

## SIGNATURE ADVOCACY SERVICES

*Helping Families Flourish. Building Bridges in Times of Crises.<sup>SM</sup>*

### Are these questions familiar?

- What can I do if I don't understand my diagnosis or the treatment options available? Who can help me translate what my doctor is proposing? How can I understand my options, risks and benefits of a particular form of therapy?
- Am I doing all that I can to live longer and stronger life, which will help me avoid health crises?
- What is the *best* approach for addressing my specific type of recently-diagnosed cancer or heart disease? How do know if I'm receiving the best treatment available for my disease?
- If I have an increased risk of a genetic (heredity) disease, how can I reduce my risk of it developing? Is there a way I can prevent my children from inheriting a genetic disease? How can services like *23andMe* benefit me and my family?
- How can I qualify for the latest diagnostics and treatment technologies? What do I do to get started? Do researchers pay for treatment during a clinical trial or do I have to pay for treatment myself?
- I am traveling abroad and need an emergency surgery for appendicitis. Where do I go, who do I see, and how do I pay for it? Can I receive emergency medical care immediately or do I have to pay in advance? Can I get an overseas insurance policy? How can I quickly share my stateside medical records with an overseas provider?
- What choices do I have for my joint replacement surgery? Will my insurance cover more than one option? Will my artificial joint last the rest of my life or does it need replacement?
- What options are available to support my parents' healthcare needs as they grow older? If they are suffering from an advanced disease, should they go into hospice or palliative care?
- Are there diagnostics or treatments available outside the United States that may be more effective than those approved by the FDA? What are the risks VS rewards of doing something like this? Would my insurance pay anything?

Health is our most important asset. It impacts our jobs, our relationships, and even our ability to enjoy life itself. Unlike a retirement account or a home, health is an asset that often falls to the wayside, supplanted by the obligations of daily life. However, our health—our inherent ability to contribute to the world and to our families—is directly tied to our ability to maintain a healthy body and mind. A life with poor health may be marked by disability, chronic pain, and a reduced ability to provide for our families. Poor health, in its essence, is a lasting inability for an individual to positively engage the world around them.

## What We Do

The Scott Advisory provides a unique boutique service for individuals and their families with a strong focus on client privacy and discretion. Dr. Carol strives to maximize wellness and minimize chronic and acute disease for client families. She guides families through a targeted strategy to detect and prevent chronic disease in its early stages, reducing the risk of health crises such as heart attack, cerebrovascular disease, and more.

When health crises do occur, Dr. Carol is there for your family. The Scott Advisory's personalized advocacy services accelerate the velocity of understanding and responding to a medical crisis. With just-in-time (JIT) advocacy services, patients have real-time support in the event of a medical emergency, day or night. Within 24 hours of receiving a report of a diagnosis, The Scott Advisory begins an exhaustive review of the best healthcare providers for patients, giving rapid access to second opinions from world-class providers. On confirmation of a diagnosis, Dr. Carol's team reviews the latest peer-reviewed medical research and clinical trials, finding the best innovative treatment technologies and medical therapies, all based on proven science.

At its core, The Scott Advisory reduces the ambiguity and uncertainty that come with a challenging diagnosis. Dr. Carol's group reduces stress and anxiety for both patients and their families by providing clear explanations of test results and imaging studies, translating medical jargon into clear, understandable choices. Her group improves diagnostic and treatment response times, minimizes health system vulnerabilities, and increases the likelihood of rapid recovery to good health.

Dr. Carol and her dedicated team work to reduce the complexities of healthcare decisions for times when they are needed most. Advocacy minimizes healthcare costs by establishing streamlined procedures for provisioning and financing healthcare services, helping ensure efficient use of resources. By reducing unnecessary care duplication, Dr. Carol's group ensures that families can maximize usage of their insurance policies while still receiving world-class care. If out-of-network providers are needed, The Scott Advisory utilizes cost-control procedures to ensure efficient usage of diagnostics and therapy.

Her service complements and expands on existing medical care, providing perspective, clinical guidance and facilitated access to leading healthcare resources. Whether you need help managing a complex medical issue, locating a provider, finding the newest treatment innovations, or managing the needs of aging loved ones, Dr. Carol's group guides your family toward a solution.

