



The Medical Spa at Nova Hosts Grand Opening Reception

*New Personalized Medical Treatment Combining Advanced Medical Options
and Spa Therapy Now Available in Northern Virginia*

ASHBURN, Va., December 10, 2004 – Nova Medical Group, a fully integrated medical practice focused on optimizing health with a personalized approach to healing through collaboration with patients, today announced the grand opening of The Medical Spa at Nova, offering a new concept in wellness.

The spa will host a grand opening reception for the general public starting at 12:00 p.m. on January 9, 2005, at Nova Medical Group's facility at 21785 Filigree Court in Ashburn, Va. The event will include guided tours, lectures by nationally known experts and complimentary service demonstrations and gift certificates.

Founded by Grace L. Keenan, M.D., The Medical Spa at Nova offers physician directed preventative and restorative therapies designed to improve health and bestow long-lasting aesthetic benefits. By bridging scientific research and advanced western technologies with medical spa therapies originating in Europe and Asia, Nova is committed to providing exceptional services through a medically supervised spa, that is unique to the region and rare throughout the country.

“Western medicine has increasingly moved away from interactive doctor-patient relationships and personalized care,” said Keenan. “At the Nova Medical Group, we believe that optimal health is a result of patient-doctor collaboration, where doctors not only take the time to get to know patients, but also include them in treatment decisions, including the use of a wider variety of options, making the overall therapy more effective.”

The Medical Spa at Nova offers physician directed preventative and restorative therapies for skin care, weight loss, hypertension, stress, and fibromyalgia, among others. Through advanced skin analysis, acupuncture, biofeedback, hydrotherapy and other techniques, The Medical Spa at Nova recommends complementary therapies that promote optimal health with a personalized approach, collaborating with patients to enhance health, lifestyle and well-being.

“We are pleased to offer our patients a unique variety of alternative therapies in one facility,” said Keenan. “At The Medical Spa at Nova, we combine excellent patient care with an aesthetically pleasing and relaxing environment, resulting in patients who are healthy in mind, body and soul.”

About Nova Medical Group

Nova Medical Group offers fully integrated internal medicine, family practice, complementary medicine, specialists and urgent care facilities at multiple locations in the greater Washington, DC, region. Each Nova location delivers exceptional quality of service at a lower cost and more comfortable atmosphere than a typical hospital. Nova combines conventional and complementary medicine, minimizing the need to seek multiple doctors and disciplines to attain comprehensive care. Operated by experienced board certified physicians and a dedicated staff, Nova offers comprehensive evaluations and treatment plans, ensuring the highest quality of care and understanding of individual patient needs. Nova has facilities in Ashburn, Leesburg and Warrenton.