

## EDUCATION

Dr. Robert Davidson is a board certified cardiologist and internist who has been in practice in the Los Angeles area for over thirty years.

He received his medical degree from New York University School of Medicine, and did his internship and residency in Internal Medicine at the Bellevue-NYU Hospitals in New York.

## MEDICAL CAREER

Dr. Davidson performed his fellowship in Cardiology at Duke University Medical Center.

He spent two years as Acting Director of the Cardiology Division at the Malcolm Grow USAF Medical Center.

In 1975, he joined the staff of Cedars-Sinai Medical Center, where he subsequently became the Clinical Chief of Cardiology.

Dr. Davidson has been on the clinical faculty of UCLA Medical Center, where he was appointed Clinical Professor of Medicine at the David Geffen UCLA School of Medicine.

## AWARDS & ACHIEVEMENTS

Dr. Davidson is a Fellow of the American Heart Association, American College of Cardiology, and American College of Physicians.

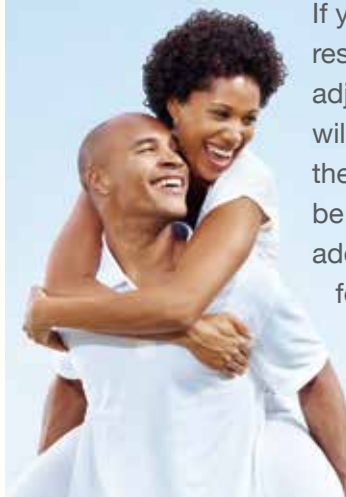
He has been included in the "Best Doctors in America" and was selected as one of "America's Top Physicians" by the Consumers' Research Council of America.

Dr. Davidson has also been listed multiple times in "The Essential Guide to L.A.'s Best Doctors" in Los Angeles Magazine.

## A Partnership for Proactive Care

We will work together, in partnership, to optimize your well being. The first step in this process is the development of a customized wellness plan based on your annual physical exam and detailed health history.

After the physical and health history, we will meet and discuss the results of your examination and tests, identify areas on which we need to focus, and craft a wellness plan customized just for you. We will work together to ensure that you are implementing your plan.

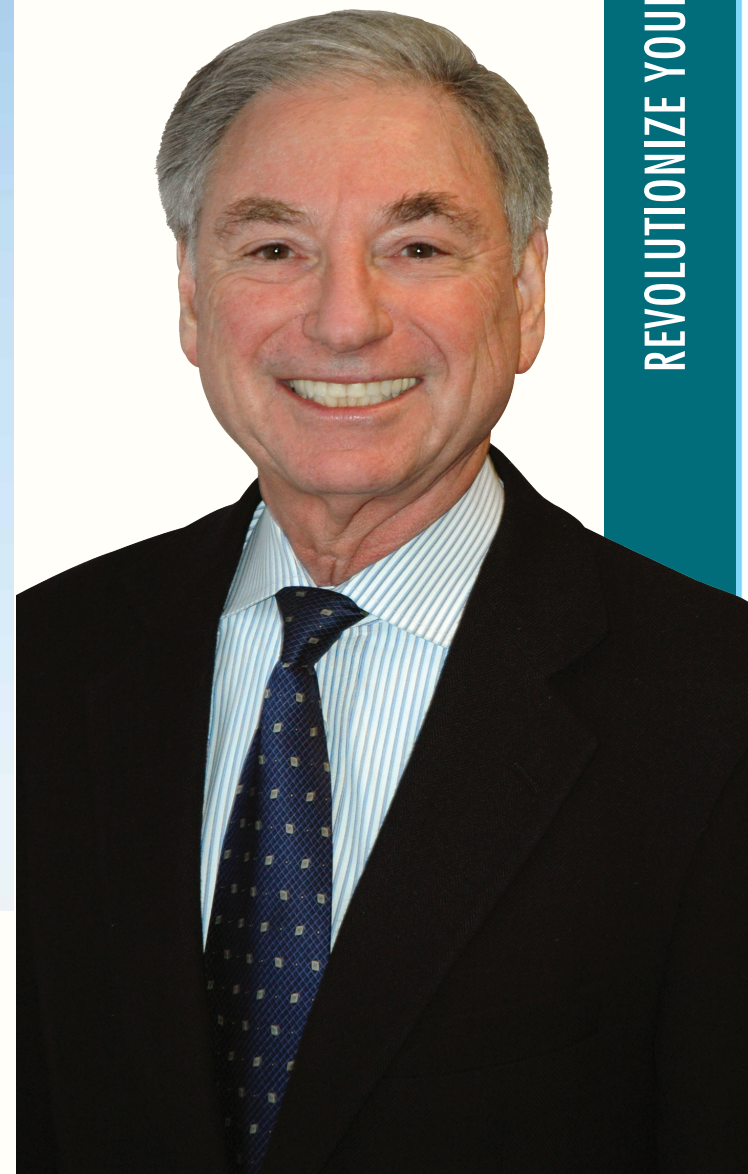


If you are not realizing the results you desire, we will adjust your plan. While we will bill your insurance for the physical, you will not be required to pay any additional out-of-pocket fees above your standard co-payment and deductible. Lab tests and x-rays may be charged separately.

**To get started, please choose one of the following:**

1. Visit our office at the address listed below
2. Call our office at (310) 423-6737
3. For more info visit [www.signatureMD.com/davidson](http://www.signatureMD.com/davidson)

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**Robert Davidson, MD**

8635 W. Third St., Suite 1050W  
Los Angeles, CA 90048  
(310) 423-6737  
[www.signatureMD.com/davidson](http://www.signatureMD.com/davidson)

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The national healthcare debate has created widespread awareness of the US Healthcare Crisis. Primary care medicine is no longer based on the one-on-one relationship between physician and patient, but has devolved into an impersonal system in which patients are seen by anonymous medical providers in eleven minute visits at large clinics. In this new healthcare setting, your provider is most likely not a doctor, doesn't know your history, doesn't know you and never will.

Thoughtful patients are therefore taking a serious interest in proactively managing their own health by changing their focus from visiting the doctor only when they are ill, to working with their doctor to stay healthy.

**Dr. Davidson is committed** to each and every one of his program members. He will provide each member with his undivided attention in an unhurried and thoughtful manner. Appointments will be easy to book, start on time and will last as long as needed.

Unhurried visits enable Dr. Davidson to provide whole-person care, rather than the typical practice of addressing only one issue per visit.

By limiting his panel to 300 members, Dr. Davidson will be able to partner with you to optimize your well-being.



**This partnership will enable** increased patient-doctor interaction, patient education and follow up.

By taking an active role in their healthcare, people may detect early signs of serious illness and improve overall well-being.

**As one of a few hundred, rather than one of a few thousand patients, members enjoy more time with and enhanced availability and service from their *Personalized* physician.**

## IS IT WORTH THE COST?

**Membership fees cost approximately \$5 per day\***

The peace of mind of knowing that your trusted physician, Davidson, is just a phone call away and that he will have the time to care for you to the utmost of his abilities is priceless.

\*Approximation based on typical "Annual Membership Fee"

***Ask yourself, are you worth it?***

## EXPECT MORE FROM PERSONALIZED CARE

*As a member of Dr. Davidson's Personalized Care Program you can expect the following:*

- A custom tailored wellness plan
- Dr. Davidson's undivided attention
- Same or next business day appointments
- On time appointments that are unhurried
- 24/7 availability via phone or email
- Office visits for visiting friends and family
- Digestive health, supplement and dietary counseling

***Isn't it time for you to invest in you?***

