



the Wheeze and Sneeze Review

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Sue Pankoski, Editor

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It was 1971, and it began. The future was full of excitement and uncertainty. The evenings were long and cool at first, and they became long and warm. "But no one has ever done this." "But does that mean it can't be done?" "This is crazy." "There are too many allergists in Denver." "We can do it if we say we can and put our minds, bodies and spirits into it." Then there were trips, appeals for advice, searches for structure, self-examination, laughter and tears, all providing substrate and nutrient for the germination of a plan to begin the process of giving form to the possibility of a single specialty partnership practice. Finally, the three decided to become one, and Doctors Avner, Buckley and Pearlman pulled their toes from the water, took several deep breaths, held one another's hands, said our prayers and dove-in. The obstacles seemed overwhelming; office space and location, printed materials, staff hiring, purchasing supplies, financing, competition, marketing, so many uncertainties.

On June 22, 1972, the venture formally began. Our first patient was an asthmatic identical twin whose identical sibling was untouched by this punishing condition. There were so many questions to be asked and problems to be solved, many unlike any with which we were acquainted during our years of formal training. But our determination to succeed outweighed our fears. There were more long meetings into cool and then warm evenings. To keep the practice going, there were jobs at the neighborhood health centers, jobs at National Jewish Hospital, insurance physicals, participation on more committees than we could ever have imagined existed, and lots of home maintenance to maintain a minimal fiscal balance to our expenses. Defeat was not in our vocabulary.

By 1973, a new idea emerged for us, leading to the planned development of satellite offices to enlarge our presence in the Denver community and to offer seamless transition for patients who were likely to move to high-growth areas away from our initial office on South Havana Street. There was Littleton, then Brighton, then Cherry Creek, then towards Parker with the Arapahoe Road office. Then there was Colorado Springs, Fort Collins, and Greeley. This

became a fundamental tenant in the strategic planning of what initially was Colorado Allergy and Asthma Clinic and promulgated the evolution of the practice into Colorado Allergy and Asthma Centers, P.C.

As our successes began to accumulate and our failures to diminish, we pulled our toes in from another body of water and dove-in to clinical research as a means to further developing our practice activity and gaining access to newer and more promising remedies for treatment of the conditions from which so many of our patients suffered. It was and it is so important to the continued development of this practice to continually probe for new and promising avenues of endeavor that promote our efforts and this specialty.

While external development was setting a historic pace for us, it became clear several years earlier that internal development was a necessary point of focus to provide the infrastructure necessary to ensure the continued successful function of Colorado Allergy and Asthma Centers. It began with some trepidation as we hired our first additional physicians: Dr. Comer, then Dr. Adinoff, Dr. Greos, Dr. Vitanza, Dr. VanKerckhove, and Dr. James.

In 1996, we were fortunate to have had the practice of Dr. Olson join us. Additionally during that year, we were fortunate enough to have Dr. John Selner and his partners Dr. Koepke and Dr. Volz successfully negotiate a merger with Colorado Allergy and Asthma Centers. This became a formality on January 1, 1997. Sadly, we lost to other interests Dr. Comer, our dear partner Dr. Buckley and later Dr. Hembre of Colorado Springs and Dr. Volz of Westminster.

Of no small importance has been the development of our support staff. The devotion of our nurses, our physician assistants, our medical assistants, our receptionist and medical records staff, our research coordinators, our administrative staff, and our consultants have selflessly made possible the continued service to the mission of Colorado Allergy and Asthma Centers, without whose caring commitment we all would be less.

That's how it began and that's how it is.

Sanford E. Avner, M.D. ■

*Colorado Allergy
Celebrates
30 Years*

Over 5,000
Students &
700 Adults
Visit The
Breathe
Better Bus!

The Breathe Better Bus is a brightly painted, interactive mobile classroom, designed to teach students and adults about the lungs with a primary focus on asthma and the effects of smoking. It is one, big, educational exhibit for all ages, with six learning stations that move, talk, photograph, ooze, wheeze, flash, and respond to each individual.

The 40-ft., natural gas-powered bus travels throughout the state, visiting schools, communities, businesses and organizations. The Breathe Better Bus has visited schools across the Denver Metro area, Boulder Fort Collins, Sterling, and Pueblo.

The hands on exhibits are designed to personalize messages for the learner about healthy lungs, asthma, air quality, indoor air allergens, and tobacco prevention. Colorado Asthma and Allergy Centers nonprofit Breathe Better Foundation developed the mobile, interactive classroom to educate the community about lung health.

