

# Generations of Medical Expertise



Mousab Tabbaa, MD, President

**NORTH SHORE GASTROENTEROLOGY AND  
ENDOSCOPY CENTERS VALUES COMBINED  
EXPERIENCE OF STAFF AND QUALITY OF CARE.**

When it comes to the medical field, few cities in the United States can boast the talent or top-flight medical facilities that Cleveland has to offer. Case Western Reserve University, The Cleveland Clinic, University Hospitals—the list goes on and on. In a city with such a vibrant medical community, it's difficult for an individual practice to stand out.

That's why the story of North Shore Gastroenterology and Endoscopy Centers is so remarkable. Founded in 1989, the practice now employs 11 physicians and 10 midlevel providers with more than 250 years of combined experience at two locations and serving local community hospitals. The secret to North Shore's success?

"Attention to patient care in every aspect—and that means putting yourself in the patient's shoes from the minute they call or step up to the front desk," says Dr. Mousab Tabbaa, President of

North Shore. "To me, that entails making sure the environment they're in is friendly, welcoming, and clean; the facility they are treated in is state-of-the-art in every sense; and the care delivered exceeds both academic standards and the expectations of our medical community. I think the combination of these things sustains a practice long term, even when there are many other practices—academic and otherwise—that surround us."

## QUALITY OF LIFE THROUGH PREVENTATIVE CARE

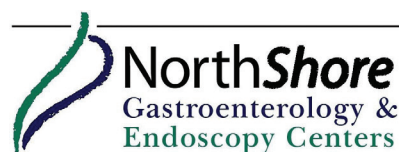
Heartburn, indigestion, changes in bowel habits—for some people, these aren't issues that warrant a visit to the doctor. They'll try to manage their conditions on their own through the use of over-the-counter medicines. But by putting off a visit to the doctor, they could be putting themselves at risk of ulcers, tumors, or worse. A simple colonoscopy screening can both detect and remove polyps before they can turn into colon cancer. In fact, up to 85 percent of colorectal cancers could be prevented if everyone who was eligible for a colonoscopy screening actually got screened.

Cleveland physicians often rely upon the expert physicians and midlevel providers at North Shore

when their patients present with these gastrointestinal ailments.

"Although many of our patients come to us via word-of-mouth, we're proud to have patients referred to us by Cleveland's most prestigious medical institutions," says Tabbaa. "We're equally proud to be entrusted with the care of patients from independent practices throughout the Cleveland area."

North Shore not only specializes in detecting and diagnosing diseases of the gastrointestinal tract, it also passes that knowledge along to the next generation of physicians at Cleveland's medical schools. The physicians at North Shore are involved in teaching medical residents and medical students from local Ohio medical schools. "Our practice combines the expertise of seasoned physicians and the skills of young professional talent to deliver the best in healthcare," Tabbaa says. "Every member of our practice brings a different perspective to the table. I consider the wide range in experience between our providers to be a major strength."



### Westlake Office & Endoscopy Center

850 Columbia Road,  
Suite 200  
Westlake, Ohio 44145

### Ridge Park Office & Endoscopy Center

7580 Northcliff Avenue,  
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**it can save your life!**