

LOS ANGELES COLON AND RECTAL SURGICAL ASSOCIATES NAMED
SUPER DOCTORS OF 2012 BY KEY PROFESSIONAL MEDIA INC.

Los Angeles Colon & Rectal Surgical Associates
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<http://www.lacolon.com>

Los Angeles Colon and Rectal Surgical Associates recognized as Super Doctors of 2012. Physicians were chosen for this prestigious honor through an intensive peer-to-peer selection process and independent research by Key Professional Media, Inc.

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Los Angeles Colon and Rectal Surgical Associates (www.lacolon.com) has been ranked in the top 5% of colorectal surgeons in the Los Angeles area, as rated by the Minnesota-based company, Key Professional Media, Inc. The Super Doctor status is awarded to doctors who adhere to the highest standards of practice in 30 medical specialties. The board-certified physicians Gary H. Hoffman, M.D., Eiman Firoozmand, M.D., Liza M. Capiendo, M.D. and Stephen Yoo, M.D., were recognized for excellence in the field of colorectal surgery.

Honorees are a result of a rigorous peer-to-peer review selection process that asks medical professionals to name their doctor of choice should they need treatment themselves. Candidates are evaluated on ten indicators of professional achievement including years of experience, honors and awards, fellowships, and professional activities. The process culminates in a 'blue ribbon panel' review.

Gary H. Hoffman, M.D. is an Attending Surgeon in the Divisions of Colorectal and General Surgery at the Cedars Sinai Medical Center. He is a respected instructor in the Colorectal Division at Cedars Sinai and Associate Clinical Professor of Surgery at the University of California's David Geffen School of Medicine. His research has pioneered the use of newer hemorrhoid surgical procedures, laparoscopic, minimally invasive surgical procedures that reduce postoperative discomfort, and colonoscopy techniques. He is widely published in the medical literature.

Dr. Hoffman is an Editor of General Surgery News and is a frequent contributor for a range of peer-review publications, including *American Surgeon* and *Diseases of the Colon and Rectum*. He is a member of The American College of Surgeons, The American Medical Association, The American Society of Colon and Rectal Surgeons and The Southern California Society of Colon and Rectal Surgeons.

Eiman Firoozmand, M.D. is also an Attending Surgeon at Cedars Sinai Medical Center and is the recent past Clinical Chief of the Colon and Rectal Surgery Division. He is a member of the clinical attending faculty at the Keck School of Medicine at University of Southern California and has contributed numerous articles for *American Surgeon*, *Circulation Research and Circulatory Shock*, *The Journal of Trauma*, and *Surgical Laparoscopy & Endoscopy*. Dr. Firoozmand's research aims to optimize the outcomes of treating rectal and colon cancer, benign anorectal disease and inflammatory bowel disease. He has a special interest in new techniques for prolapse and hemorrhoidal surgery.

Liza M. Capiendo, M.D. holds an Attending Surgeon position at Cedars Sinai Medical Center and is an active faculty member of the Colon and Rectal Surgical Division. She focuses on the treatment of rectal diseases in women and rectal and colon cancer. Her specialties include pelvic floor disorders and fecal incontinence. Dr. Capiendo has presented her study of recurrent colon and rectal cancer to The American Society of Colon and Rectal Surgeons Convention and has published her original research in the *Journal of Immunopharmacology*.

Stephen Yoo, M.D. is an Attending Surgeon at Cedars Sinai Medical Center and a part of the teaching faculty in the Colon and Rectal Surgery Department. His clinical interests include the prevention of colorectal cancer, survival and recurrence rates of colorectal cancers, minimally invasive surgical techniques, colonoscopy, and laparoscopy. Dr. Yoo has presented original research at a range of professional meetings, including the American College of Surgeons and the International Hepatico-Pancreatico Biliary Association. He is currently researching improvements in the overall survival of colon cancers, and the reduction in the rates of post-operative infections.

ABOUT LOS ANGELES COLON & RECTAL SURGICAL ASSOCIATES

Established in 1957 by Norman N. Hoffman, M.D., the physicians at Los Angeles Colon and Rectal Surgical Associates have a guiding philosophy to provide patients with focused diagnostic efforts and compassionate care. The colon and rectal surgeons at LACRSA specialize in world-class treatment for hemorrhoids, anal fissures, colon cancer and other diseases affecting the rectum, colon, and anus. Their comprehensive website, <http://www.lacolon.com> features detailed information, FAQ's, and downloadable forms for patients. Two offices serve the Westside, including Culver City, Santa Monica West Hollywood, and all other parts of Southern California.

MEDIA CONTACT:

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