



The Pinnacle at the Lake

The Pyramid Clinic at the Lake, with approximately 90 staff and numerous accredited medical doctors, is a private clinic specialising in specific surgical procedures. Its guiding theme is 'the pinnacle at the lake'. First-class medical services, tailor-made personal care and a unique atmosphere distinguish this famous clinic on the lake of Zurich.

A SPECIAL KIND OF CLINIC

The founding of the Pyramid Clinic at the Lake in 1993 heralded a new era in hospital care, that of the private hospital facility financed by the doctors themselves. During the last 13 years the original pioneering enterprise – perhaps due to the magical power many attribute to pyramids, or to its relaxed and dignified atmosphere, its proximity to the Lake of Zurich or the team spirit and commitment of those involved – has become a unique private service provider. Today the Pyramid Clinic is a modern, independent, private clinic that primarily operates on the affiliated-doctor system with its shareholders still consisting solely of doctors and the executive management. With a total capacity of six operating theatres, 40 beds and an out-patients clinic, an average of 3000 operations are performed each year. 'Klein, aber fein' – 'small, but exquisite' – is the clinic's motto.

THE BEST SURGERY

The Pyramid Clinic's recipe for success is based on a clear focus on selected surgical procedures. These include plastic, reconstructive and aesthetic surgery, vein surgery, hand and foot surgery, jaw and facial surgery as well as a range of surgical procedures from the specialist fields of urology, gynaecology, spinal and eye surgery. This level of specialism not only allows for teamwork amongst the clinic's renowned doctors, but also develops a unique expertise which benefits the patients. Further benefits of the Pyramid Clinic are an open choice of doctor, great accessibility to the individual specialist dealing with the case and the presence of a doctor around the clock.

FAMILY ATMOSPHERE

At the Pyramid Clinic at the Lake you don't encounter the typical hospital atmosphere but instead a calm and dignified environment, more in keeping with a four-star hotel. Human warmth is every bit as important here as professional skill and the clinic is quite small and maintains a family atmosphere. All the clinic's activities are focussed on the wishes of the individual patient and staff are in a position to fulfil those wishes – for example in the form of excellent cuisine or a personal carer dedicated to the well-being of the patient.

THE SWISS LEADING HOSPITALS

The Pyramid Clinic at the Lake is one of the founding members of the Swiss Leading Hospitals, a unique association of private clinics



whose goal is to combine top quality medical facilities with a first class hotel. The central point of the philosophy is the optimal synergy between outstanding medical service on the one hand and the highest level of personal care on the other. In this, the leading private clinics in Switzerland aim to follow the example of the Leading Hotels of the World and set new standards for innovative solutions in the field of health care.

ASSOCIATED CLINIC

In 2000 the Pyramid Clinic at the Lake became a majority shareholder in the St. Raphael Clinic in Küsnacht near Zurich, in order to develop both institutions along the same lines. The two clinics complement each other perfectly in the range of treatments they offer and the association enables a valuable sharing of skills and reciprocal support in operational needs, such as staffing, exchange of equipment etc. A complete renovation of the clinic will be undertaken in the coming years as part of a major construction project that will result in a nation-wide centre of competence for specialised surgical procedures unique in Switzerland.

AESTHETIC SURGERY IN CHUR AND ST. MORITZ

The renowned Centre for Plastic Surgery of the Pyramid Clinic at the Lake opened a new practice in Chur in the Spring of 2006 and so positioned itself to become the leading provider of plastic, reconstructive and aesthetic surgery in the Grisons. In addition, the Centre works closely with the well-known Clinic Gut in St Moritz in offering the people of the Engadine and the area's international

guests a complete range of aesthetic and reconstructive surgery locally. In addition to both clinics being bound together by their membership of the association of Swiss Leading Hospitals, they also share an international reputation and the philosophy of guaranteeing guests outstanding treatment and excellent care.

SPECTRUM OF TREATMENT AT THE PYRAMID CLINIC AT THE LAKE

- Reconstructive, plastic and aesthetic surgery
- Breast cancer surgery
- Vein surgery
- Foot surgery
- Hand surgery
- Jaw and facial surgery
- Joint and sport injuries surgery
- Spinal surgery
- Minimal-invasive and visceral surgery
- Eye surgery
- Ear, nose and throat surgery
- Orthopaedic surgery
- Urology
- Gynaecology
- Anaesthesia and pain therapy

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Private clinics ensure high quality

Swiss healthcare enjoys an excellent reputation both at home and abroad, particularly with regard to hospitals, and private institutions are largely responsible for this high standing. The association of Swiss Leading Hospitals has set standards in quality management and patient satisfaction which it strives to maintain and has long been seen as the embodiment of excellence in medicine, nursing care, hospitality and the associated infrastructure.

