

Mexico Bariatric Surgeon Dr. Guillermo Alvarez Announces New Marketing Initiative Targeting US Patients

Dr. Guillermo Alvarez, a leading Mexico bariatric surgeon, is beginning a new marketing initiative to reach patients in the United States who are seeking safe weight loss solutions for obesity

October 20, 2010 (FPRC) -- Dr. Guillermo Alvarez is excited to announce the launch of a new marketing campaign for his Mexico bariatric surgery practice that he hopes will engage people looking for solutions for obesity in the United States and other countries outside of Mexico. The aesthetic and content changes add to Dr. Alvarez's website, EndoBariatric.com, are designed to help prospective patients understand the risks and benefits of sophisticated, life-saving bariatric surgery procedures such as sleeve gastrectomy and laparoscopic surgery. Dr. Alvarez makes it clear to visitors of his website that bariatric surgery at his state-of-the-art surgical facility in Mexico is safe, effective and the start of a life-changing weight loss experience.

On EndoBariatric.com, users can browse through detailed information on the sophisticated weight loss procedures offered by Dr. Alvarez. The content on EndoBariatric.com is written in both English and Spanish to make it more accessible for prospective patients from different backgrounds. In addition to highly detailed and informative content, users are also able to view videos of surgical procedures, the modern surgical facility and stories from Dr. Alvarez's Mexico gastric sleeve and weight loss surgery patients.

In addition, EndoBariatric.com provides information on affordable financing options available and access to a branded eStore that features products to help patients during their weight loss journey.

About Dr. Guillermo Alvarez

Dr. Guillermo Alvarez is an internationally renowned bariatric surgeon who specializes in a range of weight loss surgery procedures, including sleeve gastrectomy and laparoscopic surgery. Dr. Alvarez earned his degree in medicine from Universidad Autonoma de Nuevo Leon in Monterrey, Mexico. Upon completion of his medical degree, he entered a residency in general surgery at Christus Muguerza High Specialty Hospital in Monterrey, Mexico – where he also received training in advanced laparoscopy. He has been recognized by numerous high profile publications and is a member of the Mexican Association of General Surgery, the Society of American Gastrointestinal and Endoscopic Surgeons, the American College of Surgeons and the Mexican Association of Endoscopic Surgery.

Dr. Alvarez's state-of-the-art Mexico Lap Band center is located at Rodrigo Andalon St. #112-A, Colonia Burocratas, Piedras Negras, Coahuila, Mexico. He can be reached at 1-866-MY-SLEEV or at <http://www.endobariatric.com>.

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