

**The new web site extends the innovation and leadership that this growing practice has exhibited by utilizing a robust content management system that delivers highly relevant, dynamic content to its current and future patients.**

FOR IMMEDIATE RELEASE

West Hartford, CT – July, 2010 – Altermity Healthcare, LLC, a Connecticut area leader in age management medicine and bio-identical hormone therapy unveils its newly updated and redesigned website at <http://www.altermityhealthcare.com>. The updated site now has significantly more content about menopause, andropause (the male menopause), functional medicine, detoxification, nutritional deficiencies and supplementation, food sensitivities, telomere biology and their impact on health. Our philosophy changes the conventional medical paradigm of reactive care that treats a problem after-the-fact to an in-depth, proactive search to lower health risks and elevate your overall health status. Further, the new site leverages a content management system that is driving the delivery of dynamic content and promises more in the near future.

*"Increased media attention, from celebrities like Oprah, about hormone imbalance, BHRT and other treatment options created a shockwave that drove an increased number of visitors to our site and into our office - and the numbers keep growing,"* says Dr. Desmond Ebanks, Founder and Medical Director for Altermity Healthcare, LLC. Dr. Ebanks, who is also frequently asked to speak at prominent business events for executive audiences, comments, *"Companies realize that keeping their highly compensated executive functionally at peak performance, rather than suffering from a preventable medical condition pays many more dividends than the cost of their care"*

Our new site is dedicated to educating our current and future patients about the strategies and therapies that they can use to achieve their health goals. Dr. Ebanks has designed the practice to focus on science-based strategies to help men and women take control of the aging process through a combination of advanced diagnostic testing, detoxification, physical activity, nutritional supplementation and bio-identical hormone therapies - instead of accepting many of the typical symptoms and conditions as a fact of getting older.

*"More and more women experiencing hot flashes, night sweats, memory loss, mood swings, weight gain and low libido, as well as men who are experiencing many of the same issues including weight gain, lost libido, fatigue, stress, waning energy and lost muscle mass have come to rely on the internet for timely and relevant content and are finding that [www.altermityhealthcare.com](http://www.altermityhealthcare.com) is a key resource for expert and authoritative information,"* says Dr. Ebanks. *"Their needs will continue to drive the content of our site and blog - and we are committed to keeping our content fresh and relevant so that we can continue to be of service."*

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Altermity Healthcare, LLC, is an innovative medical practice specializing in preventive healthcare. Altermity Healthcare offers cutting-edge programs and services to determine patients' overall health and risk for chronic degenerative disease. The practice provides patients with the tools to help them achieve optimal health and a superior quality of life. Altermity Healthcare is located at 639 Park Road, 2nd Floor, West Hartford, Connecticut. For more information please call 860-561-2294 or visit [www.altermityhealthcare.com](http://www.altermityhealthcare.com)