapy and pharmacotherapy, respectively. Both cellulite prevention and treatment further form an important part of PREVENTION 2000.

A personal assistant accompanies the client through all phases of the program, as follows:

PHASE ONE:

The adipose tissue plus weight reduction – focuses on minimalizing the health risks intimately associated with obesity. Applied herewith is a general nutritional program plus, as the case may be, its individually targeted special variants always taking into consideration individual clients's needs.

PHASE TWO:

Fat tissue reduction for Beauty – here the focus is on the following items:

- RESHAPING THE BODY CONTOUR;
- INCREASING THE LEVEL OF FITNESS;
- REMOVING CELLULITE.



MUDr. Zdenka Badal



MUDr. René Vlasák

PHASE THREE:

Anti-Aging Management – focuses on permanent removal of unwanted side effects normally accompanying the physiological processes of ageing.

PREVENTION 2000 is an extremely users' friendly system as it fully utilizes state-of-the-art information technology known as telematic. This enables the program's clients to be connected with their respective doctors and assistants anytime-anywhere – simply via their cellular (mobile) phones and personal computers. This attitude highly effectively minimizes the need for time-consuming personal visits in the Center.

AMONG THE CONSULTANTS AND ASSISTANTS IN THE PROGRAM ARE RENOWNED EUROPEAN SPECIALISTS, VIZ:

Doc. MUDr. Martin Fried CSc., world-renowned bariatric surgeon; Dr. Franz Josef Schingale, a leading German specialist in lymphology; and Dr. Zdena Badal, specialist in anti-ageing medicine. Both Dr. Zdena Badal and Prof. Dr. Franz Josef Schingale may further give a helping hand to our clientele from German speaking as well as other EU countries.

OTHER SPECIALISTS

– (in plastic surgery, lymphology, corrective dermatology, sports medicine and pharmacology, respectively) are also actively corroborating the abovementioned program.

PREVENTION 2000



For further details please apply to:

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klinik@lymfo-opt.de

Dr. Badal: 0049 841 881 7084
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anti-ageing-institut@gmx.de

Canadian Medical Care



The Right Choice For Good Health

Canadian Medical Care is a leading, well-established private medical facility providing high quality health care. Founded in July 1995 as Canadian Medical Centre, it was then under the ownership of the Canadian private health care conglomerate, MED – EMERG Inc. of Mississauga, Ontario, Canada. It was the first private clinic in Prague to offer the services of both Czech doctors and Canadian consulting doctors. In 1998, the Canadian ownership of the medical centre was acquired by Barbara Taušová, MD, a practising Czech paediatrician, and she re-launched the centre as “Canadian Medical Care”.

Barbara Taušová, MD, is an active member of the Canadian Paediatric Society. Under her leadership, the centre continues to offer medical services in the Canadian tradition, employing highly qualified Czech doctors. Most of our doctors have North-American training and keep abreast of updates in Canada. Canadian Medical Care has become an established health care provider and has successfully grown and expanded its services to



The Pediatric Health Centre is a specialized clinic, associated with CMC, and is located in Prague-Modřany.

The newest addition to the CMC group is CMC in The Park. Located in a high-tech business complex in Prague-Chodov, CMC in The Park provides individual medical care and preventive occupational health care.

Canadian Medical Care stands for the highest standard in medical care – we provide systematic and personalized health care and aim to establish close relationships among patients and the medical team. Our clients are convinced that we will optimally take care of their health and that of their family members. Make the right choice – entrust your health into Canadian Medical Care’s professional hands.

become one of the leading health care providers in Prague today. By offering a broad range of medical specialities and coupled with its extensive experience and above-standard services, Canadian Medical Care is able to satisfy the most demanding service requirements, ranging from medical services for individuals to preventive occupational health care for small or large enterprises.

A great demand for quality health care services and a systematic expansion have shaped CMC’s service provision. Canadian Medical Care’s main clinic is located in Prague – Veleslavín and offers complex medical services in the following specializations:

• Internal medicine	• Nephrology
• Practical medicine	• Neurology
• Pneumology	• ENT
• Gynecology	• Dermatology
• Cardiology	• Allergology
• Physiotherapy / Rehabilitation	• Acupuncture
• Pre & post natal care	• Homeopathy
• Pre-operative Examinations	• Podiatry
• Ophthalmology	• Lymphology
• Speech therapy	• Immunology
• Surgery	• Psychiatry & Psychology
• Orthopedics	• Referrals to other specialists
• Sonography	not available at CMC
• Stomatology	• Urology

CONTACT

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 162 00 Praha 6
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 GSM: 724 300 302
 E-mail: cmc@cmc.praha.cz
www.cmc.praha.cz

The Park
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 148 00 Prague 4-Chodov
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Pilates

Forever Young, Forever Beautiful

THERE ARE MANY WAYS TO KEEP FIT, SUCH AS JOGGING, AEROBIC, KICK-BOX, SPINNING, WEIGHT TRAINING AND MANY OTHERS WHETTING YOUR APETITE. THOUGH THEY ARE ALL GREAT AND IN MANY WAYS BENEFICIAL TO OUR HEALTH, SOONER OR LATER MAJORITY OF US BECOMES EITHER TIRED OF A STEREOTYPE KIND OF TRAINING OR STARTS EXPERIENCING DIFFERENT KINDS OF PROBLEMS OR IN THE WORST CASE INJURIES, IF PERFORMED INCORRECTLY. HOWEVER, DON'T DROP YOUR BUNDLE, FOR WE HAVE SOMETHING SPECIAL FOR YOU CALLED PILATES METHOD.

Pilates method is an extremely efficient body and mind training, which promotes elasticity, flexibility, coordination, strength, alignment and last but not least deep full breathing. This method focuses on resistance and balance rather than worn-off feeling often associated with weights. The principle of this method lies above of all in strengthening the core muscles (the deep abdominals and muscles along the spine) from where all the exercises are initiated. In a Pilates glossary we call this a "Power House".

Power House is the most important part and a centre of your body which stabilises your upper body but it strengthens and stretches the rest of your body too. In contrast to other forms of muscle training, where the main aim is to achieve maximum of muscle mass, in Pilates training it is to increase the balance in a muscle strength, elasticity and joint mobility by learning how to engage the whole body in every single movement. This exercising programme guarantees more upright posture, more flexible and leaner figure, very well-balanced mind and the most important of all stronger and healthier body.



Fig. 1

For all those reasons Pilates method is very beneficial for both genders of any age and a physical condition. People from all walks of life, e. g. shop assistants, secretaries, managers, bankers, nurses, mechanics and even doctors very often suffering from a chronic back pain; or professional athletes, dancers and many others suffering from strain induced symptoms have taken to this method as a solution to their health problems resulting from stereotype activities in their daily routines.

The above mentioned were the reason why this method was invented at the beginning of the 20th century by Joseph Hubertus Pilates, born in 1880 in Dusseldorf, Germany. J. P. Pilates was a performer and a boxer living in England and, at the outbreak of World War I, was placed under forced internment along with other German nationals in Lancaster, England. There he taught fellow camp members the concepts and exercises developed over 20 years of self-study and apprenticeship in yoga, Zen, and ancient Greek and Roman physical regimens. It was at this time that

he began devising the system of original exercise known today as "matwork", or exercises done on the floor. He called this regimen "Contrology." A few years later, he was transferred to another camp, where he became a nurse/caretaker to the many internees struck with wartime disease and physical injury. Here, he began devising equipment to rehabilitate his "patients," taking springs from the beds and rigging them to create spring resistance and "movement" for the bedridden. Nowadays the apparatuses look almost alike but they still satisfy conditions for which they were originally constructed. In 1926 J. H. Pilates emigrated to USA where he opened his first studio in New York work. Among his sympathisers rank Ron Fletcher, Romana Kryzanowska, Martha Graham, George Balanchine and many others.

There is first specialised studio Pilates, Body Style Prague, also in the Czech Republic now. It was founded by Gabriela Davidková Dis. in 2002. She opened her first studio in Vyšehrad, Prague 2, where she mainly concentrated on the Thermal and Physical Method using the elements of Pilates method to make the programme even more effective. In September 2004 she opened her second studio in Smíchov, Prague 5, where she has been concentrating on the Pilates method itself. Her team of instructors numbers certified specialists in physiotherapy and dance. They offer Pilates matwork (plain or using fitballs, S-Balls, flexabends, Magic Circles® (see 23, 25) and since April 2005 also programmes on Bosu (Fig. 1), Wunda Chair® (Fig. 2) and the original USA apparatuses Pilates Allegro Reformer® (Fig. 3) and Pilates Allegro Tower of Power®.



Fig. 2

Body Style Prague offers both group and one-to-one sessions submitted to clients needs. If you are interested in this method you can find out more about it at www.bodystyle.cz or

CONTACT

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Lumírova 23/90, Prague 2
Tel.: 257 312 231
Mobile: 602 603 603



Fig. 3

Aesthetic Medicine and Plastic Surgery

A child cannot help the way his face looks, but an adult is responsible for the way they look



The Institute for Aesthetic Medicine is among the largest such establishments in the Czech Republic, offering a very wide variety of services. It specializes in plastic surgery, the removal of skin blemishes, the reversal of the manifestations of aging, and solutions to health and cosmetic problems.

All of the facilities provide a pleasant environment. Operation rooms are outfitted with modern equipment (including radio-scalpels, radio-coagulation devices, endoscopic surgical equipment, and ultrasound liposuction machines), there is a bed ward for children or short-term patient convalescence, and medical care is available around the clock.

The key to the success of every treatment is the extensive experience of highly professionally trained doctors and nursing personnel and an individual approach to each client. The Institute for Aesthetic Medicine facilities can be found in Prague in the district of Emauzy, on Katerinska Street in Prague, and in Karlovy Vary.

The Institute for Aesthetic Medicine is a laser technology reference training center.

THE FULL RANGE OF AESTHETIC PLASTIC SURGERY SERVICES OFFERED INCLUDE:

- EYELID SURGERY
- EYELID SURGERY VIA THE CONJUNCTIVA (NO STITCHES REQUIRED)
- FACE AND NECK SURGERY (FACE-LIFT)
- FOREHEAD SURGERY
- ENDOSCOPIC FOREHEAD SURGERY
- CORRECTIVE NOSE SURGERY
- MODIFICATION OF LOWER JAW PROFILE – ENHANCEMENT, REDUCTION
- EAR SURGERY
- BREAST ENHANCEMENT, REDUCTION, AND MODELING
- STOMACH SURGERY
- TIGHTENING OF LOOSE SKIN AROUND THE ARM AND THIGH
- LIPOSUCTION
- ULTRASOUND LIPOSUCTION
- LIP ENHANCEMENT, REDUCTION

It is possible to expand the range of available aesthetic surgery options according to the needs of the client. Surgery is performed using local or general anesthesia. Even outpatient surgery can be performed under general anesthesia at the patient's request through the use of special pharmaceuticals (e.g. DIPRIVAN) which enable a pleasant drift into sleep and minimize the side effects of general anesthesia.



SPECIALISTS

- DR. DUŠAN ZÁRUBA, MD
- DR. HELENA SINGEROVÁ, MD
- DR. JITKA VRTIŠKOVÁ, MD
- DR. JIŘÍ FERRA, MD
- DR. JIŘÍ PADĚRA, MD

Head physician Dr. Dušan Záruba, MD, has dedicated 20 years to the field of plastic surgery and is a student of head physician Dr. Karel Fahoun, MD, with whom he continues to work. He has been



the director of the plastic surgery department since 1994, and he is currently among the most sought-after specialists. He has completed a number of foreign programs in the USA and France, among others. He is a member of the board of the Plastic Surgery Committee of the J. E. Purkyně Czech Medical Society, the Plastic Surgery Society and the ČLS JEP Society for the Use of Lasers in Medicine, and the International Society of Plastic Reconstructive and Aesthetic Surgery and European Society of Plastic and Reconstructive Surgery. He is the author of numerous professional articles, has been published in the daily press and magazines, and co-authored the book Surgery for Beauty.

All of the doctors at the Institute for Aesthetic Medicine have devoted years to the practice of aesthetic plastic surgery and are experienced professionals.

Center for Laser and Aesthetic Dermatology

The Center for Laser and Aesthetic Dermatology is a specialized division of the Institute for Aesthetic Medicine dedicated to corrective dermatology and laser therapy. The clinic is fully equipped with a wide spectrum of the most up-to-date laser devices for use in aesthetic dermatology. These include an epilation laser, a vascular laser, a surgical CO₂ laser, an erbium YAG, and a Q ruby laser for the removal of tattoos and permanent makeup (cutting-edge technology). The Center for Laser and Aesthetic Dermatology cooperates closely with Charles University and is a laser technology reference training center.

