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FOR IMMEDIATE RELEASE

## **Atlanta Medical Center announces Affiliation with The American Institute for Hyperhidrosis**

*New affiliation offers a surgical solution for excessive sweating of the hands, underarms, and face*

**Atlanta (January 10, 2012)** – Atlanta Medical Center (AMC) is pleased to announce a new service offering help to individuals who suffer from excessive hand, underarm, and facial sweating. These conditions are referred to as hyperhidrosis; a debilitating affliction which could warrant medical intervention. Those who suffer from hyperhidrosis are faced with major challenges every day in both their business and personal lives. Our new service offering is designed to help treat patients with this condition as an outpatient surgical procedure with limited risks\* and recovery time.

“The Endoscopic Transthoracic Sympathicotomy - Clamping (ETS-C) technique has become a state-of-the-art treatment for severe hand, facial and underarm sweating, as well as facial blushing,” said Todd Goodall, chief business development officer of Atlanta Medical Center. “We are pleased to be the first hospital in Georgia to offer this particular surgical procedure for patients in Georgia and throughout the Southeast.”

"The American Institute for Hyperhidrosis is excited about our new affiliation with Atlanta Medical Center, and we look forward to finally being able to offer help to the many patients in this large region who suffer from hyperhidrosis," said Dr. Robert Meyer, Ph.D., Vice President and Senior Director of The American Institute for Hyperhidrosis. "In the past, patients from this area were forced to travel to our other locations, such as Miami, St. Louis, or Chicago in order to undergo the ETS-C procedure."

Because of this association, Atlanta Medical Center is the first hospital to offer the ETS-C procedure in the Atlanta regional market. This procedure is covered by most major insurance carriers. In addition, this service is being offered to patients in Georgia, Alabama, Tennessee, and South Carolina.

*\* Any surgical procedure has some degree of risk associated with it. The most common side effect associated with this procedure is compensatory sweating (periodic perspiration around the lower stomach and back). Such sweating occurs most commonly during exercise.*

***About Atlanta Medical Center***

*Atlanta Medical Center is a 460 bed full-service hospital and a leading provider of advanced medical care to the community and region. Atlanta Medical Center is a Level I trauma center and is widely recognized for its women's services program and for outstanding performance in the treatment of stroke patients. The hospital's weight-loss program is a designated Bariatric Surgery Center of Excellence. To learn more about Atlanta Medical Center, a facility accredited by The Joint Commission, visit [www.atlantamedcenter.com](http://www.atlantamedcenter.com).*

***About The American Institute for Hyperhidrosis***

*The American Institute for Hyperhidrosis (AIH) was founded in 1998. Today, it is the largest provider of ETS-C surgery in the country, operating out of Miami, Atlanta, Chicago, and St. Louis. AIH prides itself on its unheralded commitment to the education and assistance for those who suffer from the debilitating condition of hyperhidrosis.*

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