

Integrative Medicine is coming to Lynchburg!



You have undoubtedly heard and read about the increasingly popular approach to healthcare known as Integrative Medicine.

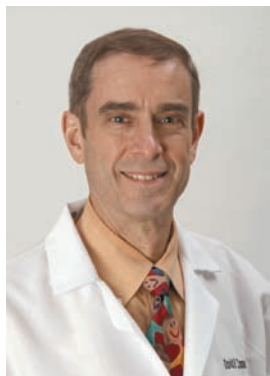
A holistic approach to health, successful for many years in major cities throughout the world, Integrative Medicine will now be available in Lynchburg.



He is certified with the American Board of Internal Medicine.

Dr. Cannon has had a continuing interest in Integrative Medicine. He recently completed an Integrative Medicine fellowship through the University of Arizona. This program began about ten years ago, and Dr. Cannon is one of 600 graduates worldwide who has completed the program and earned the Fellowship.

In response to requests from many patients and our own awareness of successful new trends in healthcare, Medical Associates of Central Virginia, Lynchburg's longest-established independent practice, will begin offering the Integrative Medicine services of Dr. David R. Cannon in the next few weeks. Now is the time to make your appointment.

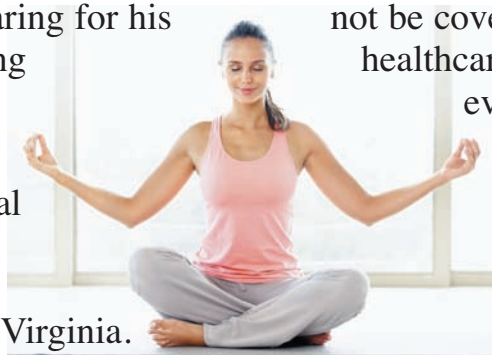


Integrative Medicine services may include, but are not limited to, consultation visits that will involve discussions and referrals relating to appropriate nutrition, herbal supplements, exercise and movements, therapies including massage and acupuncture, self-healing methods, and reading material.



Dr. Cannon has practiced Internal Medicine with Medical Associates for 30 years, and he will continue caring for his regular patients while providing Integrative Medicine services on a limited basis.

A Duke University Medical School graduate, Dr. Cannon completed his internship and residency at the University of Virginia.



These services are intended to create a partnership that gives patients the knowledge, resources, and confidence to take responsibility for their total health and wellness. Integrative Medicine appointments may last as much as an hour, and they may or may not be covered by insurance. So this healthcare innovation may not be for everyone on a continuing basis.

To discuss how Dr. Cannon and Integrative Medicine can benefit you, call Medical Associates today: 544-2317.

INTEGRATIVE MEDICINE

A DIVISION OF MEDICAL ASSOCIATES
OF CENTRAL VIRGINIA