THE FULL RANGE OF CORRECTIVE DERMATOLOGY AND LASER THERAPY SERVICES OFFERED INCLUDE:

- REMOVAL OF MARKS, HAIR AND VASCULAR MANIFESTATIONS (VEINS) AND ACNE SCARRING
- REMOVAL OF PIGMENT DISCOLORATION, TATTOOS, AND PERMANENT MAKEUP
- REMOVAL OF UNWANTED SKIN BLEMISHES
- TREATMENT OF SNORING (WITH THE COOPERATION OF LEADING SPECIALISTS FROM ORL)
- DIGITAL DERMATOSCOPE EXAMINATIONS (BIRTHMARKS)
- DIGITAL PHOTOTRICHOGRAF EXAMINATIONS (HAIR GROWTH EXAMINATION)
- COMPLEX AGING SKIN TREATMENT
- BOTULOTOXIN APPLICATION, WRINKLE SMOOTHING AND CORRECTION USING HYALURONIC ACID AND COLLAGEN
- CHEMICAL PEELING
- MICROVASCULOSITY SCLEROSING OF THE LOWER LIMBS
- PHOTODYNAMIC ACNE TREATMENT
- PHOTODYNAMIC REJUVENATION – A RECENT INNOVATION IN AESTHETIC MEDICINE
- MICRODERMABRASION

SPECIALISTS

- DR. KAROLÍNA KYKALOVÁ, ASST. MD
- DR. MILOSLAVA PROKOPOVÁ MOSKALYKOVÁ, MD



Dr. Karolína Kykalová, Asst. MD is active at the Institute for Aesthetic Medicine as a corrective dermatologist specializing in laser and aesthetic medicine. She also concentrates on other possibilities in aesthetic dermatology – skin implant application, botulotoxin, dermasurgery, and cryotherapy.

She attends the international IMCAS (International Meeting Against Aging Skin) conferences and professional training opportunities. Since 2000 she has worked as a reference doctor and training employee for the firm Asclepion Meditec AG (aesthetic group) for Central and Eastern Europe. She has completed a number of professional training programs involving laser therapy with Sharplan co. (in Israel) and Coherent co. (in the USA).

She is currently working for Charles University as a member of the department of corrective dermatology – Assistant. She is a member of the Society for the Use of Lasers in Medicine, the Society



for Aesthetic and Corrective Dermatology, the European Academy for Dermatology and Venereology (EADV) and the Czech Dermatovenereological Society. She is a reference doctor for the company Asclepion Laser Technologies, Germany.

She has been published in the professional and popular presses and is a lecturer. She is a coauthor of the book Aesthetic Laser Surgery (the Laser Epilation chapter).



Dr. Miloslava Prokopová Moskalyková, MD is active at the Institute for Aesthetic Medicine as a corrective dermatologist specializing in laser and aesthetic medicine.

She has completed the training for doctors using Sharplan brand lasers in Israel at the dermatological clinic in Tel Aviv.

She is a member of the Czech Medical Society, the Czech Dermatovenereological Society, and the Society for the Use of Lasers in Medicine.

She has been published in professional and popular presses and is active in her capacities as a lecturer within the field of cosmetology as well as for the general public. She is currently completing a popular professional publication dedicated to corrective dermatology.



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www.uem.cz

ESTHÉ

Mrs. Director, did you have a concrete goal in mind, when you established the ESTHE clinic that you intended to reach?

The ESTHÉ clinic was opened in 1997. In the years before, however, before I was able to overcome some initial difficulties, I had dreamt of building a private clinic dedicated to plastic surgery for aesthetic purposes. With this goal in mind, I was able to assemble a team of highly enthusiastic people, who helped build the clinic in an essential way, and whose shared ideas and sacrifices created the possible from the impossible. Unfortunately, I cannot possibly name them all, but I will mention Baron Thomas Kolowrat, in whose palace the clinic resides.

Have your expectations been met?

My expectations were definitely exceeded. Not even in my dreams did I imagine that the clinic, from its onset, would become the leader in private plastic and cosmetic surgery/care here in the Czech Republic.

What developments have you observed in the industry you provide services in?

The field of plastic surgery is constantly evolving to offer new and improved surgical procedures. In the classical spectrum of aesthetic surgery, for example, face-lifts, breast and stomach surgery, we are seeing new innovations of already existing procedures, for example endoscopic face-lifting, new methods of liposuction – ultrasound, tumescent areas. The field dermatology, and more specifically, the use of lasers within this field, has been influenced by technological developments which have led to the production of new and modern equipment. These new technologies have provided innovations in both approach and in the use of materials offered in the prevention of wrinkles and general effects of old age on the skin.

What is your company's philosophy?

It is simple. Our priority is our employees, their skills, enthusiasm and most importantly a shared vision. Our philosophy is to



MUDr. Hana Raková

provide exceptional care in plastic and cosmetic medicine and to conserve our reputation as a prestigious and trusted clinic. This is the spirit in which we conduct our business.

What are the priorities that separate you from other companies offering similar care?

Again I must re-iterate that my priorities are my colleagues. I am serious. Without the careful selection and management of human resources, no amount of financial support could make this project feasible. That is the key to success.

We are more specifically interested in your past and current activities. Can you tell me more?

ESTHE is comprised of a complete selection of plastic and cosmetic surgery, for example: eye-lid correction, face-lifting, breast enlargements, reductions and modeling, tummy-tucks, several types of liposuction and several others. Laser dermatology works with a variety of laser technology products which remove enlarged veins, pigmentation, skin aberrations, removes tattoos, depilates, and assists the rejuvenation of aging skin. Using filling materials and Dysport, we are able to remove wrinkles, and conduct non-invasive skin manipulation using lasers. In this particular field, as in much broader medical fields, the development and evolution of new techniques is incredibly fast, and every year there are breakthroughs. It is crucial to not only observe general trends but to stay ahead of them.

Plastic surgery – a common part of everyday life in Western Europe – Central Europe has almost caught up. How do the conditions in the Czech Republic and Eastern Europe compare?

I still remember that under communism, women who underwent plastic surgery were looked at as being exotic. There were very few. But time has rendered this way of thinking obsolete, and the number of women who undergo plastic surgery are increasing at a geometric rate. We still have yet to reach the average percentage of Western countries.

What should a company of your type offer, in terms of the responsibility to the client?

Essentially, first-class qualifications and dependability.

How would you rate the amount of care women spend on their appearance here in the Czech Republic, and what do you think is missing?

Personally, I think that the amount of effort Czech women spend on their appearance is a good amount. Czech women are considered among the most beautiful in the world. The fact that they take care of themselves, gives them a sense of confidence and self-worth. This notion of self-confidence and self-worth is exactly what women here need. I am personally thrilled when I meet women at the clinic, who reject old world modes of thinking, and



Doc. MUDr. Jan Měšták, CSc



have the personal faith and determination to negate stereotypes. This is a path that leads not only to our clinic, but pertains to a much broader scope of issues.

How do you view Western European women and can we equate ourselves with them? How do you view Eastern European women and specifically women from the Czech Republic?

It is my personal opinion, and ties in to the previous question, that Western women are more self-conscious and feel less guilt when they decide to do something for themselves. I don't mean only their appearance, more importantly, an emotional awareness and health.

CONTACT

ESTHÉ

PRIVATE PLASTIC SURGERY AND LASER MEDICINE CLINIC

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Na Příkopě 17, Prague 1

www.esthe.cz <<http://www.esthe.cz>>



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Wouldn't it be great to wake up in the morning or get out of the shower looking beautiful, yet totally natural? Don't you want to look and feel your best all the time? We all know that when we look better, we feel better about ourselves.

The rich and famous have been doing it for years, but it's not just for them anymore! The secret is permanent make-up – and the best of everything in permanent make up is available right here in Prague. Permanent make up makes it possible to look better all day, every

At Esthe our technicians have been internationally trained and have many years' experience in applying permanent make-up, as well as keeping up with the latest techniques and materials in the field. We are also in close contact with Prague's top plastic surgeons with whom we may consult as needed.

In addition, at Esthe, not only can we make the most of your natural beauty, we also have very specialized skills in a variety of post-operative corrective procedures.



day. It'll save you time getting ready in the morning, and you don't have to take it off at night!

The most popular procedures include enhancing eyebrows, lip color and eyelashes. All colours are individually mixed and customized to suit your specific skin tone.

Eyebrows

Eyebrows frame the face, and the right shape can give you an instant "lift" and a more sophisticated look. We can make sparse brows appear fuller and for those who don't have brow hair we can create the perfect brow to complement your facial features.

Eyeliner

We can make your eyes sparkle with a soft, subtle lash enhancement, or create a more dramatic look that will totally enhance your eyes. Choose colours ranging from a soft brown to the darkest black.

Lip Colour

We can create the perfect lip colour for your specific skin tone. You can also choose from full "pouty" lips, to a more defined lip-line, or a soft muted colour to enhance your natural lips.

Don't delay in making the most of yourself and your life! Call us today to make an appointment for a free consultation. We will be happy to discuss your particular needs and design a look that will be perfect for you!

SOTHYS-Paris – beauty is everything...

Let yourself and your partner be spoiled and see how I can make you look and feel great after a tiring day.
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Call Lenka Dubcová tel. 604 842 909 for facial and massage Mon-Sat: 8-8 h

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www.permanentmake-up.cz

Prague Plastic Surgery

MUDr. Tomas Dolezal

Prague Plastic Surgery, led by MUDr. Tomas Dolezal is a private plastic surgery clinic located in the center of Prague.



Its area of specialization is in plastic surgery for aesthetic purposes. The clinic is equipped with state-of-the-art facilities and provides a welcoming atmosphere. Alongside a large operating room, the clinic has an experienced and compassionate staff to guide you through even the most complex aesthetic surgical procedures. Examinations and pre-operative consultations are considered a given when undergoing surgery. Individual rooms for in-patients come equipped with private

bathrooms, televisions and telephones. Much attention is given to maximum comfort, privacy, post operative care which is accompanied by non-stop patient monitoring by trained medical personnel. The clinic offers the following operations.

- FACELIFT
- NOSE RESHAPING
- EYELID SURGERY
- EAR OPERATIONS
- BREAST AUGMENTATION
- BREAST LIFT
- BREAST REDUCTION
- FOREHEAD LIFT
- LIPOSUCTION
- TUMMY-TUCK
- HAIR TRANSPLANTATION

Dr. Tomas Dolezal, born in 1967, studied medicine in Prague (Medical College of Charles University). After graduating in 1991 he worked in the eye surgery department at Kladno Hospital and then from 1993 at the surgical clinic of the General University Hospital in Prague. In 1996 he obtained his first qualification in surgery. From 1996 to 2002 Dr. Dolezal worked with the surgery team at the Plastic Surgery Dept. of the Prague Institute of Medical Cosmetic and at the Plastic Surgery Clinic of the University



Hospital within the framework of a long term attachment. In 2001 he obtained his qualification in plastic surgery and received a licence from the Czech Medical Council in this discipline. Dr. Dolezal has been on specialist attachments in the USA, Great Britain, Austria, Germany and Greece. In 1999 he gave a paper at the plastic surgery world congress held in the USA. He is the co-author of the 1999 publication "Surgery for Beauty" and has worked as an illustrator for many specialist publications. He is a member of the Plastic Surgery Society, the Aesthetic Surgery Society and the Society for the Use of Lasers in Medicine of the Czech Medical Society, the European Society of Aesthetic Laser Surgery and the International Confederation for Plastic, Reconstructive and Aesthetic Surgery.



WE ASKED MUDr. DOLEZAL

How would you connect the following two words; beautiful woman and a perfect body?

Unfortunately, I can't say. Obviously there are ideal proportions but these are limited by several factors; era, society and local culture. Elsewhere there exists a current ideal type, in Brazil, for example. The shifting concept of an ideal figure has changed from the twenties in the twentieth century and today. It is also important to realize that the phenomena of a woman's ideal of beauty is not just a current concern but has been ever-present.

Upon first contact with a prospective patient, if I may ask, what is the nature of your conversation?

During the first visit, which can last anywhere from thirty minutes to an hour, I get acquainted with the specific wishes of each patient. After careful evaluation, in which we find the most appropriate route for both parties, we choose the methods that are both technically and aesthetically fit. When necessary, I direct the patients desires to the bounds of reality.

Does it ever happen that you refuse carry out a surgical procedure?

The patients' desire to change their appearance must come from a psychological root, and there must be much confidence placed in this desire. Sometimes, during initial conversations with a patient, I find out that they are seeking surgical procedures because of outside pressures. In these cases I obviously do not carry out the operation.

Can plastic surgery guarantee 100% result as such breast augmentation?

No plastic surgeon can guarantee the complete success of an operation after an invasive procedure. The risk involved in breast enhancement is carefully considered before allowing the patient to proceed with the operation.

What considerations time-wise, are required in planning an operation?