Continued on page 3



Asthma & Exercise Update

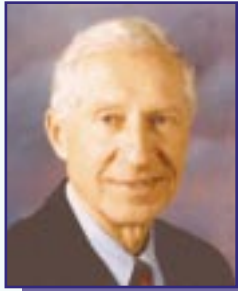
CAAC continues to perform exercise challenges and fitness evaluations for their patients at the **Colorado Athletic Club Aurora** and at the **Wheat Ridge Recreation Center**. The evaluations are offered on Tuesday or Wednesday afternoons. These assessments are offered to ANYONE who is interested in ruling out or confirming the diagnosis of exercise-induced asthma, assessing their fitness level and asthma control or participating in our aerobic training sessions. You do not have to currently be a CAAC patient to be seen in the Asthma & Exercise program.

We offer aerobic training sessions in the Aurora area Mon. - Thurs. from 4:30-5:30 pm. Individualized cardio workouts are offered Tuesday and Thursdays, and water exercise classes on Mondays and Wednesdays. The goal of these sessions is to improve fitness levels, and provide education about asthma, exercised-induced asthma, medications, peak flow meter usage, and pacing skills.

If you would like more information or have any questions, please call **Dar Herfurt at 720-858-7440**.



DOCTOR'S CORNER



The practice of medicine has changed remarkably since Drs. Avner, Buckley and I opened our practice 30 years ago. In addition to major changes in the regulation and provision of healthcare, the explosion in medical information increasingly unraveling the processes which cause asthma and allergies along with the development of new treatments have resulted in major improvements in disease control and quality of life for patients with allergies and asthma. A staggering amount of research (to which we have and continue to contribute), an increased understanding of how to better use older and new treatments including better drug delivery systems especially for drugs which can be inhaled and directed to specific targets such as the lungs to maximize treatment effects and minimize undesirable effects, the development of new long-acting drugs required only once or twice a day greatly simplifying treatment schedules all have contributed. These include inhaled corticosteroids to control inflammation, long-acting bronchodilators, combinations of both of these, inhibitors of a class of inflammatory agents-the leukotrienes-unknown or unappreciated 30 years ago and antihistamines which are not sedating. We, and some of you, as patients, participated in studying these drugs leading to their approval for all our patients to use.

Although we knew even before we started practice that patients with asthma are different from each other, differences between individuals with disorders that go by one name has proven to be far greater than we in medicine could have appreciated. The increased recognition of the extraordinary number of different molecules which contribute to keeping our body functioning normally as well as potentially causing disease along with the decoding of the human genome is putting new meaning into the search to recognize individual differences in causes of "a" disease (the asthma's), as well as individual needs for and responses to treatment. For example, there are over 100,000 different human proteins which act as

Where We Came From and Where We Are Going

part of different assemblies of multiple molecules which act also in various combinations; there are over 3 billion base pairs which compose DNA, the nature of genes, that contribute to the "code" for the proteins and other molecules. There is an average of a 0.1% (1:1000) difference of DNA base pairs between each human being, which means that there are over 3 million opportunities for genetic variations which can translate into differences in predisposition to various diseases as well as to differences in the potential responsiveness to prevention and specific treatments of these diseases. This emphasizes the potential to better characterize the specific "kind" of asthma an individual has, in order to determine which drug or combination of drugs already available or to be developed in the future, is the safest and most effective for treating the individual.

There already is a genetic basis for the observations that some asthmatics do not respond to inhibitors of leukotrienes (chemicals which can be part of the inflammatory pathway in asthma and other diseases), and that variations in a specific cellular target for albuterol and other bronchodilators may make regular treatment of asthmatic individuals with certain of these variations at risk for worsening rather than improving asthma.

The wave of medicine in the future is to understand normal functioning and disease processes at a molecular level and to determine safe and effective means of changing these processes.

We have come a long way in the practice of medicine and in the understanding and treatment of asthma and allergic diseases over the past 30 years and can look forward to a continuing process of discovery that will progressively improve our ability to control, reverse, and perhaps even prevent some forms of asthma and some allergic diseases in the next 30 years. As in the past, this will continue to require a dedication to the care of and the care for each patient, keeping at the forefront of our specialty through constant study and assimilation of an ever increasing body of information, as well as continuing to contribute to the development of new therapies and better ways to use available therapies for our own patients and all patients with asthma and allergies.

DAVID S. PEARLMAN, M.D. ■

Reflections
Reflections

RUN FOR YOUR LIFE

When You Can't Breathe, Nothing Else Matters®

Since 1991 the American Lung Association of Colorado (ALAC) has hosted a 5K run/walk called the Clean Air Challenge to increase public awareness about air pollution and its health effects on individuals with lung disease. While its purpose remains true to its mission, ALAC has changed the name and broadened the focus for 2002.

