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### Objective, Independent Health Care Advisors Can Play Vital Role in Hollywood

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BALTIMORE, MD - What do Anna Nicole Smith, Michael Jackson, and Marilyn Monroe, among many others have in common? They were all very successful Hollywood performers before losing their lives to drugs while under the care of health professionals.

Karen Sternheimer, a sociologist at the University of Southern California, commented on Hollywood's healthcare problem, "It's a big issue with people who are used to getting what they want. And if someone says no, they [the people used to getting what they want] can pay someone else to get what they want."

As the [Associated Press](#) recently noted, "Doctors can become enchanted by the glamour of the celebrity lifestyle and may find it hard to refuse potent painkillers for their clients because of their wealth and power."

"It is a vicious cycle that some of Hollywood's greatest have fallen into," PinnacleCare CEO and former CEO of Warner/Chappell Music Les Bider said. "Hollywood could benefit from the role of objective, independent health care advisors."

In the end, who sincerely has the healthcare needs of Hollywood's famous top of mind?

The solution: PinnacleCare Private Health Advisory. Members are assigned to an expert proactive health advisory team, backed by physicians and researchers, ready to serve 24 hours a day; 7 days a week. "We are the only company in the world doing what we do — independently and objectively managing members' health care needs," PinnacleCare Chief Medical Officer Dr. Miles Varn said. "An objective opinion is vital for the well-being of the patient. And, with the patient's best intentions in mind, PinnacleCare works with physicians and specialists around the world managing our members' healthcare needs so they have time to do what they do best."

To read stories about how PinnacleCare has played an important role in lives of top business executives, performers, and philanthropists among others, visit:

[http://www.pinnaclecare.com/member\\_perspectives/overview](http://www.pinnaclecare.com/member_perspectives/overview).

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PinnacleCare, the premier healthcare advisory firm, is dedicated to families and senior executives, connecting individuals to the world's most advanced healthcare, advising them on all medical issues and managing their interactions with the healthcare system. Each member family is assigned personal PinnacleCare Advisors available 24/7 who coordinate the family's healthcare, consolidate all records into PinnacleCare's Electronic Health Records solution for instant availability, conduct best practices research and collaborate with top medical specialists worldwide. PinnacleCare is the only company to offer comprehensive health advisory -- from disease prevention and wellness management to superior medical response and treatment in times of emergency, injury or illness. For more information, visit [www.pinnaclecare.com](http://www.pinnaclecare.com).