

Ladies, The wait is over.

To deliver a new standard in patient care, Brown & McCool OB/GYN turns its focus exclusively to GYNECOLOGY.

"We empathize with our patients. We want them to have the best care possible. So we are continually updating our practice."

– Dr. Angie McCool



Brown & McCool GYNECOLOGY

A History of Women's Care

1999 Dr. Brown establishes Brown OB/GYN in Fairhope

2003 Dr. McCool joins Dr. Brown's practice to establish Brown & McCool OB/GYN

2004 Drs. Brown and McCool are named National Preceptors (clinical educators) for 4 minimally invasive GYN procedures: LSH, TVT, Prolift and Uterine Ablation

2006 A result of Brown & McCool's work instructing other physicians, Thomas Hospital performs more urogynecological surgeries than 95% of the hospitals in the United States

2007 Drs. Brown and McCool train with Dr. David Matlock to perform a nuanced laser procedure called LVR that restores functionality for women during intercourse. Women report enhanced satisfaction.

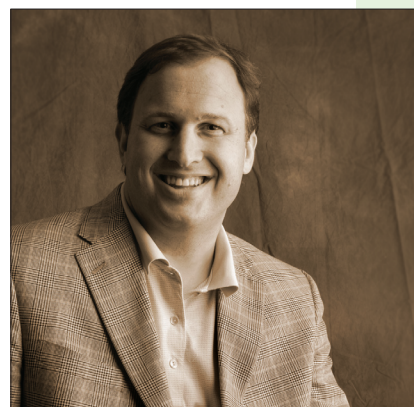
Mitzi Thompson, CNP, WHNP, joins Brown & McCool

If you're a woman, you know what it's like. Your annual gynecology visit rolls around. Although you're tempted to cancel (again), you opt to proceed as planned (baiting yourself with an ice cream reward, perhaps).

In the waiting room – with the details of your pending exam looming in your head – you realize you've been sitting for awhile. You've thumbed the magazines. Composed a grocery list. Maybe even texted colleagues.

Where's the doctor? And when will it be your turn?

This familiar experience for women is a recurring phenomenon in OB/GYN practices across the country. In fact, the American College of Obstetrics and Gynecology (ACOG) reports that extended wait times in OB/GYN



Dr. Bobby Brown

practices is the number one patient complaint.

The unpredictable timing of delivering babies routinely interrupts physicians' scheduled patients. But

this disappointing reality motivated one Eastern Shore OB/GYN practice to consider a change.

"Obstetrics is very demanding. It reduces the amount of time I can spend with other patients; patients who've waited to see me and deserve my undivided attention," explains Fairhope OB/GYN Dr. Angela McCool.

With the goal of devoting more time to each patient, Dr. McCool and her partner of 4 years, Dr. Robert C. Brown, made the recent decision to focus exclusively on gynecology. The physicians announced August 1 they would no longer accept obstetrical patients, and that May 1, 2008, would be the last day for delivering babies.

"It's bittersweet. There's nothing more magical than bringing a baby into this world. We'll miss it."

– Dr. Bobby Brown

Since 2003, Drs. Brown and McCool have delivered more than 700 babies. But the decision to leave obstetrics was their hardest labor of all.

"It's bittersweet," Dr. Brown declares of the decision. "We've loved every minute of caring for new moms. And there's nothing more magical than bringing a baby into this world. We'll miss it," he continues.

But creating more time to be with their own families also prompted the decision. Both physicians are married with two young children, and Dr. McCool is expecting her third child in January.

Medically speaking, Drs. Brown and McCool are highly qualified in gynecology and infertility. Since



Dr. Angie McCool

2004, the two have been National Preceptors for several minimally invasive GYN procedures. As clinical educators, Drs. Brown and McCool have trained physicians from around the country to perform the revolutionary procedures. The procedures address common female health concerns, including accidental urine leakage; painful, heavy periods; pelvic-organ prolapse and alternatives to the traditional hysterectomy.

"Once women have children, many health issues can arise. And while the issues are common, we women are reluctant to talk about them," explains Dr. McCool. "Dr. Brown and I are committed to helping women get the right care at the right time."

The gynecologists believe their commitment to continuing education in gynecology; their desire to listen and take time with each patient; and their skills as clinicians and surgeons will enable them to deliver a new standard for care in gynecology.

To assist in this endeavor, Drs. Brown and McCool hired Mitzi Thompson, a Certified Nurse Practitioner (CNP) and Women's Health Nurse Practitioner (WHNP).

The physicians are also expanding their commitment to comprehensive care with the addition of services. "We're amazed at the number of patients requesting specialty services like Laser Hair Removal. So we're meeting that need. We now have a state-of-the-art Candela laser," explains Dr. Brown.

The physicians also listened to patient requests for restored functionality and satisfaction during intercourse. "To that end, we're

offering women a laser procedure known as LVR. There are many other women who live with chronic chaffing, irritation, and experience painful intercourse. To address their symptoms, we offer a laser procedure called DLV. Women want options," explains Dr. McCool.

Although Drs. Brown and McCool are no longer accepting obstetrical patients, the physicians are committed to caring for current pregnant patients through to delivery. "We've assured all our pregnant patients we'll be caring for them through their babies' birth," adds Dr. Brown.

Drs. Brown and McCool are accepting new gynecology and infertility patients.

Mitzi Thompson, CNP, with Drs. Brown and McCool



Brown & McCool
GYNECOLOGY

990-1985

188 Hospital Drive, Suite 303 • Fairhope, AL
www.edenLVRI.com