THE SYNERGY BETWEEN MEDICINE AND HOSPITALITY

The Swiss Leading Hospitals is an alliance of private Swiss clinics that follow a principle of 'unsurpassed medical expertise plus first class hospitality' that clearly distinguishes them from traditional hospitals which concentrate solely on the medical aspect. Now, following the example of the Leading Hotels of the World, the foremost private clinics in Switzerland want to set new standards for innovative solutions in the health sector. At the heart of the Swiss Leading Hospitals' idea is the optimal synergy between first class medical treatment on the one hand, and the highest quality of personal care on the other. The association was founded in 1999 on the initiative of the Pyramid Clinic at the Lake in Zurich, together with the Sonnenhof Clinic in Berne and the Gut Clinic in

St. Moritz. Today it includes 17 leading private clinics throughout Switzerland and has become the only private hospital group in the country with a complete nation-wide and integrated spectrum of treatments.

A LEADER IN QUALITY MANAGEMENT

The Swiss Leading Hospitals offers a broad spectrum of treatments, ranging from specialist surgical disciplines, obstetrics and gynaecology to rehabilitation and, more recently, psychiatry. Member clinics must commit to providing the highest standards in the areas of quality management, doctor accreditation, medical care, nursing care, appropriate hospitality and administration. A clinic that wishes to join the association must fulfil not less than 60 essential criteria, as well as 50% of the recommended criteria. It must also undergo a rigorous assessment by an external examining body and adherence to these standards is reviewed every 3 years, guaranteeing both a medium and long-term above-average performance. The quality safeguards currently being implemented, based on the EFQM™ model for excellence, set a milestone to aim for in Swiss hospital care.

PATIENT SATISFACTION AS AN INDICATOR

The Swiss Leading Hospitals group also plays a pioneering role in the matter of benchmarking. The performance of individual members is regularly monitored using quarterly patient questionnaires, and the results are published. This raises the awareness of all concerned and ensures a continuous improvement in the



level of quality within the group. The advantages are clear: increased patient satisfaction, shorter stays, improved occupancy and therefore better cost-effectiveness than the national average. This clearly disproves the assertion that private clinics are expensive and extravagant. Private providers actually distinguish themselves with top-quality medicine, an impeccable infrastructure, a pleasant hotel-like atmosphere and a high level of service. And for this they charge the same and sometimes less than public, state subsidised institutions.

FOCUS ON THE INDIVIDUAL

A stay in a Swiss Leading Hospital is usually characterised by an above-average level of comfort and personal care, with the main focus of attention being the patient. Each clinic is privately owned and consequently free of the commercial interests of investors. Each has a long tradition, is locally based, often relatively small and therefore efficient and able to provide a family atmosphere. All the clinics' activities are focussed on the individual wishes of the patients and staff are in a position to fulfil those wishes – for example in the form of excellent cuisine or additional services. The high quality and fine service of the Swiss Leading Hospitals is attracting increasing numbers of patients to Switzerland from abroad. Frequently they make the most of their stay by combining their scheduled operation with a holiday, a practice particularly popular with aesthetic procedures.

MEMBERS OF SWISS LEADING HOSPITALS:

ACUTE-SOMATIC:

- Bethesda-Spital, Basel
- Clinique de La Source, Lausanne
- Clinique Générale-Beaulieu, Geneva
- Clinique La Prairie, Montreux
- Klinik Gut, St. Moritz
- Klinik Lindberg, Winterthur
- Klinik Linde, Biel
- Klinik Pyramide am See, Zurich
- Klinik Schloss Mammern, Mammern
- Klinik Villa im Park, Rothrist
- Merian Iselin Spital, Basel
- Privatklinik Bethanien, Zurich
- Sonnenhof Kliniken, Berne

REHABILITATION

- RehaClinic Baden, Baden
- RehaClinic Zurzach, Zurzach

PSYCHIATRY

- Privatklinik Meiringen, Meiringen
- Privatklinik Wyss, Münchenbuchsee

Diagnosis breast cancer

MANY CAUSES

With 4 000 new cases diagnosed each year, breast cancer is the most common cancer diagnosed in women in Switzerland and the risk of developing the disease increases once a woman passes the age of 40. This type of cancer develops when normal cells in the gland tissue, in the lobules or milk ducts, become malignant, multiplying rapidly and over time forming detectable hard, lumpy knots in the breast. A number of factors are assumed to be responsible for the disease, for instance poor diet and excess weight, smoking, childlessness or hormone replacement therapy. Earlier incidences of cancer in the family and other genetic factors also have an effect, but should not be overestimated.