Run For Your Life is an event for all generations to educate and encourage the importance of healthy lungs, because...

When you Can't Breathe, Nothing Else Matters®.

Colorado Allergy and Asthma Centers, P.C. and the Breathe Better Foundation have long been supporters of ALAC and the Clean Air Challenge, and ALAC looks forward to that continued relationship for Run For Your Life.

This year's race will be held Sunday, September 15, 2002 in conjunction with Lowry's Glory Days celebration. There will be a 5K run/walk, a 1K walk for lung disease patients and their families, and children's events. Participants will be recognized by their support of a particular lung health issue, such as asthma, lung cancer, tobacco control, and clean air.

Mark your calendar for September 15 and plan to Run For Your Life! For more information, visit ALAC's web site at www.alacolo.org or contact Carol Hunt at 303-388-4327 or chunt@alacolo.org.

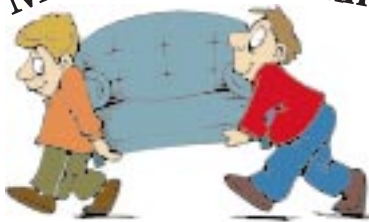


Join the Fun!!

RESEARCH DEPARTMENT NEEDS YOU!

The Research Department at all of our offices are continuing to do many studies with asthma and allergies. We are constantly looking for patients to participate in all these exciting projects. Please give any office a call to inquire about these various projects. Currently we are looking for adult and pediatric patients for asthma studies. Pediatric patients are usually from 4 to 11 years old. Our adult studies start at age 12, 15 and 18 years of age. Please refer to the addresses on the back of this newsletter for the location nearest you!!!!

Moving is such fun... we're at it again!



LAKWOOD

Same Great Care, New Location!

Our Lutheran office has moved to 1667 Cole Blvd., Bldg. 19, #200, Lakewood, CO 80401-3300. Phone: 303-420-3131. We look forward to welcoming you in our new office.

GREELEY

We are pleased to announce the opening of our new Greeley office. It is located in the Kinkade Professional Building, 2525 16th St., Ste. C, Greeley, CO 80634. Phone: (970) 356-3907.

Our new location will allow us to give allergy injections. We are open Thursdays from 8:00 a.m. - 5:00 p.m.

Breathe Better Bus continued from page 1

What Students & Teachers are saying about their experience aboard the Breathe Better Bus.

Third Grade Girl Fort Lupton: "The Breathe Better Bus is amazing. First I liked the thing that tells you about different inhalers to help you breathe. I like that part of the bus because I can now tell what kind of inhaler my brother is using."

Third grade boy Fort Lupton: "I learned there are thousands of chemicals in cigarettes like tar and stuff that is in car batteries. You get diseases in your lungs and they turn black. I would not want to have tar on my lungs. Now when I grow up I will not smoke."

Third Grade Girl Ft. Lupton: "Another thing I liked about the bus is the breathe-o-monitor. I like the breathe-o-monitor because you get to feel how it is to have asthma."

Parent of asthmatic child Renaissance Elementary School: "It is so important to educate student about asthma and the effects of smoking. If the bus can discourage one child not to smoke I feel it is a success. It also reinforces what parents tell their children at home about the ill effects of smoking."

Teacher Maddox Elementary School: "The hands on exhibits and visual representations are excellent!"

Teacher Fort Lupton when asked what is the most memorable remark you heard from kids about what they saw or experienced aboard the bus? "When they saw themselves in the mirror display "I will never smoke if that is what I will look like after 20 years of smoking!"

To schedule the Breathe Better Bus, volunteer or donate to this valuable educational program, contact the Breathe Better Foundation at 720-858-7600, Ext. 7412.

CHAMP CAMP

It's time again for Champ Camp.
August 11 - 17, 2002

Eagle Lake Camp • Woodland Park, Colorado

Established in 1979 the only residential week long camp in Colorado for Children 7 to 14 with asthma. This camp is staffed with over 100 volunteers, medical staff and counselors who supervise the children 24 hours a day to ensure their safety, have fun, while all the time learning about their asthma. Please ask at our office for an application. *Have Fun!*



NEW LOOK For Our Web Site

It is with pleasure that we announce a new look to our web site which will be made available to you on June 3, 2002. All of the same great features on our current web site will be included with the new one. Please visit our site at any time at www.coloradoallergy.com and be sure to visit on or after June 3, 2002. Also, in conjunction with students from Regis University the Breathe Better Foundation would like to announce our new web site and a new domain which can be found at www.breathebetter.org.

Please know that you can not leave messages or seek medical advice from either of the web sites. We look forward to your visit!

Colorado Allergy and Asthma Centers, P.C.

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