The optimal time is during the colder months. The summer months are not appropriate because scars and scar tissue should not be exposed to direct sunlight for two to three months, and perspiration under protective bandages does not promote the healing process.



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Plastická chirurgie MUDr. Pavel Hlava, M.D., CSc

This state of the art Plastic Surgery Centre is situated right in the centre of Karlovy Vary. Taking care of you will be a team of professionals, headed by a plastic surgeon with 25 years of experience in the field.

Pavel Hlava, M.D., CSc

- 5 years of surgery practice
- 2 years burn centre practice - thesis
- 1983–89 plastic surgery and micro-surgery
- 1989–94 Institute of Medical Cosmetics* Prague – Department of Aesthetic Surgery
- since 1995 Head of Aesthetic Surgery Department in Na Homolce Hospital, Prague
- first privately-owned practice in the Czech Republic since 1992

Our center offers a complete range of services in the field of esthetic surgery:

- plastic surgery of face and neck
- plastic surgery of the forehead
- operations of eye-lids
- operations of the nose
- plastic surgery of auricles
- liposuction
- plastic surgery of the abdomen
- plastic surgery of thighs
- plastic surgery of breasts (enlargement, reduction)
- shaping of breasts

The services are provided by a qualified and experienced team of specialists supported by advanced technology and background services of a modern hospital. Standard services include comfortable accommodation.

Face and neck lifting

WHAT IS THE AESTHETICAL SURGERY FOR?

Increasing age of a person brings inevitable, sometimes slower, sometimes faster, changes of the whole organism. On one side we collect experiences and knowledge, on the other our body wears out. The best is to preserve a person in its full physical and mental capability for as long as possible, because even balanced person is resentful to signs of ageing. The goal of the aesthetic surgery is to correct and minimize the body abnormalities.



WHEN IS THE TIME FOR THE SURGERY?

Generally it is around the 40th year of life, but in reality it is very individual and depending on many factors. Some of the big factors are inheritability, way of living, workload and presence of stress in one's life. Part of one's look or appearance is also created by eating habits, regularity of skin care and health in general. Aging is very individual process, which demonstrates itself with drying up of skin, loss of its elasticity and slack skin in certain body parts. Skin folds and wrinkles start to form. And this

is the moment when it is still possible to put off the signs of aging through the plastic surgery. The upper age limit for plastic surgery is determined by the overall health condition of the patient. Face and neck lifting is quite big and serious surgery. It requires good health condition and therefore one must undergo internal pre-surgical check-up. It must be pointed out that above the age of 70 years is the surgery more risky and the healing process slower even when the person is in good general condition. What can be expected from the surgery?

During the surgery, the skin in the areas of temples, cheeks, neck and lower jawbone is stretched. We cannot generally say that after the surgery the patient will look 10 years younger. In case of narrow face and neck is the final effect stronger than in case of patients with thick layer of hypodermic fat. The skin quality also matters: it should be tensile, not too fragile, movable against the base and not too dry and thin. All these factors create the result of the surgery.

Another problem are the wrinkles, especially the "nose-to-lip" lines around mouth, on the cheeks and in the area of the external eye corners. The wrinkle in the skin actually means the skin is broken, the same way you fold a sheet of paper. The surgery can reduce this problem, but cannot remove it entirely. If the skin is



stretched too much, the mimic muscles will be put out of function and the face would become a mask, in its negative meaning. Another question are the mimic wrinkles, which are formed as the result of the motion of mimic muscles. These wrinkles reappear even after the bigger stretch of a skin, because the facial expressions cannot be put out of function. In a social life, the individuals without distinctive facial expressions are usually not too successful, because the face loses its character. Therefore the consultation with the plastic surgeon is very important prior to this surgery. The goal of this surgery is to remove signs of aging and preserve the natural look of the person.

HOW LONG DO THE RESULTS LAST?

The surgery's effect is permanent, because not only the skin of face and neck is stretched, but also the hypoderm and muscle structures, which age together with the skin. Unfortunately the process of aging continues and probably after certain time from the surgery the patient will look the same way he or she looked before the surgery. In case all the conditions for the surgery are fulfilled again, the surgery can be repeated. The time after which the surgery should be repeated is different and depends on the skin quality, thickness of hypoderm layer, way of living and the care one dedicates to himself.

THE CONSULTATION WITH THE PLASTIC SURGEON

The consultation with experienced plastic surgeon is the first step before the decision to undergo the surgery. Generally speaking, very important is the motivation of the patient, which leads him

to undergo the surgery. It goes without saying that necessary qualification to undergo this surgery is good health condition of the patient.

PRE-SURGICAL INSTRUCTIONS

- 1) After the consultation with the plastic surgeon and determining the date of surgery the patient gets the recommendation for the internal pre-surgical check-up, which cannot be older than 1 month before the surgery. This check-up will confirm patient's good health, only in this case the surgery is possible.
- 2) Patient must count with 2 weeks off in terms of terms of the workdays.
- 3) Please consult the surgeon if you use any drugs.



- 4) The patient cannot suffer from any virus-based or any other diseases or undergo convalescence (recovery).
- 5) Please leave all your jewellery (earrings, necklaces, rings) at home.
- 6) Ladies, please come without your make-up on.
- 7) Starting the midnight of the day of the surgery the patient cannot eat, drink nor smoke.
- 8) At least one month prior to the surgery the patient cannot use any drugs containing acetylsalicylic acid (which reduces the blood coagulation), for example Acylpyrin, Acylkoffin, Aspro, Alnagon. The usage of these drugs highly increases the risk of heavy bleeding during and after the surgery; such patient cannot undergo the surgery!
- 9) The surgery is paid for on the day of the surgery. The patient will receive a receipt for the amount paid.
- 10) The patient leaves after complete awakening, preferably accompanied.
- 11) The bandage redressing follows the next day.

THE SURGERY ITSELF AND THE POST-SURGICAL PERIOD

The surgery is carried out on a specialized site with experienced anesthetist combining intravenous and local anesthesia. The surgery takes on average 2 hours. The incision is carried out from the hair part of the head above the ear auricle downward, tightly around the auricle and ear lobe, through the line behind the ear

and from here to the hair. The compression bandage is applied after the surgery. The bandage redressing follows the next day. It is in the best interest of the patient to follow the surgeon's instructions. The surgeon will determine the frequency of post-surgical checkups. The healing process is individual and the stitches are removed between the 10th and 14th day after the surgery, always depending on the healing progress. The 3rd day after the surgery the bandage is usually removed, the hair is washed and the patient leaves without the bandage on. We do not shave the hair before the surgery; we only adjust the hair parting in the area of the incision.

Please note that after the bandage is removed it can seem that lot of hair falls off, but this is the hair that piled up under the bandage during several days and can be normally combed out. In the areas where the skin was made loose from its base (in order to be stretched), there is impaired sensitivity for several weeks, but this should go back to normal (with possible exception in the ear lobe area).

For the period of one month after the surgery we do not recommend hair coloring and permanent waves, because certain products used for such purposes are highly concentrated and the skin and hair are much more sensitive after the surgery. We also do not recommend the face massage, because it loosens skin and muscles, thus decreases the skin tension. Also please revise the sunbathing, because the sun rays dry out the skin, which then gets thinner and the wrinkles appear much faster.

SURGERY RISKS

In case of face and neck lifting it is mainly post-surgical bleeding, which we try to eliminate as much as possible. Therefore the thorough internal check-up is necessary prior to the surgery.



It must be made very clear that one month prior to the surgery the patient is forbidden to use any drugs containing acetylsalicylic acid, not even one pill! The blood bruises on the cheeks and neck are not considered as a risk and can occur after the surgery. Their occurrence is individual and they disappear after 2 to 3 weeks. The damage to zygomatic (facial) nerve we know only from the literature, because it means huge ignorance to surgical technique and anatomy. Impaired sensitivity in the area of the ear lobe, which can rarely become permanent, also belongs to the risks of this surgery. The scar quality depends on the individual healing process.

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MUDr. Roman Kufa

The Perfect Clinic facility specializes in plastic and aesthetic surgery. It is located in a quiet area of Prague with available parking. The facility includes a swimming pool, restaurant and park with a view of the city center. The operating room is well equipped with modern equipment, and patients have the option of a single or double room. Each room has its own bathroom and television. Patients are post-operatively monitored around the clock by doctors and nurses – there is an intensive care unit available as well.



The staff is comprised of independent plastic surgeons, who are licensed by the Czech Medical Cabinet. MUDr. Roman Kufa completed long-term residencies in the United Kingdom, in Addenbrooke's Hospital of Cambridge, the Centre for Cosmetic Surgery Highgate, London, Centre for Plastic and Reconstructive Surgery Mount Vernon Hospital, London and in Germany -Klinik für Plastische Chirurgie, Handchirurgie,

Gelsenkirchen-Buer. He is also a part of the Department of Plastic Surgery of University Hospital Královské Vinohrady, Prague. He is a member of JEP, a member of the Society of Aesthetic Surgery, Society of Hand Surgery, Society for the Development of the Use of Lasers in Medicine, and the International Confederation for Plastic Reconstructive and Aesthetic Surgery (IPRAS)



MUDr. Jiří Padera functions in: the Department of Plastic Surgery of University Hospital Královské Vinohrady, Prague. He is a member of JEP Plastic Surgery, a member of the Society of Aesthetic Surgery, and a member of the Society of Burns Medicine.

The spectrum of offered procedures: Eyelid Surgery, corrective surgery of auricles, Nose Reshaping, Face-lifts, Lip Augmentation, Botox applications, Injectables, Liposuction (Lipoplasty), Breast Reduction, Breast Lift, Breast Augmentation, Tummy Tucks (Abdominoplastia), Microdermabrasion, and a variety of hand surgeries. The most commonly asked for procedures by patients, are liposuction (Lipoplasty) and breast enlargement.

During lipoplasty we use tumescent equipment with frequency vibration that dissolves fat only at the tip of the instrument. This procedure is less harmful on tissue, the suction is easier, and post-operative convalescence is easier. Breast Enlargement is a very effective operation which will help the patient's self-confidence. The patient must be well-informed of all the risks involved in undergoing breast implantation. We use both breast implant shapes, round and droplet-shaped, as our goal is the most natural-looking breast.

Perfect Clinic is visited by many foreign patients, which we attribute to the increased quality of plastic surgery services in the Czech republic, and points to many improvements in the industry. Before the operation, the patient has a detailed conversation with the surgeon, and the best course of operation is determined. It is possible to arrange procedures in English, German, Russian and in Polish. Upon demand, we can arrange for interpreters in other languages.



before and after



before

after

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 Pražská 10
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Professional Permanent Make Up

Specialized Facility of Aesthetics and Dentistry



before



after



complete make-up

WHY CHOOSE US?

We have ten years of experience in the field and we specialize solely on permanent make-up. We are educated both here and abroad, and we constantly cooperate with contemporary studies in Germany, which ensure contact with new discoveries in the field. We also cooperate with the leading plastic surgeons, which gives us the option of continuous consultations. We are in direct contact with the European Center of Dentistry, whose doctors will ensure a painless application of Permanent Make-Up (PM).

WHAT IS ESTETICA PROFESSIONAL MAKE-UP?

Estetica Professional PM is a highly perfected method. With the use of a microscopic needle we hypodermically inject natural plant pigments. Pigments are mixed individually, are specifically matched to each person's skin color. Permanent Make Up (PM) places great emphasis on a natural look, as it does not replace the application of make up, as it is its foundation. The goal of PM is to add "some extra spark" to your look, and to give women more self-confidence. PM is a two phase process, and thus, included in the price are corrections, but only for a three month period. The longevity of PM is very individual but can last anywhere from 1-4 years. The professional method, Estetica Professional PM has earned its place as a frequent accessory. In the past few years it has only evolved and progressed. Currently, it is a highly recognized method to accentuate the natural contours of the face, and thanks to its subtle corrections, can provide any woman with a bright and natural look.



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Gentle Methods of Face Rejuvenation

Aesthetic medicine is now offering new methods that prevent and remove mimic wrinkles. These methods are very friendly to the skin. No long-term preparation, tests or time-consuming, unpleasant operation are needed. The results can be seen almost immediately, and after the treatment it is possible to continue in an ordinary working and social life. These operations are recommended not only to reduce the mimic wrinkles that have already appeared, but also to prevent mimic wrinkles at the time when they start to form, which is usually after 25 years of age.

The preparations Dysport or Botox are used to reduce mimic wrinkles. These preparations include a very low curative concentration of botulotoxin, which is applied, with a very thin needle, to the area where a wrinkle is to be smoothed out. Botulotoxin disconnects the receptors that enable the movement of a mimic muscle in the given area. Because of this movement, a muscle contraction, the skin around the muscle forms a wrinkle, which becomes deeper and larger as time goes on. Botulotoxin prevents a mimic muscle from making this undesirable movement, the wrinkle disappears as early as after the first application and the skin at the place of the application becomes compact and shiny. For example, a forehead on which botulotoxin was applied is impossible to frown, and no crow's feet form around eyes while smiling. In spite of this the facial expression remains very natural and retains its basic expression. The application has a temporary effect; therefore, a client can decide on his/her own, if he/she wants to continue with the applications or not. The first application is effective for about three to four months. If it is repeated, a more noticeable effect is reached – the application can be effective up to ten months. This operation is very popular with women and men of all age groups.

