

**NEWS RELEASE**

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**CENTER FOR COUGH OPENS IN LARGO**  
**SERVING SOUTHEASTERN UNITED STATES**

LARGO, Fla. (October 19, 2009) – The Center for Cough (CFC), the only dedicated medical practice focusing exclusively on the diagnosis and treatment of chronic cough in the Southeastern region of the United States, announces its opening in the Tampa Bay area.

CFC is unique in its diagnostic approach, providing an informed and personal treatment plan specific to a patient's particular cough. Rather than treating cough as the problem, CFC treats cough as a symptom of often two or more underlying problems, which may include a silent cause where cough is the only symptom. Proper diagnosis of the underlying causes is important for effective treatment and a comprehensive approach offers patients prompt and long lasting relief.

Mandel R. Sher, M.D. is the medical director and founder of CFC. His credentials include medical education and training at the nation's leading medical centers, including Northwestern University, Duke Medical Center, Harvard Medical School and the University of Michigan. Dr. Sher is a scientist, teacher and clinician serving as an Affiliate Professor at the University of South Florida College of Medicine, as well as a specialist in respiratory disorders in the Tampa Bay area.

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In over 30 years of medical practice, Dr. Sher has helped frustrated patients unravel complex medical problems and find solutions that improve the quality of life. Dr. Sher's approach to chronic cough helps discouraged patients experience prompt and lasting relief and is an outgrowth of escalating numbers of patients seeking treatment for persistent cough. Research showed that the closest available options for chronic cough sufferers are on the West Coast and in the Northeastern United States.

“There are several underlying causes that can contribute to chronic cough,” says Dr. Sher. “And we have developed a comprehensive yet streamlined process for making a proper diagnosis and then offering patients treatment options.”

Dr. Sher believes chronic coughs are typically created by multiple causes and not a single factor. In non-smokers with a normal chest x-ray, he says, “the most common causes are asthma, postnasal drip, gastro-esophageal reflux disease (GERD) and/or angiotensin-converting enzyme (ACE) inhibitors. Patients are often surprised when they learn they have one of the underlying causes that is causing their cough.”

The CFC will offer one-stop chronic cough treatment under physician-only care, provided by Dr. Sher, with many of the diagnostic tests completed during the initial visit. An individualized treatment plan will be developed targeting the cause(s) of the cough, which will be reviewed with the patient at the conclusion of the initial evaluation. Primary-care physicians and/or specialty physicians will then be informed of the diagnosis and treatment plan. Patients are encouraged to ask questions before, during, and after the visit, emphasizing a core value of interactive patient education.

Chronic cough can have serious consequences, such as social isolation, urinary incontinence, disruptive sleep, repeated doctor visits, anger, frustration and even depression.

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CFC is conveniently accessible to Tampa International Airport and all major highways connecting the Bay area.

For more information, visit [www.centerforcough.com](http://www.centerforcough.com).

**About Center for Cough:**

*Center for Cough, the only dedicated medical practice dedicated exclusively to the diagnosis and treatment of chronic cough in the Southeast, offers one-stop chronic cough treatment under physician-only care. CFC uses a diagnostic approach resulting in an individualized treatment plan. Mandel R. Sher, M.D. is the medical director and founder of CFC. Dr. Sher's credentials include medical education and training at the nation's leading medical centers, including Northwestern University, Duke Medical Center, Harvard Medical School and the University of Michigan. For more information, visit [www.centerforcough.com](http://www.centerforcough.com).*

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