



Medical Weight Loss and Nutrition Center

Dear Colleague:

RE: New Zoë Medical Weight Loss and Nutrition Center

It is with pleasure that I announce the opening of a novel medical (non-surgical) weight loss center in Harlingen. It is a preventive health initiative which is tackling the problem of obesity in our community on several fronts.

As you are well aware, obesity and its attendant co-morbidities are increasing annually and have been declared an epidemic in this nation. Over 60% of the population is now considered overweight or obese and the percentages are higher in our community. Obesity is quickly becoming an urgent public health issue.


New Zoë is a comprehensive medical weight loss center that emphasizes long-term weight loss by a gradual but permanent life modification. These include individually customized diets based on metabolic profiles/co-morbidities, exercise regimens, weight loss medications (where necessary), cognitive/ behavioral aspects of weight loss and above all, education. We are in the process of establishing a consensus between the sectors of health care, education, media, and community leadership to actively address the obesity issue in the Rio Grande Valley.

New Zoë is not a primary care endeavor but a center specialized in the management and treatment of obesity. Primary care physicians and specialists who refer patients to us can be assured that they will receive periodic reports on the progress of their patients. Although we will monitor the co-morbidities as we treat obesity, patients will be referred back to their PCP for management of any primary care issues that may arise.

We look forward to seeing your patients and thank you for your ongoing involvement in addressing the challenge of obesity in our community.

Please call our office for more information or brochures. We will be pleased to deliver them to your offices.

Sincerely,


Edward G. Oorjitham, MD
Medical Director
New Zoë Medical Weight Loss and Nutrition Center

1733 S. 77 Sunshine Strip
Suite C
Harlingen, TX 78550

www.newzoe.com

Phone: 1-866-2NewZoë
1-866-263-9963
Fax: 1-956-440-8131