After the application the clients are “described” by others as being very relaxed and satisfied. This is a natural result of the operation.

The application of botulotoxin takes, depending on the size of the treated area, from 5 to 15 minutes. There are no contraindications, except for pregnancy and breastfeeding.

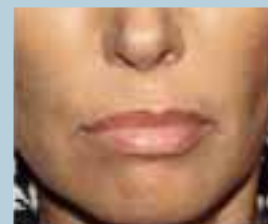
Another gentle method, which can improve our self-confidence and help our face to look much better, is the application of skin implants. In fact, these are fillings, which are stuck in the area where we would like to fill undesirable wrinkles, acne scars, various uneven places and skin defects. This is done again with a very thin needle of a precisely dosed ampoule. A special operation with these fillings–implants is performed on the lips, on which so called lips modeling is often made. An implant creates sexy, full and young-looking lips or fill “smoker’s” wrinkles on and around lips. Skin implants can also achieve an improvement of the shape of a face – hollow cheeks can be filled, the look of a chin can be changed; all of that without a drop of blood or a scalpel! Preparations of hyaluronic acid belong among the newest and the most often used skin implants. Hyaluronic acid is natural for the body, as it is present in the connective tissue of our organism. The effect of this acid lies in its great ability to bind water in the skin. Thanks to this the tissue at the place of the operation expands, the skin is lifted up and its compactness is improved. The applications of skin implants also have a temporary effect lasting from six to ten months. This is an advantage for a client, who can decide if he/she wants to retain, for example, the created shape of his/her lips or if he/she wants to undergo another operation to have smaller lips or lips of another shape. Applications of skin implants are tolerated well; the operation it-

self lasts from 30 to 45 minutes. The most often used operation is the combination of botulotoxin and skin implants. This method is very effective and mainly used for the removal of already created, deeper mimic wrinkles.

We can say, without exaggeration, that the aesthetic medicine has introduced the possibility – thanks to the ease of the application of both methods – to rejuvenate our looks “during a lunch break”! This cannot be achieved by any face lifting or by any application of various preparations.

Clinic of laser dermatology, plastic surgery and cosmetics

WE HAVE PREPARED A COMPREHENSIVE RANGE OF AESTHETIC SKIN CARE TREATMENT FOR YOU, WITH THE USE OF ADVANCED LASER TECHNOLOGY IN COMBINATION WITH THE VERY LATEST TRENDS IN REJUVENATION AND REGENERATION OPERATIONS IN PREVENTIVE AND THERAPEUTIC DERMATOLOGY. WITH THE IMPLEMENTATION OF THIS PROJECT THE ESTHETIC CLINIC NOW HAS UNIQUE POSSIBILITIES OF OFFERING THE WIDEST POSSIBLE SPECTRUM OF SERVICES IN CARING FOR YOUR APPEARANCE, BY MEANS OF A COMBINATION OF PLASTIC SURGERY AND AESTHETIC LASER DERMATOLOGY AND COSMETICS.



Female, age 54, before and after surgery



Female, age 57, before and after surgery

- **Complex laser treatment** – laser hair removal, laser removal of skin excrescences., laser removal of pigmentation, wrinkles, dilated veins...

!Newest Laser Technology, Candela, USA!

- Complex plastic surgery treatment...

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ANSA Sanatorium s. r. o. Vrchlabí – private surgery clinic



Schiller

Let me introduce a private surgery clinic to you. It was established in 2002 as a one day surgery clinic, which makes use of the combined efforts of prestigious doctors – specialists from various surgical fields, to provide their clients with the best possible service in surgery, plastic and aesthetic surgery and surgical orthopaedics.



Our clinic is able to fulfill a broad spectrum of procedures, from acute injuries to treatments of chronic illness's, planning operations to augment long-term treatments, and detailed preparation before each plastic or aesthetic surgical procedure. We have extremely good results in our treatments and keep complications to an utmost minimum. Our entire professional team strives for an individual approach to each patient, who continuously comment on the pleasant atmosphere and level of care here in the sanatorium.

At our surgical clinic we perceive plastic surgery and aesthetic surgery as a modern, medical discipline, which can not only improve imperfections of the human body, but is also connected with improving self-confidence and a positive self-image. **Plastic and aesthetic surgery operations can make you look as young as you feel!** All this for an incredibly affordable price, with the option of post-operative accomodation in one of the local hotels, of which there are many in the Krkonose mountains.

*Jiří Patrák MD
Medical Sanatorium Director*

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1. Kolin Sanatorium

Plastic and Aesthetic Surgery in the hands of a Leading Czech Surgeon



MUDr. Svatopluk Svoboda is among the leading Czech specialists in plastic and aesthetic surgery. He has devoted himself to his practice for over thirty years.

Since 1977 – Member of the Transplantation Laboratory – Institute of Experimental Medicine – Czech Academy of Sciences, at the burns unit at the Plastic Surgery Clinic in Prague.

Since 1983 – has devoted himself solely to plastic surgery at the Clinic of Plastic Surgery, 3rd Medical College in Prague, where he is presently, since 1985, the director

of the intensive care unit: where he spends time not only operating, but further educating both students and doctors as well. Aside from these positions, he is one of the founders of microsurgery in this country. He has published several research papers in specialized scientific publications and been a participant of several foreign congresses.

Since 1995 he leads a private practice, known primarily for aesthetic and cosmetic surgery and he runs a private sanitarium with a fantastic reputation for not only plastic surgery but gynecology and surgical care as well.

He successfully completed several residencies abroad. On invitation, he was invited by the University of California to do a residency in the USA, where he visited and worked in San Francisco, Los Angeles, San Diego, and New York, and later completed a long-term residency in Brazil where he lectured as well. In recent years, his client list has included several distinguished celebrities.

Currently, there is a private consultation clinic (for plastic and aesthetic surgery) located on Wenceslas Square No. 30 in Prague 1 – in the Alfa centrum of medical cosmetics and rehabilitation (on the left next to passage Alfa) and the 1. Kolin Sanitarium – a private clinic – which provides extraordinary care not only during plastic surgery, but for gynecology, ENT, and out-patient services. A long list of satisfied clients proves extraordinary care given to each client.

Its activities include a whole spectrum of aesthetic surgeries, however, it has earned its reputation for its breast implant operations.

The 1. Kolin Sanitarium is a modern private health clinic, which is situated in the residential area of Kolin.

The white villa with a fountain in its garden, is modernly equipped with an operating room, several out-patient examination rooms. Each patient's room comes with private facilities, a telephone, television and a satellite connection. Maximum attention is given nutrition and exceptional care during convalescence.

All health care services are conducted with the highest level of professionalism.

Provided medical services:

- **Gynecology:** (Besides ambulatory care, the 1. Kolin Sanitarium offers gynecological operations – including mini-interruptions under general anaesthesia)
- **Plastic Surgery** (In this area, the 1. Kolin Sanitarium offers the execution of a variety of plastic surgery operations) which are:
 - Breast Augmentation, Breast Reduction, Breast Enhancement Surgery, liposuction of problematic areas of the body
 - Abdominoplasty (tummy tuck), Rhytidectomy (Face Lifting), Blepharoplasty (Eye Lid Surgery)
 - **Rhinoplasty** – reshaping of the nose by reducing or increasing size, removing hump, changing shape of tip or bridge, narrowing span of nostrils, or changing angle between nose and upper lip
- **Out-patient Surgery** (these procedures require only a minimal stay at the clinic, and the patient is released to convalesce at home).
- **Operations** – inguinal hernia operations, scrotal hernias, varicose veins, haemorrhoidal
- operations of skin and subdural tumors, diagnostic and healing breast operations
- **ENT** – Ear, Nose, Throat – adult and child ambulatory treatment



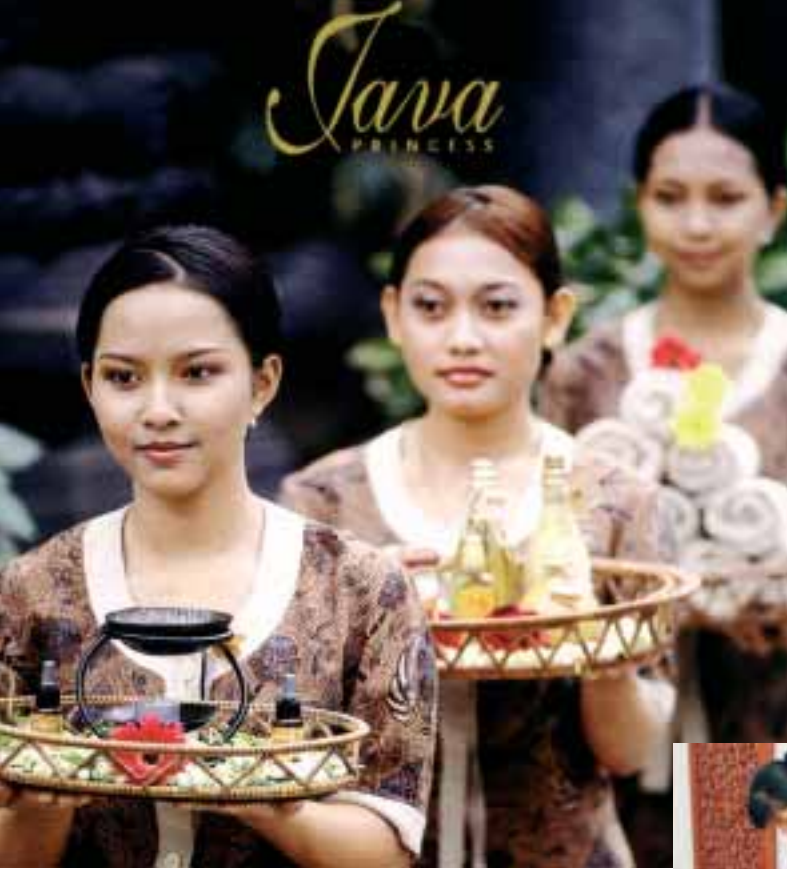
We guarantee absolute client discretion, top professionals comprised of notable Czech doctors, a discrete and calm atmosphere to which they will happily return.

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Java
PRINCESS



Java Princess

In January 2004, the Javanese sultan princess B. R. A. Mooryati Soedibyo. S. S., M. Hum with her accompaniment, and with the presence of many important personalities from the Czech political, public and cultural life, and with the media interest including radio and TV, has inaugurated the luxurious massage and cosmetics salon "JAVA PRINCESS – Royal Javanese Messages" in the capital of the Czech Republic – Prague. This salon is not only dedicated for women, but for men as well. It is the first salon of its kind in Europe, and the visitors can enjoy complex four hours lasting massages and other exceptional services related to body care.

All "Mustika ratu" and "Taman Sari Royal Heritage" cosmetic products, used in the salon, are produced solely on a natural basis and imported directly from Indonesia. Sultan body care methods are mainly focused on whole body relaxation, with the use of aromatherapy emphasizing the positive impacts on human psyche.

OUR OFFER FOR YOU OF MASSAGE AND COSMETIC KIND OF TREATMENT

- Treatment package I. – Java Princess (3 hours)
- Treatment package II. – touch of Java (2,5 hours)
- Treatment package III. – executive Java PRINCESS (4 hours)
- Treatment package IV. Javanese ancient healing (3 hours)
- Treatment package V. – royal Javanese (2,5 hours)



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Wide selection of natural colors
Professional care of your hair extension design

Hairdresser

The newest trends in cuts and colors, we use Wella System Professional Cosmetics, SEBASTIEN and DARPHIN, a wide variety of relaxation programs targeted at body and face care

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In June receive 10% of Hair Extensions

Café house & beauty salon

MRS. JOSEFI, YOUR SALON, WHICH OPENED A YEAR AGO, HAS GAINED MUCH POPULARITY AND ACCLAIM. WHAT HAS CONTRIBUTED TO THIS?
The popularity gained is due to the quality of service and professional approach of our employees towards our clients, which happily return to us. The building, which houses the salon, underwent an extensive reconstruction (850 sqm) in order to improve our services in skin and body care, which begins with Stone Therapy, and ends with a head massage at the hairdressers.

IT IS APPARENT THAT YOU HAVE INVESTED MUCH TIME AND MONEY, AS THE INTERIOR IS REMARKABLE. DO YOU CONSIDER THIS TO BE AN OBVIOUS PART OF YOUR SERVICES?