WARNING SIGNS

Breast cancer is normally not painful. Early indications of the disease can be the appearance of hard lumps in the breast, dimples in the breast skin, inversion of the nipple, a newly-noticed discrepancy in size between the two breasts, inflammation or redness of the nipple in non-lactating women, discharge from the nipple (especially if the secretion contains blood or comes from only one nipple) or enlarged lymph glands under the arm.

COMBINING HEALTH AND AESTHETICS

For many years the treatment of breast cancer focussed on prevention and the ultimate removal of tumours. Far too little consideration was given to the physical and emotional consequences of rudimentary, frequently debilitating and often ineffectual therapy. With recent advances in oncoplastic surgery, holistic treatments are available that can optimally combine tumour removal and breast reconstruction. When oncoplastic procedures are

Breast cancer is the most common cancer amongst women in Switzerland and a diagnosis results in a great deal of uncertainty and distress for the patient and members of their family.

These feelings are understandable, but there are also grounds for optimism thanks to innovative and holistic therapies which mean that many of those affected can now be healed.

correctly performed it means that the malignancy (onco) and the aesthetic (plastic) are given equal consideration from the outset.

AS GENTLE AS POSSIBLE, AS RADICAL AS NECESSARY

Breast cancer no longer inevitably means the complete removal of the breast and even where that is necessary, surgical reconstruction techniques can lead to optimal medical and aesthetic results. 'As gentle as possible, as radical as necessary' is the motto of the Clinic at the Lake's Centre for Plastic Surgery that

specialises in breast cancer treatment. 'The overriding goal in every case is the complete removal of the tumour,' says Dr. George, the head of the Centre. A full mastectomy is fortunately very rare these days. In most cases it is possible to remove only the infected tissue but if the tumour is large, or if there are numerous tumours, then a mastectomy is generally unavoidable. 'In these cases we offer immediate reconstruction, within the same operation, with the body's own tissue or implants,' says Dr. George. They help to restore the body's lost physical integrity and to achieve an aesthetically pleasing result so that the individual quality of life is preserved.

GOOD PROGNOSIS

In most cases of breast cancer a cure is possible and, with early diagnosis and the correct treatment, there is a higher than 90% chance of a full recovery: the precise outcome depends on the type of tumour and the stage of its development. Unfortunately a relapse – even many years after treatment – or the appearance of a new tumour can never be completely ruled out. But the prospect of continued high quality of life is very good, thanks to today's methods of treatment.

Diagnosis prostate cancer

Prostate cancer is the most frequently diagnosed cancer in men and is curable in its early stages. In recent years the minimally invasive brachytherapy procedure has proved to be a promising therapy.

CONSERVATIVE RADIATION THERAPY

In the past the treatment for localised prostate cancer was usually surgical removal of the prostate gland followed by conventional radiation treatment with high-voltage external beam radiotherapy. In brachytherapy a number of tiny radioactive 'seeds' the size of rice grains are used. Based on precise computer calculations and using ultrasound and a precision scanner, the radioactive seeds are implanted into the prostate by means of a hollow needle inserted through the perineum and the radiation given off by the seeds destroys the malignant cells. The term brachytherapy comes from the Greek 'brachys', meaning short, and refers to the fact that the radiation deployed is very localised so neighbouring organs are not affected. The seeds, each barely five millimetres in size, have titanium shells that ensure no unwanted rejection by the body's tissue.

WELL TOLERATED WITH MINIMAL POTENCY PROBLEMS

Implanting the prostate with radioactive seeds is generally well tolerated and leaves no external marks. The safeguarding of neighbouring organs such as the bladder, urethra and bowel ensure that, in comparison with conventional radiation treatment, consequences such as impotence and incontinence in particular are generally avoided. In addition, the relatively painless procedure requires only a few days' hospitalisation, which is an important economic factor. Brachytherapy is not indicated for patients with existing urinary problems as the treatment leads to a swelling of the prostate and urination may be difficult for some time.

TEAMWORK

The planning and implementation of brachytherapy is carried out in close cooperation between the urologist, the radiation physicist and the radiation therapist. In the US and other European countries brachytherapy has been well-proven and is now established as a safe and highly promising treatment for early stage prostate cancer. In the US today more patients are treated with brachytherapy than are operated on, while in Switzerland the procedure is offered by only a few clinics, among them the Pyramid at the Lake.