For clients with longer-term needs, Dr. Carol provides patients and their families the stability, security and peace of mind that come with a clear understanding of a forward path. She works with families to assess chronic health issues on a fundamental level, encompassing a patient's physical, spiritual and emotional needs. When patients need access to a wider spectrum of healthcare services, Dr. Carol provides facilitated referrals and vetted reviews, ensuring that patients receive the best services available.

## About Dr. Carol

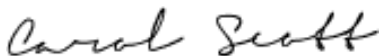
Carol Scott, MD, MEd, FACEP brings together the wisdom and experience of more than 20 years supporting wellness for private and corporate clients. She is Board Certified in Internal Medicine and Emergency Medicine. Her services have received praise at UPS, Oracle, Microsoft, Kimberly-Clark, McDonald's, Morgan Stanley, Merrill Lynch, Barron Inc. and Institute for Preparing Heirs. Her programs educate and entertain, blending the latest breakthroughs in healthcare with an engaging, informative delivery that motivates and inspires.

Her work has been highlighted in The Wall Street Journal, Self, Fast Company, Huffington Post and O Magazine. Dr. Carol is a founding fellow of the Institute of Coaching Professionals Association, and a faculty member at the Institute for Preparing Heirs. She received the Educator of the Year Award from the National Association of Women Emergency Physicians and has formerly served as hospital physician surveyor for the Joint Commission of Healthcare Organizations.

Dr. Carol grew up in a home environment that cherished and nurtured education. As the granddaughter and daughter of educators, she knew from a young age the inherent value of education. After graduating from Rush University School of Medicine in Chicago, Dr. Carol continued her training, first at Duke University in Durham, NC for Internal Medicine, then Johns Hopkins in Baltimore, MD for Emergency Medicine. At Johns Hopkins, served as Assistant Chief of Service in Emergency Medicine and an Assistant Professor of Emergency Medicine. Dr. Carol earned a Master's of Science in Education from Johns Hopkins; she is also a Wellcoaches™ Certified Health and Wellness Coach.

The Scott Advisory evolved from Dr. Carol's practice in the Emergency Room. As an Emergency Medicine physician, she has cared for thousands of families whose loved ones were facing serious health crises, which often manifested themselves with little-to-no-notice. Her bedside manner is known for incorporating more than just emergent medical care: It includes health education, advocacy, and bedside coaching for all patients. In her practice, Dr. Carol recognized that most crises that involve a trip to the Emergency Room could have been prevented with greater awareness, an understanding of requisite lifestyle adjustments and the value of self-advocacy skills. This is a medical need that encompasses entire families, not just individuals.

Dr. Carol founded The Scott Advisory to fulfill this need. Her services give families a path towards a greater understanding of their health, giving them access to the informed, science-based health choices that will nourish and empower their wellness for generations to come. From bedside to boardroom, The Scott Advisory is there for you and your family.



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**The Scott Advisory**

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## Testimonials

*“Carol Scott gave us hope where there was only fear and despair. My husband received a terrible diagnosis. Upon learning of our troubles and she swung into action. She made contacts starting late at night when we first discussed our situation. She was able to get us in the next day with the best person in the field. She then stuck with us through bad, then better, then scary times, never letting go of my hand and getting us to the best specialists. Carol’s knowledge, confidence and ability to “open doors” is unrivaled. She is a savior.”*

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*“Dr. Scott bring[s] a warm, inviting and informative tone [with her coaching services]. Her ‘bedside manner’ is thought-provoking and enlightening. She [provided] instructions that are meaningful, effective and easy to implement.”*

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*“The coaching during the retreat for my management team exceeded expectations. After the weekend I talked privately to each division chief and they indicated that it was valuable for their role in the organization and their personal life. Your presentation was very specific. They will be better employees.”*

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*“I just wanted to let you know that we had the privilege to have Dr. Carol Scott at my organization this past week. As you know, she is a dynamic leader and speaker with an engaging personality. She provided a great perspective to my employees, and I was grateful for the opportunity to engage with her.”*

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*“I’ve found maneuvering today’s healthcare system to be a daunting task, but Dr. Scott has been a godsend. Whenever any family member has had a serious medical condition, I have called on Dr. Scott. She has served as a liaison with health care providers. She has interpreted complex medical diagnoses and helped my family members understand options for treatment. Dr. Scott has been a blessing and we can never repay her for her care, concern, sound advice and professionalism.”*