My husband and I strived to create a very special and original interior, which would compliment the general goal of the salon, where our clients would feel the maximum amount of comfort. Our common wish was to create a salon that excelled both in quality and in offering services at an affordable price to both men and women. It was my personal goal to create a spacious and sunny facility...

YOU MENTIONED THAT YOUR EMPLOYEES ARE AN ESSENTIAL PART OF THE ENTIRE COMPANY, IS THAT SO?

Yes, our employees are indeed the key to our success, and we are aware of rising demands in quality of service and thus have high expectations of our staff. Before the therapy begins, the clients are familiarized with the course of therapy, procedures or products used, and their respective health condition. After that, the client should primarily relax and not be disturbed.

WHY DO YOU REPRESENT THE COSMETICS COMPANY DARPIN PARIS?

The salon specializes in a lot of things, but offer them to our clients gradually. I can mention lymphatic massages of the face, for example, a relaxing head massage at the hairdressers, a coffee-peeling treatment, a chocolate-cream body wrap, ayurveda, stone therapy (a massage using hot stones), cinnamon wrap and peel (a slimming and anti-cellulite treatment), a combination of peach peeling and honey massages (detoxifying) and many others. For the summer months, we are preparing cooling and tightening wraps for both men and women. Soon we are able to add a Hawaiian massage to our repertoire.



combination of peach peeling and honey massages (detoxifying) and many others. For the summer months, we are preparing cooling and tightening wraps for both men and women. Soon we are able to add a Hawaiian massage to our repertoire.



- **Cosmetic**
- **Massage**
- **Manicure, pedicure**
- **Hair Salon Wella**
- **Sauna, Turbo Solarium**
- **Café**



Mrs. Katerina Josefi

WHAT IS THIS YEAR'S TREND IN TERMS OF SKIN CARE, AND BODY CARE? IS IT REMARKABLY DIFFERENT FROM OTHERS?

I think that as far as skin care is concerned, things have stayed relatively the same, as there is a steady stream of skin care products. As far as skin care here in the Czech republic is concerned, it is comprised of: enzymatic peeling, make-up removal, twenty-minute face massages (classical, lymphatic, or digitopressure), masks, various cremes and serums that are for a designated skin type. Masks, treatment cremes and serums, which are for a given skin type, either a night or day creams, or treatments for special occasions (various occasions) According to me, the advantage of using DARPIN cosmetics is based on several factors: it's appropriate for all skin types, it is made of natural ingredients, and you can easily combine it with various oils, cremes and serums. The founder of DARPIN was a dermatologist and was very conscious of the problems involved in skin care. DARPIN also has an entire line of products dedicated to body care – cremes and lotions, slimming oils, serums and peelings.

WOULD YOU PLEASE TELL US, WHAT CAN YOU OFFER DEMANDING FOREIGN CLIENTS?

Yes, we have other activities as well, for example, a custom tailoring service where we sew custom fit clothing for men and women (men's suits, women's costumes, evening wear, etc.), we also do alterations and hemming...

BESIDES OWNING THE SALON, YOU ARE ALSO INVOLVED IN OTHER ACTIVITIES, AS YOU ALSO OWN A TAILOR SHOP.

Salon Majestic is a three story facility, which occupies 850 sqm and offers the following services:

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CONTACT

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222 514 159
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Center of Laser Aesthetics



“A child cannot help the way his face looks, but an adult is responsible for the way they look”

Mrs. Director, your motto: “A child cannot help the way his face looks, but an adult is responsible for the way they look” Is this your opinion then? Can one actively take good care of their, even with age and defects?

Yes, I really do think that people of any age have options about how to take better care of themselves. There is a catch, however – they must want to. We can't do anything about the fact that we age, and get older. Every period in your life has its charm, its magic. Caring for your health and striving to look good should be a given. The times when beauty was considered a women's thing, are far behind us. We are seeing an increase among men in our services. If we are talking about some sort of “defect” in the facial region, there exist a number of methods, among which a targeted approach can be found. In these cases it is crucial to remember that if the patient undergoes some traumatic event (accident, surgical procedure, burn), then the initial concern should be the healing of the wound. One of the most effective methods uses bio-stimulant lasers. If the patient chooses this procedure in due time (can range from a few days to weeks) its results can be excellent. Unfortunately, some doctors still recommend waiting from 6–12 months before considering aesthetic procedures. This long waiting period makes idea healing virtually impossible.

What separates your center from the rest that are available? What are your priorities? What can foreign clients demand at your center?

Our center established itself as one of the first in the country to specialize in laser related medicine, and currently we have a wide range of technology. We focus on many things, among them: second generation laser epilation, which we can conduct on sun-tanned skin or in the summer without the risk of damaging the skin. For the latter part of the year we have also been developing other directions – the use of Microderm analysis in the prevention of skin cancer. Our health services have grown to include asynchronic balneo-photo-therapy for psoriasis. And it was us who introduced the world to AQUA SUN. It is our facilities specialty. **A solarium with a shower!** This was in high demand amongst our clients. But because of our practice in skin cancer prevention, we were aware of the effects of prolonged exposure to the sun, and thus we were apprehensive about this increase in interest. Before tanning, the client is massaged with water currents, which positively affect not only the skin but the whole organism. During tanning, the length of time is determined not by minutes, as in a regular solarium, but rather by each client's photo-type, as UV intensity is regulated by machine. This is measured using a dosimeter.



What kind of specialists, and in what field, can we find at your center?

Alongside our doctors at the clinic, we have an internist, a surgeon, ophthalmologist, and of course dermatologists. All of our skin-related aesthetic procedures **are conducted with lasers only** (wrinkles, acne, removal of cutaneous apophysis, etc..) Among our cosmetic services, for example, cellulite correction or intensive skin regeneration using the Swiss method Lasocare. Among our health services, preventive check-ups and investigations of suspicious areas of the skin, and psoriatic therapy.

Where is the quality of service the best, according to you?

This question has two answers. As far as our doctors and equipment is concerned, we are absolutely 100% comparable to Western standards. As far as the financial side is concerned, we cannot compare ourselves to services abroad as we are much more affordable.

What is most essential to you: quality of



Private clinic LOGO is a specialised health organisation for **diagnostic and therapy of communication disorders**. The clinic has been providing its health services for **15 years**. In 2004 the clinic received a **quality certificate** EU ISO 9001: 2000 in the field of Diagnostics and treatment of communication disorders and Research in the field of clinical speech therapy. Private clinic LOGO is **unique health organisation** in the Czech republic especially in high quality of provided health services and in the range of medical services. The clinic cooperate with all Health Insurance Companies in the Czech republic.



At the Private clinic LOGO operates **the team of experts** in the fields connected with communication disorders:

1. SPEECH THERAPY
2. PSYCHOLOGY
3. PHONIATRICS
4. PSYCHIATRY
5. NEUROLOGY
6. REHABILITATION

The team of experts is able to establish the accurate complex diagnosis and provide complex therapy. The experts provide **the services in English and German** as well.

The complex therapy focuses on possibility of establishing the **maximum abilities and skills of children and their development**.



At the clinic are organised **relaxation therapeutic stays** in housing facility in hotel style. Each room has its own social facility and is very comfortable. Also catering is provided.

For the clients clinic provides **cosmetic services**.



CONTACT

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www.logoped.cz



People & Business



“I have to feel comfortable”

PROFILE: MARKĚTA ŠVEDOVÁ, DIRECTOR, RECRUIT CZ

If you look at her closely, you'll say she's a beautiful, intelligent woman. I'd like to add the words daring and capable. This is because she, as the director of a company that seeks "tailor-made" professionals and provides personnel counseling, found the courage to lead a team of people that believe in her and acknowledge her. Add to this the fact that, during the course of her job, she acts as partner to top managers from foreign companies in order to ensure that she and her co-workers provide services of the highest quality possible and the fact that, at the same time, she is raising her two-year-old son Mikuláš, participates in sports and travels. We spoke on the topic to which this magazine is dedicated, about how she views foreign women in the Czech Republic, how she carries out her professional and personal lives, and other interesting facts about her life.

How do you view Czech women as compared to those from abroad? What do they have in common and how are they different?



I truly don't like to generalize or lump people together in one group and this applies not only to

our candidates, but also to the people around me. Differences among people are not only formed by family foundations but also by the environment within which the people are active – whether during their studies or in the course of their employment, the culture of society itself, and, to a significant degree, financial resources. Of course, this is also applicable to women and the differences between them. Czech women are catching up to their “western” neighbors in many things – they have the opportunity to study, travel, widen their horizons, devote time to hobbies and participate in sports until an advanced age, build a career, stand on their own feet, and invest money in themselves. In the Czech Republic today, in addition to women who ambitiously move forward in their professional lives and prefer a “freer” personal life-style, the number of women who remain at home and don't work because their partners secure them financially is also increasing



and they devote themselves fully to their families, raising their children, and caring for the home and for themselves as well.

Nevertheless, 70 % of women still work very hard for almost minimum wages and contribute with this “tiny bit” to the family budget, which, all in all, is distributed for living expenses and supporting the entire family and there's no room to think about spending money on fashion and cosmetics.

You also asked about foreign women... I see three groups of foreign women here in the Czech Republic.

In the first group, I would include women who arrive here voluntarily with a desire to recognize new things – they come to learn about the culture, the history, the people. They obtain resources for living through work, usually as foreign language instructors or journalists. They usually have no obligations and appear carefree...

In my opinion, the second group consists of wives and partners of foreign men who have been assigned to the Czech Republic by international companies. These women have all the necessary backing – financial, family, and social. They have space to care for their children, who don't have to immediately go to daycare or nursery school, and they have the opportunity of spending their free time at a higher level – sports, relaxation, and caring for themselves. They usually have secured above-standard medical care and household help. They have the space and the time to



meet amongst themselves, exchange information on local services and facilities and of course, about local experiences as well.

I see the third group of women as professionals sent out by foreign companies to act in a professional capacity here in the Czech Republic. These, thanks to the lifestyle and strong financial environment that they have already created, can perfectly manage to combine their professional obligations, relaxation, and rejuvenation at a high level and possibly even include caring for a family as well. In comparison to our standards, they pay high amounts for these services and our market is already able to offer them.

Have you lived abroad?

Never long-term. But I have been affected by influences from abroad since childhood. I fulfilled my dream in my youth – I worked as a flight attendant for ČSA and was thus able to enjoy travelling, various foreign cultures, and a free lifestyle. I am also influenced by the world abroad though my entire family and relatives in Western Europe and the USA. During the majority of my professional life, I have worked in foreign companies managed by foreigners who brought, implemented and built “something new”

Whenever I see you, you're “in”. How do you do it?

I don't think I would be the right representative for contemporary fashion – my figure doesn't even allow for that to a large degree... I truly have to run around quite a few stores before I can find my petite size 32. I favor a few brands that offer my size, pleasant materials, favorite color, and a “comfortable” feeling. Of course, sometimes I glance in fashion magazines as well... I'm certain that the fact that I meet a lot of interesting people – whether they be Czechs or foreigners – also influences me. Usually, they are interested in contemporary trends, starting with appearance and ending with politics and sports. Every so often, this offers you an idea, or at least the necessity of thinking about oneself.

Let's go back to your profession – director of executive search agency. When you say the labor market in the Czech Republic...

When I hear the words “labor market”, it bears implications of economic statistics and unemployment figures. Looking at it from our perspective – that of HR and personnel consulting – here in the Czech Republic there are employment agencies that offer to coordinate positions for lower-management (i.e. temporary assignments, seasonal work, database placement, etc.).

Executive Search – looking for tailor made candidates – this is our mission. We want to establish a long-term partnership with our clients and meet their wishes according to their requirements. For our candidates, we don't ensure employment, but we can offer advice on how to act on the employment market, how to

find a job, and how to present oneself properly on the market. I don't have an answer to your question of “Who's an appropriate candidate?”. The one who's ideal or suitable for us has experience, speaks a foreign language, and is educated – it doesn't matter whether the field being considered is financial, business or technical. It is a person who is prepared to change their employment and follow a different challenge.

Can foreigners turn to you? What services can you provide them?

Foreign clients and foreign candidates as well. We work with both groups. Honestly however, we are more successful in covering the needs of foreign clients than with placing foreigners as candidates. Nevertheless, in both cases we are glad to offer the necessary information on how to move on our employment market, what to look out for as well as where the advantages are especially for foreigners, and where to obtain the necessary information and contacts.

Thank you.

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Recruit CZ offers human resources consulting to companies operating in the Czech and Slovak market. Our aim is to provide quality services, reliability, and confidentiality and thus become a key partner in the area of personnel management.

We provide services in the following areas:

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Time is money. We save your time.

A Foreigner in Prague



I came to Prague thirteen years ago as a twenty-year-old. Somebody asked me why I emigrated I could not provide them with a single rational answer. I am neither German or Czech, rather a European who spent half her life in Germany and half her life here in Prague, Czech Republic.

Prague, according to my opinion, is a state within a state, which evolves independently from the rest of the nation. In Germany, I was used to something referred to as:

Sicherheitsdenken (security),

Ordnung (order). This kind of lifestyle was established at the beginning of the nineties and was very established and worked. I have returned to the country of my ancestry, a country which, had just undergone a tremendous social and political change, like no other in its history

The 90's and Charles Bridge

I remember that I was particularly fascinated by downtown Prague. On my way to school, which I had begun here upon my arrival, I had to pass across the Charles Bridge. Ostensibly, I was charmed by the wonderful atmosphere and view of the Vltava river. On my way I was intrigued by the inventiveness of local artisans and musicians, who offer hand-made products such as jewelry and ceramics. My classmates kindly accompanied me on my outings and politely corrected my catastrophic, German-influenced Czech. After school, on my way home back across the Charles bridge, I would walk in the warm rays of the sun when I would meet former president, and national icon, and his bodyguards, Vaclav Havel on his evening walk. „Look, Havel!“ I yelled in awe, not being accustomed to seeing famous people. Yes, my classmate answered, and dryly bit into his lunch.

The Hunt for Food

First months of my stay I was able to stuff myself in a dairy bar on Mala Strana, with little open-faced sandwiches oozing with mayonnaise, I considered them a delicacy. Now, in its place, stands a McDonalds. That was before the time I felt the need for fresh fruit and vegetables, which could only be bought (fresh) at Maj, which is now Tesco. So called, Vecerka's, and small self-service shops that are open all night (an unthinkable reality for Germans as all shops close promptly at six in the evening) only offer Eidam cheese, sausages and products that are loaded with preservatives. I have to add, that much has changed since then, and there are currently many places that carry good quality produce all over Prague, although the selection of organic meat and produce is slim.

High Rises

Besides the fact, the center of Prague and its architecture had a large impact on me with its archetypical architecture, the oppo-

site held true for the suburbs and the high rises in the area where I lived. One evening I realized that all the entrances to these buildings are identical. Hundreds of lit, inhabited, cells looked out at me like the eyes of some beast, which had two entrances, one from each side. I ran around them until total exhaustion and wasn't capable of finding the right one.

Business for Everyone

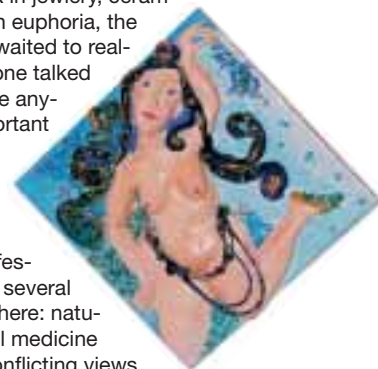
Suddenly, among my classmates, several entrepreneurs evolved. They welcomed the opportunity to earn a little money during their studies, by initiating work in jewelry, ceramics or toys. During the post-revolution euphoria, the nation had high hopes and patiently waited to realize all its accumulated potential. No one talked about the past, or at least not with me anyhow. The present was what was important and the idea of a new tomorrow.

Health Care

I don't have any doubt about the professional skills of the doctors. Currently, several medical fields are happily coexisting here: natural medicine, homeopathy and school medicine even though they sometimes have conflicting views. Prague is an open city – one could even say an esoteric paradise. At the beginning of the nineties, the general state of hospitals kept me in excellent health. I couldn't imagine that I could begin to heal myself in those old buildings, but every negative aspect has its positive.

Helena Sperlikova returned from Germany at the beginning of the nineties to the Czech Republic, where she began her studies at the J Jezek Conservatory and then DAMU. Presently she is a freelance actor, lectures in German language and works as a translator/interpreter. Since 2002 she has devoted to an artistic project she calls Touch (self-titled) plastic tiles.

Helena.sp@centrum.cz.



US-MBA Study Program, Brno University of Technology



prorektor VUT Brno Karel Rais

We had the opportunity to speak to professor Ing. Karel Rais, CSc., MBA, who is currently the vice-rector of Strategic Development at the Brno University of Technology and who has also completed an MBA program. Since the early nineties he has devoted himself to the education and training of top managers in the form of local MBA programs here in the Czech Republic. We had an opportunity to ask him a few questions.

WHY ARE MBA PROGRAMS CONSIDERED SO SUITABLE FOR CZECH MANAGERS?

MBA programs are considered the standard for top managers all around the world, and it is usually what makes them different from the rest. We can best compare this to a second-year residency at a medical school where the difference between a doctor and a resident is not in the amount of education, but rather in the amount of experience. In the Czech educational system, there is no equivalent. Since 1989, however, MBA Programs have started being put into practice. The most important consideration when choosing these foreign-based MBA programs being in progress in this country is concerning the fact whether their parent institution is accredited in Europe and the USA and the credibility of their accreditation.

YOUR UNIVERSITY OFFERS US-MBA PROGRAMS, UNDER THE AUSPICE OF THE DOMINICAN UNIVERSITY OF CHICAGO. WHY DID THE BRNO UNIVERSITY OF TECHNOLOGY DECIDE TO COOPERATE WITH THIS UNIVERSITY? WHAT ADVANTAGES IN PARTICULAR DOES YOUR PROGRAM OFFER, OR, WHY TO CHOOSE YOUR PROGRAM OVER OTHERS?

Initially, it is important to say that the Brno University of Technology has had a traditional UK-MBA program which is co-organized by Nottingham Trent University in England and which commenced in 2003, and now we have a US-MBA program, under the auspice of the Dominican University in Chicago, and that is in fact the core of the question. The orientation of this university finds its logic in a long-standing 25-year-old relationship of the Brno University of Technology with the Torun University of Nicholas Copernicus in Poland. Since our Polish colleagues started a similar program earlier, we thought it only natural to follow them. The key factor in our decision was perhaps the fact that the US-MBA program was accredited by the American Accreditation Association NCA-CASI and ACBSP, and was highly recommended by our Polish colleagues. A long-standing reputation and the competence of the faculty made it relatively easy to obtain permission to conduct this program at the Brno University of Technology. One of the advantages of this program is the option of a long-term (obtaining a long-term visa) or short-term study program at a foreign university, which was made possible by means of the shared accreditation of the US-MBA program. It is even possible to extend the program and to continue further with additional education at universities abroad. Participants will also have the opportunity to take part in other managerial activities organized by the university. For example, the last two years, participants from both Czech and American US-MBA programs participated in an excursion to China.

Another advantage participants have is the opportunity to refresh their English skills, as one quarter of all the lectures are conducted in English by American professors. For those interested in the program and for those who are apprehensive because of their English skills, I must say that our faculty is very conscious that English is not our native tongue. The professional reputation of the professors is – in the students' opinion – very high. Another aspect that fuels our program is the fact that upon completion, not only did you work closely with the team of managers and lecturers but you also established a wide network of contacts not only thanks to your classmates, but also thanks to your general program experience. These contacts often become a key in seeking desired positions, solving general managerial problems, and providing good knowledge of the managerial environment. I am convinced that the investment into this program is definitely worth it.

WHAT ARE THE APPLICATION PROCEDURES FOR THE US-MBA AND WHAT ARE THE DEADLINES?

The best thing to do is to turn directly to Brno Business School of the Brno University of Technology which is organizing the program. (available online at www.us-mba.cz). More detailed information can be obtained by emailing to mikulec@fbm.vutbr.cz or kuklova@fbm.vutbr.cz.

HOW LONG HAS THE PROGRAM BEEN IN EXISTENCE? WHAT ARE THE BASIC REQUIREMENTS FOR ADMISSION? AND WHAT DO THE STUDENTS GET AFTER FINISHING THE PROGRAM?

The program lasts two years, and has the form of an intensive weekend training (approx. once a month) at the Brno University of Technology. The courses are led by a team of experts, 25% of whom are American lecturers. It is also necessary to underline that one does not have to be discouraged by the language skills requirements as the curriculum is supported by a number of preparation classes for foreign students, video programs, etc. which have been specifically tailored for these students. Common knowledge of conversational English is checked at the beginning of the program.

Among the basic requirements for admission are: higher-level education (college or university), two years of experience in practice, and an interview (the restrictions concerning college education can sometimes be overlooked if a candidate proves a comparable managerial experience). After the successful completion of all program requirements, an MBA title from the Dominican University of Chicago is awarded and this title is accepted worldwide.

WHO GIVES THE MAJORITY OF LECTURES?

The team of lecturers is not only made up of professors from both institutions, it also includes executive managers who work in foreign companies. The minimum requirement for teaching is a Ph. D. title, and we try to make use of our faculty that has been in existence for more than ten years and has had an active MBA teaching experience both locally and abroad.

THANK YOU FOR PROVIDING US WITH THIS BASIC INFORMATION REGARDING THE US-MBA PROGRAM, WHICH YOU OFFER IN COOPERATION WITH DOMINICAN UNIVERSITY IN CHICAGO.

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Stomatology



Implants – the modern way to replace missing teeth

Have you lost a tooth, or even several teeth, and also lost all hope? Has your dentist suggested he'll make you a bridge, yet you'll have to sacrifice the adjacent healthy teeth as well? Then look for a modern, more sensitive and even more aesthetic solution – have a tooth implant instead! Modern implantology – based on the latest research results – can offer to replace a missing or damaged tooth with a complete substitute.

Disadvantages of bridges and prostheses

Bridgework, used by many dentists to replace a missing tooth, is nowadays considered an unsatisfactory solution. For a bridge to literally 'bridge' the gap of a missing tooth, it needs to be fixed to the adjacent teeth on each side. To ensure a firm foundation for the bridge, healthy teeth serving as the 'pillars' need to be shaped by grinding, and thus become irreversibly damaged. A full denture can bring even greater problems – such as the gradual wasting away of bone tissue or hypertrophy of the mucous membrane (enlargement of 'gums'). Additional problems with chewing and speaking are well known.



What is an implant?

Implants have many advantages over the other tooth-replacement solutions mentioned. Most importantly, implants offer a full-value tooth replacement without the need to grind away any healthy teeth. You can happily smile again and bite into your favourite food.

Using an implant offers the insertion of a highly aesthetic new tooth, practically unrecognisable from your own. Artificial teeth fixed to implants do not fall out. All this is possible thanks to the use of this modern method. The new 'tooth' consists of several parts: an artificial 'root', which is a tiny titanium screw fixed in the jaw; and a 'pillar' – made to the exact size according to the shape and colour of the original teeth. On the pillar is then fixed the so-

called 'crown'. From this you can see that the new 'tooth' is fixed in the jaw in a similar way as are healthy teeth, which ensures a long functional life comparable with real teeth.



Where can you have implants made?

The Czech market offers implants from several different firms. Leading amongst the Czech products is the IMPLADENT® system made by LASAK, a firm with a long tradition in this field. This company not only produces the implants, but closely collaborates with top dental clinics and a number of implantologists. Implants can be successfully performed only by specially trained dentists. The choice of a high-quality dental surgery is therefore important. The implantation is preceded by entry examination. The implantation itself is done under local anaesthesia or, upon request, under general semi-anaesthesia. This, however, is mostly unnecessary as patients who have undergone tooth implantation compare the pain involved to that experienced with uncomplicated tooth extractions. The insertion of one implant takes about a quarter of an hour.

Then starts the healing phase. This can be as short as six weeks, but may last longer depending on the quality and quantity of jaw-bone in which the implant is fixed.





When the implant is well retained in the bone, the second part – the pillar, in the shape of a cylinder – is attached, which will later hold the crown. The crown is manufactured in prosthetic laboratories being almost an artistic creation. Only a well-made crown will satisfy your expectations of functionality and aesthetics and be unrecognisable from your own teeth, especially when the most modern technology of an all-ceramic prosthesis is used. Continuous research in implantology is enabling the healing period to be shorter. Thanks to the modern surfaces of implants it is even possible that some patients leave the dental surgery with a new tooth within a few hours.

Are implants suitable for everyone?

Implants are suitable for almost everyone – young people who have lost a tooth as a result of an accident (the only requirement being the completed development of the jaw-bone), as well as old people who have lost their teeth due to old age. Tooth implants may not be suitable for individuals with diabetes, osteoporosis, cancer or other serious illnesses or strong smokers. It is a highly reliable and long-lasting solution of teeth restoration. Long-term clinical surveys show that 97 % of all implantations using the IMPLADENT system have been successful.

We recommend:

A SPECIALISED IMPLANTOLOGY CENTER – NA HOMOLCE HOSPITAL, PRAGUE 5.

Assoc. Prof. Josef Podstata, MD (Head), Tomáš Hudler, MD. and Jolana Pečenková, MD.

This recommended implantology center is known for its high-quality team and excellent cooperation between dental and maxillofacial surgeons, prosthetics and laboratory technicians. It is led by Assoc. Prof. Josef Podstata, MD, excellent maxillofacial surgeon and one of the most experienced implantologist in the Czech Republic.

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Absolute

MUDr. Marek DENTALCLINIC

www.dentalclinic.cz

Dear friends,

Let us introduce ourselves, the philosophy of our work, and inform you about our activities and services provided.

The current dental clinic is a continuation of my own dental surgery which came into existence in Břeclav at the beginning of the 90's. I came back from my six months study stay in Canada where I got the feeling that there was something missing in the Czech dental medicine. Not only the modern equipment and friendly atmosphere. There were certain professional drawbacks as well. I realized we need to adopt a complex view of the patient and strive to provide our patients with the maximum and up-to-date health care in all branches of dental medicine.

That was one of the reasons why – three years later – I quit my private surgery and enrolled in the postgraduate study programme at the Department of Orthodontics, Medical Faculty of Palacký University in Olomouc. After I finished my studies I and my colleague decided to start a dental centre which would provide the patients with the complex dental care at one



place. Dental medicine has been developing rapidly and it is impossible to be well educated and skilled in all the specializations. Therefore, we set up the team of experienced experts. Each member of the team specializes in a certain branch of dental medicine, continues his/her education in the field and



takes part in conferences held in the Czech Republic as well as abroad. However, at the same time all experts and other members of the staff constitute one functional unit. We have achieved successful results in some branches of dental medicine, therefore we regularly publish our works and research and lecture at congresses in the Czech Republic and abroad (see www.dentalclinic.cz). MUDr. Marek and MUDr. Starosta, PhD. work as lectures at Medical Faculty of Palacký University in Olomouc and at other faculties of dental medicine in the Czech Republic.

We can provide you with top quality treatment in most types of dental care. In case a treatment cannot be performed in our clinic we can arrange the therapy at the best departments of dental medicine in the Czech Republic. Our aim is the interdisciplinary dental medicine as well as the maximum care for our patients. This is preferred especially in orthodontic patients.

Stomatological treatment is generally perceived as one of the most uncomfortable and least popular. We would like to create a pleasant and amiable atmosphere so that your visit at our clinic is not stressful but pleasing for you.

I would like to thank you for your confidence in our team and I hope you will be satisfied with our work. Keep smiling even in a dental surgery! On behalf of our staff,

Yours sincerely, MUDr. Ivo Marek

- **Orthodontics**
- **General Dentistry**
- **Prosthetic Dentistry**
- **Implantology**
- **Periodontology**
- **Oral Surgery**

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Monday–Friday: 7:30–17:00

You are what you eat



IN THE COURSE OF THE SOCIETAL DEVELOPMENT THAT HAS BEEN HAPPENING IN THE CZECH REPUBLIC IN THE LAST DECADE, THE PEOPLE'S NEEDS GROW IN PROPORTION TO THE INFORMATION AVAILABLE TO THE PUBLIC. INFORMATION OF TECHNOLOGY, CULTURE, POLITICS AND FASHION, OF WHICH THE MARKET IS FULL ENOUGH AND WHICH SETS THE FASHION IN THE SOCIETY, HOWEVER, ECLIPSE OTHER IMPORTANT FIELDS. AN ESSENTIAL ONE IS A MAN AND HEALTHY FOOD. IF YOU WISH

TO HEALTHY AND TO EASILY OVERCOME PROBLEMS OF EVERYDAY LIFE, IT IS NECESSARY TO REALIZE THAT YOU ARE WHAT YOU EAT.

On my way to reveal the secrets of world cuisines, I have had many opportunities to see, and - to a certain extent acquire - the gastronomical magic and tricks of professional chefs in many world cuisines. I have cooperated with chefs from the Czech Republic, France, Thailand, Israel, Mexico and the Caribbean Islands and have learned all that can be nowadays hardly improved. Each style more or less drew my attention and interest. The meals arranged in front of me were not only very appetizing but also eye-catching and looked wonderful. They were characteristic and diverse due to the ingredients, traditions and culture of different countries and continents.

However, in the meantime I began asking myself, with all respect to my teachers, whether this direction of catering was optimal to suffice the needs not only visual, palatal and social, but also the most important, but often forgotten needs - that of healthy food. The answer is, no.

Although trends in the society today call for return to nature and ecological use of its resources, the issues considering healthy food are greatly underestimated. In modern magazines and TV programmes healthy food is often associated with the cuisines of southern European states. But for their content these could be called "lighter" cuisines, considering the fact that although the used ingredients do not burden digestive system as much and are therefore "lighter", the way of preparation and the origin of ingredients (chemical treatment of plants, large-capacity farms, fish hatcheries, etc.) do not have much in common with the term healthy food.

People who eat light food are much healthier for it contains proportionate amount of vegetable, pulses, cereal and fish, in comparison to the monotonous consummation of meat. (Eating of light food has proved to be a good prevention against diseases of the civilization such as cancer, diabetes, lack of appetite and allergies). These people also enrich their cooking habits by the use of species, herbs and new ingredients, and therefore the preparation of food becomes inspiring and pleasant. Eating lighter food could be the first step on the way to healthy food that is optimally balanced. The next step could be a smooth transition from lighter food to a more balanced food, in other words food that contains important nutrients in the combination and amount beneficial to the body. Balanced food has a positive impact on our body and mind, our senses become more responsive and the energy that we usually need for digestion will be available for other daily activities. Therefore the question of time will cease to be important. The third possible step is a smooth transition to a macrobiotic food that is without exception benefi-



cial to all levels of human existence that is physical, psychological and spiritual.

If you choose the way of healthy food where you do not cheat your body with artificial substitutes it is necessary to observe a few important factors. First you need to consider the choice of ingredients. There are many shops in Prague specializing in selling bio foods, in other words food not maintained chemically. These shops offer fresh baked goods, fresh vegetable and meat from bio farms and long lasting food that should be labeled by the protection mark BIO (a green half-sun labeled BIO in the middle). This protection mark respects norms of the EU. The most popular shops in Prague are for example Albio - healthy food and Countrylife, but also other new shops named HEALTHY FOOD.

The next factor you should consider is the processing of ingredients and the preparation of the food. The popular methods such as frying and long-time boiling lower the value of essential nutrients of ingredients and as a result also devalue the quality and original purpose of the meal.



The organism deprived of essential nutrients calls for the artificial substances that substitute natural substances of sacharides, proteins and vitamins, only partly. There is also a risk of higher contamination with substances that are unnatural and might be harmful to the body. The last, but also the most underestimated, factor is the way we eat. Modern, fast lifestyle forces people to save time, therefore many everyday routines seem to us as time wasting. Eating, though, represents an important process of obtaining life-essential substances. By depriving the body of processing these substances in appropriate and patient way we may harm ourselves. On the other hand in a tranquil and harmonizing environment, when it is easier for the body to relax, not only the food tastes better, but also it is not such a burden for the digestive system, unlike food that we consummate in a rush.

There are many ways of physical pleasure and each of us chooses his or her way according to their previous experiences. I have come to a conclusion that however eating is a popular way of physical satisfaction and pleasure, a deeper understanding of the world of food is necessary in order to take care of your body, mind and soul, in other words of your life.

Apart from using the knowledge and experience in the course of my everyday work in my gastronomical enterprise, I also organize courses and seminars for public; for those, who seek more information about culinary secrets or for those, who wish to know more about healthy food and lifestyle. In case you have any questions I will try to answer them on the pages of this magazine and I hope the advice can help you to become healthier and happier and to realize that FOOD CREATES THE MOOD!

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MUDr. Pavel Kriz – IMPLANTATY



As a part of our complex dentition care we also offer to our patients a tooth implants treatment. We use implants made by prestigious Swedish company Nobel Biocare and Swiss company ITI Strauman.

Surgery chief dentist
Dr. Pavel Kriz



In the branch of dental implantology I have been continually training from the year 1994 at the best and most qualified sites and clinical congresses both in our country and abroad. I, personally, have implanted from the year 1999.

I am a holder of the "General dentist practitioner with references in periodontology" certificate given by The Czech Dentist Chamber.

Since 2004 I've lectured dentists in implantology. Since 2005 I've been mentor for Swedish company Nobel Biocare.

Published in:
"Dental implants attendance of edentulous jaw"; DentalCare magazine; 1/2003.

What the dental implant is?

The dental implant might be called the real "third teeth", or rather "a root", because it is firmed, similarly as a natural teeth, on the place where the natural teeth used to be, it means directly in the jawbone. The modern implants would be imagined as a screw embedded into a bone. In its cavity we fix an abutment, what protrudes into an oral cavity, and a crown, a bridge or a special kind of removable denture. Nowadays, the implants are made from titanium. The important condition of success is that we would find quality, reliable and long-term connection of the implant and living bone tissue without any ingrowths of connective tissue. This is called "osseointegration". The success of this connection varies from 98 to 99 %. Modern implant is also able to embed

This treatment is possible by the way of more affordable variant of price to provide four implants. Very good aesthetic result can be achieved if treatment with implants is combined by aesthetic corrections of shape and natural colour surrounding teeth by means of bleached teeth, all ceramic facets or all ceramic crowns.



Fig. 4
Patient with all ceramic facets before treatment



Fig. 5
Patient with all ceramic facets after treatment

In what cases is it possible to use implants?

We can substitute every number of lost teeth with dental implants wherever in oral cavity. For simplicity we can list the situations in three groups.

Loss of one tooth. The standard dentistry solves such case with irreversible abrasion of whole surface of minimum 2 adjoining teeth (Fig. 6) and subsequent settling of a bridge. This would be resolved by inserting of one implant in the gap and single crown without need of any encroachment on adjoining teeth. (Fig. 7 and 8)

Loss of two or more teeth on anterior or posterior part of alignment curve. In such case the standard dentistry abrades higher amount of own teeth or the patient needs the removable denture.



Fig. 1
Initially edentulous patient has already had fixed bridge for 24 hours after surgery. Initially edentulous patient has already had fixed bridge for 24 hours after surgery.



Fig. 2
The patient is treated entirely with four implants of ceramic bridge into both jawbones.



Fig. 3
After 3 months the same patient with definitiv estetic fixed ceramic bridge into both jawbones.

an aesthetic crown or a bridge for few hours immediately after extraction of teeth.

This method is more difficult for professional team but it protects more biological tissue and so that it leads to best aesthetic result. This method is health and very safe for patients. An edentulous patient can be treated so as by 24 hours after surgery the patient can have aesthetic, functional and very fixed bridge replacing all teeth.

Edentulous jaw. – There is difference between upper jaw and for mandible.
For the mandible, we use minimum 2 implants, which are a whole removable denture fixed on by pressure buttons (patent fasteners). This denture fits very well. Similar denture is possible to make also on 4 implants, which are, in this case, interlocked by connector, so we lengthen its lifetime and we also heighten retention of denture and the patient's comfort. And more implants allow making of fixed bridge.
For the upper jaw, there are minimum 4 implants and the essential privilege compare to standard complete removable denture is, except the good fixation, the opportunity of reduction of usually uncomfortable artificial palate of the denture. In favorable instances it is potential to make a bridge from 6 implants (or rather from 8).
So, by the help of implants it is possible to stay without abrading of health teeth and also to take the patient from the worse acceptable and often for somebody insufferable denture both the complete and partial, to absolutely fixed bridge.
Completely new chance for both jaws without toths is a treatment with **only four implants**, on which we charge resistant provisional bridge next day.
We use high grade and long implants, which are installing by atypical method. Provisional bridge we change with final metal-ceramic bridge. This method is faster, and more cheaply and is more comfortable for our patients!

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Fig. 6



Fig. 7



Fig. 8

Gynecology – Obstetric



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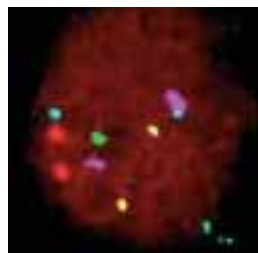
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Gynecology

“Czech” reproductive medicine is known for its longstanding tradition and its primacy in a number of professional fields. It is claimed that the quality of care here is entirely comparable to the care obtainable in Western European nations or the USA, which cannot be said of other Eastern European countries.





The Center of Assisted Reproduction of The Department of Obstetrics and Gynecology of Faculty Hospital and Medical Faculty in Brno has more than twenty years of experience,

as it is based in child-research activities, and its results are comparable to the top medical facilities in the world.

Our center was established at the beginning of eighties as the first center focused on reproductive and fertility concerns with methods of artificial insemination. The first "test tube" child, which was born here in 1992, was the first not only in Czechoslovakia, but in the entire former Eastern Bloc. In 1982, the first "test tube" twins were born in the Czech Republic. In 1994, we were able to initiate an embryonic cryo-conservation program (March 1994) and the first pregnancy from frozen embryos was achieved in May of 1994. The establishment of prolonged cultivation was connected to the reception of an IGA Grant of the Ministry of Health No 1820-2 Co-cultivation of embryos with human tubal epithelia, followed by using of synthetic media for prolonged cultivation. The first child born out of micro-manipulated techniques was born in 1995. The first birth in conjunction with the first twins, after the ICSI method in combination with assisted hatching, happened in 1996. The oocyte and egg donor program was established in 1999 and the first child born from donated oocytes and eggs was in 2001.



and methods of pre-implanted genetic diagnostics. Our facility has one of the largest sperm banks in the country, and in its ten year existence we have had over 2,500 clients. We also facilitate the option of freezing sperm prior to cancer treatment.

Besides the above mentioned services, we also offer complex sterility diagnosis, endoscopic operations, and all the appropriate care needed during pregnancy, including pre-natal diagnosing and actual birth. Women can thus not only utilize the services of the center and clinic, but can have all their necessary needs taken care of conveniently "under one roof".

The Center of Assisted Reproduction received its International Standard Organization certificate (ISO: 9001:200) in 2002. Since 2002, we are also the holders of accreditations from the Union of European Medical Specialists (UEMS), the European Board and College of Obstetrics and Gynecology (EEBCOG) based in Brussels.

Prof. MUDr. Pavel Ventruba, DrSc.
Head of the Department of Obstetrics and Gynecology
Faculty Hospital and Medical Faculty of Masaryk University of Brno
Head of the Center of Assisted Reproduction



Currently we offer all known methods and techniques of artificial insemination, including micro-manipulation (a method of intracyto-plasmatic sperm injections into the oocyte – ICSI and an assisted hatching method – AH), a sperm donor program, an egg an embryo donation program, cryogenic preservation of sperm, eggs, embryos, testicular and ovum tissue,



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Quo vadis, assisted reproduction?

On 18 March 2005 an international conference on assisted reproduction, with the title "QUO VADIS ART?" was held in Hotel Marriott in Prague. It was organised by the company ISCARE I. V. F., a private centre for assisted reproduction in Prague.



At the conference, which took place in English, presentations were made by the following leading specialists in this field: Severino Antinori, R. A. P. R. U. I., Rome, Italy, Keith H. S. Campbell, University of Nottingham, Great Britain, Neri Laufer, Hadassah University Hospital, Jerusalem, Israel, Ami Amit, Lis Maternity Hospital, Tel-Aviv Sourasky Medical Center, Israel, Eric van Hooren, N. V.

Organon, Holland, Jan Tesařík, MARS&Gen Granada, Spain, Robert M. Moor, The Babraham Institute in Cambridge, Great Britain, Josef Fulka, Jr., Centre for Cell Therapy and Tissue Repair, Second Faculty of Medicine, Charles University in Prague, Czech Republic, and Milan Mrázek, ISCARE I. V. F Prague, CR.

The first test-tube baby was born in 1978. Today, 95 % of infertile couples are helped by assisted reproduction methods. Assisted reproduction consists in the fertilisation of an egg by the partner's sperm outside the mother's body. In the Czech Republic this method has existed for 27 years, and thousands of women are treated in this way every year. The company ISCARE I. V. F. has already brought 4,000 children into the world in this way.

The lectures that attracted the most interest among participants at the conference and the media were those by experts on cloning. Keith Campbell worked with Ian Wilmut on cloning the sheep Dolly. Severino Antinori is well-known for declaring that he intends to clone a human being. Robert Moor was involved in framing legislation on this subject in Great Britain. Neri Laufer and Jan Tesařík are among the pioneers of IVF. Josef Fulka, Jr., participated in the creation of the first interspecies clone in the world.

"It is necessary to distinguish between cloning for reproduction purposes and for therapeutic purposes," declared Professor Campbell. "I believe that we must continue to develop cloning for the purpose of providing stem cells, because if we stopped producing these embryos and taking stem cells from them, it would have a tremendous impact on the quality of life of people with certain diseases. Patients with Parkinson's disease and diabetes can be helped by therapeutic cloning. In general terms we need to be aware that as individuals we are the products not just of our genes but also of our relations with our environment – with our family and other people. We are influenced not only by our genes but also by socio-economic and psychological factors. It is therefore extremely unlikely that we would be able to create a person identical to somebody who had already lived. He would most probably be similar, but would not behave in exactly the same way."

The non-state centre for assisted reproduction ISCARE I. V. F. a. s., which started its activities in January 1995, was established in cooperation with the Israeli company ISCARE MEDICAL, Ltd. It concentrates on artificial insemination and forms of treatment that are collectively known as Assisted Reproductive Technologies (ART). The original forms of treatment based on the experience of specialists from Israel are here developed and improved. The senior doctor is MUDr. Milan Mrázek.

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Repromeda



We asked MUDr. Katerina Vesela

“CZECH” REPRODUCTIVE MEDICINE IS KNOWN FOR ITS LONGSTANDING TRADITION AND ITS PRIMACY IN A NUMBER OF PROFESSIONAL FIELDS. IT IS CLAIMED THAT THE QUALITY OF CARE HERE IS ENTIRELY COMPARABLE TO THE CARE OBTAINABLE IN WESTERN EUROPEAN NATIONS OR THE USA, WHICH CANNOT BE SAID OF OTHER EASTERN EUROPEAN COUNTRIES. HOW WOULD YOU EXPLAIN THIS?

The position of Czech reproductive medicine is really quite unique. Of all the nations of the former Communist bloc,

Czech doctors were the first to bring a test-tube baby into the world, and nineteen years later they were the first in Central and Eastern Europe to conceive a baby after pre-implantation genetic diagnostics. In comparison to neighboring countries this is really a significant advancement. I think that the primary reason is the universal ability of Czechs to be persistent in their pioneering activities and to break down the barriers precisely at the point at which others claim that it is impossible. I don't know if I am being clear – it is driven by a desire to demonstrate conclusively that our assumptions were correct and that we are capable – in short, professional pride. In some areas Czechs are probably lacking in self-awareness, but in science and medicine that is luckily not the case.

FIVE YEARS AGO YOUR SANATORIUM ACHIEVED A SEMINAL SUCCESS – THE INNOVATION IN THE METHODS OF PRE-IMPLANTATION GENETIC DIAGNOSTICS AT A CENTRAL EUROPEAN STANDARD, FOR WHICH REPRAMEDA, AND YOU AS THE DIRECTOR OF THE CLINIC, ARE RESPONSIBLE. YOUR ROLE IN THE ESTABLISHMENT OF THIS METHOD IN THE CZECH REPUBLIC LED YOU TO WIN RECOGNITION AS THE “PROFESSIONAL OF THE YEAR 2001” IN A CZECH POLL. HOW WAS THE IDEA TO ESTABLISH THE PGD CONCEIVED AND HOW WAS IT REALIZED?

We began to think about it about ten years ago, at the same time that the very first clinical cycles of pre-implantation genetic diagnostics were taking place in Great Britain. At that time we had started to consider the ensuing progress of reproductive medicine and were attempting to answer the question as to where future developments would lead. We believed that reproductive genetics should be able to help us unravel the myriad questions continually hovering over the field of human reproduction. Ultimately this path proved to be appropriate and very effective. Approximately every ten years there is a critical discovery that changes the subsequent development of the field of assisted reproduction. The moment that occurs you still don't exactly know what will follow, you cannot see further, but at that moment you know that fantastic new horizons have opened up for you. And it is necessary to set forth at once. I am speaking in the plural because this is not possible to do this alone; it is work for a larger team of people and my luck has been that I have recognized these people and brought them together. My closest colleague and advisor has been my husband, who has worked as a specialist in assisted reproduction for 23 years. We have 30 people working on our current team who share responsibility for realization; the director of the embryological section is Professor Travnik, who stood present at the birth of the first Czech baby from a test tube. Another critical role was played by the collective from Department of Genetics and Reproduction at the Research Institute for Veterinary Medicine under the direction of Professor Rubes, who was unquestionably preeminent in the realm of the necessary diagnostic methods. We created a working team which we continue to evolve. We seek out and mentor other promising specialists who have a love of and a feel for the field. It is rewarding work, and I am convinced that I am not only speaking for myself.

WHAT EXACTLY DOES THE METHOD OF PREIMPLANTATION GENETIC DIAGNOSIS INVOLVE AND HOW DOES IT AFFECT THE SUCCESS OF INFERTILITY TREATMENT?

It is a method which we can use in conjunction with extracorporeal fertilization in which we can undertake a genetic evaluation of the embryo prior to the beginning of the pregnancy. It involves an assessment of one or two cells of the nascent embryo during a period lasting 3–5 days after fertilization by means of a special procedure that enables an analysis of these cells. This allows us to determine if the embryo is a carrier of genes associated with hereditary diseases or developmental disabilities. The utilization of these procedures in assisted reproduction is capable of not only significantly decreasing or eliminating the risk of developmental disabilities but also, in the case of many couples, it bolsters the success rate of assisted reproduction and decreases the

risk of miscarriage. Originally it seemed as if PGD would be a method used only rarely, in special cases, but it turned out quite differently – thus far, 37 healthy children have been born following PGD and we are expecting several dozen more births. These cases involve couples whose chances of bringing a healthy baby to term without the methods of PGD were extremely low. Thanks to quality management and the establishment of PGD we have achieved a success rate of 45.6% for the first quarter of this year, as measured from all IVF cycles.

YOU ARE NOW IN YOUR FIFTH YEAR RUNNING THE PGD PROGRAM, AND IT SEEMS AS IF THIS IS BECOMING A ROUTINE PRACTICE FOR YOU. YOU SAID THAT THE FIELD IS RAPIDLY PROGRESSING – ARE YOU WORKING ON ANYTHING NEW TO GIVE HOPE TO COUPLES FOR WHOM TREATMENTS HAVE THUS FAR FAILED?

The progress of reproductive medicine is very dynamic, so there is never a dearth of new innovations. A particularly significant development, however, is the institution of another branch of pre-implantation diagnostics – this time involving not only genetic, but also biochemical and immunological analyses. There are certain substances that the embryo produces and emits into the environment in which it develops (in the case of IVF this is a culture medium), and we can detect these substances. It seems that we now know of several such substances that they can predict whether the embryo has a good chance of survival or not. Some of these substances are antigen traits (antigen HLA-G) and they determine the ability of the embryo to overcome the immunological barrier inevitably created by the mother's organism in response to the partially extraneous embryo. There are other easily obtainable substances which determine various aspects of the embryo's fate. We have already initiated HLA-G analysis and it is a very promising method that should increase the chance of impregnation during the cycle in which we transplant an embryo with proficient production of this antigen to over 60%. Along with other specialists, we are searching for additional such “survival indicators.”

YOU ARE OBVIOUSLY A VERY BUSY WOMAN AND YOU ARE COMPLETELY DEVOTED TO YOUR WORK. YOU HAVE ESTABLISHED A PRIVATE CLINIC WITH YOUR HUSBAND, WHICH YOU HAD CERTIFIED ACCORDING TO ISO NORMS, AND BOTH OF YOU ARE WORKING ACTIVELY ON IT. YOU ARE A MEMBER OF THE STEERING COMMITTEE OF THE CONSORTIUM FOR PGD ESHRE*, YOU TRAVEL AROUND THE WORLD, YOU PARTICIPATE IN RESEARCH, AND YOU INSTITUTE NEW TREATMENT PROCEDURES. YOU HAVE TWO CHILDREN – YOUR YOUNGEST SON IS JUST UNDER TWO YEARS OLD. I CAN'T HELP BUT ASK: HOW DO YOU DO IT – HOW DO YOU FIND TIME FOR YOUR FAMILY AND YOURSELF?

It is true that we have a fast-paced lifestyle, which is not healthy. But from the beginning my husband and I have shared both our work and non work-related responsibilities, which is a crucial advantage. I began working very soon after the birth of my son, and my husband and I would bring him to the clinic, where he had a crib in the office. He was always with us and I think he was happy. Now my son has a nanny who takes care of him during the day, in the afternoon he is with his grandmother, and he looks forward to seeing us. I am still nursing him, as he doesn't want to give it up yet, and I think that he has it pretty well “thought out” – it is a little assurance that I won't stay away for too long. My older daughter is 13 and is mature enough to understand our occupation. Furthermore, in school she is happiest looking through a microscope, and although I don't want to impose any expectations, I know she is thoughtful and therefore might be also destined for some sort of interesting field. All of my and my husband's free time is devoted to our children and we take them on our trips whenever possible.

It is an organizational challenge, but it's great. I believe that it will be a good foundation for them in their life, and that they will now be able to do anything. And when it's at its worst and everything is coming at me from all sides, I close my eyes for a moment and think about pedaling my bike through nature or skiing down a big hill and I look forward to when my operated knee will heal and me and my husband and I can go out for a bit of exercise.

*Consortium for Preimplantation Genetic Diagnosis of the European Society for Human Reproduction and Embryology.

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