

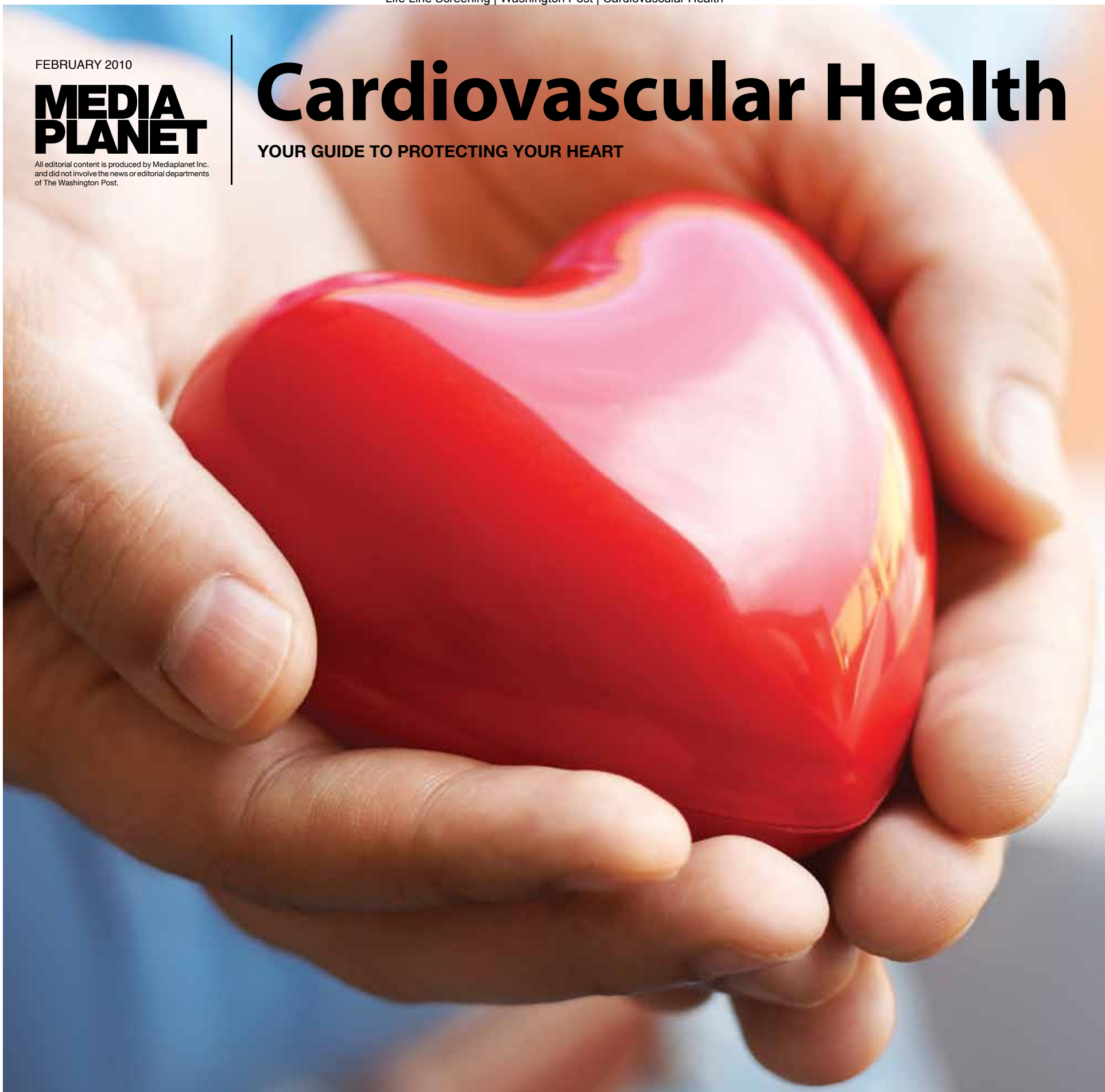
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# MEDIA PLANET

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# Cardiovascular Health

YOUR GUIDE TO PROTECTING YOUR HEART



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# Public Access Defibrillation:

## AEDs Save Lives That CPR Alone Cannot

To save a victim of sudden cardiac arrest, or SCA, a rescuer has only about five minutes. Any longer and the odds of survival start to slip away.

**R**escuers with automated external defibrillators, or AEDs, save 20,000 SCA victims in the United States per year, according to the Sudden Cardiac Arrest Association.

But the 20,000 survivors represent only about five percent of all SCA victims, said cardiac surgeon Dr. Glenn W. Laub, CEO of Defibtech, an AED designer and manufacturer. "Unfortunately, the other 95 percent—nearly 400,000 people—died," Laub stated. "SCA is the nation's leading cause of death. We have a long way to go before we end this epidemic."

Laub explained that SCA is different than a heart attack, which is triggered by a blocked artery. SCA is a rhythm disorder that causes the heart to stop pumping blood efficiently. An AED delivers electrical shocks that return the heartbeat to normal. CPR is essential

for an SCA victim before an AED arrives. But only an AED can correct the heart's rhythm and save an SCA victim's life, Laub said.

AEDs are easy to use, and they're getting easier. For example, Defibtech's new View AED shows a video that demonstrates exactly how to save an SCA victim in real-time. "Ease of use means faster speed to shock," Laub said. "Anyone—not only first responders—can have the confidence to save a life."

### Hypothermic Cooling: Improving Sudden Cardiac Arrest Survival Rates

With the chances of surviving sudden cardiac arrest so slim, "it strikes down more than 300,000 adults every year—one victim every two minutes—we know that that the vast majority of deaths from this affliction are prevent-

able," according to Chris Chaimes, executive director of the Sudden Cardiac Arrest Association.

While most of us are aware of the need for more public involvement and access to AEDs, there is now an advanced technology making the rounds of medical facilities across the country: therapeutic hypothermia protocols, which are especially effective for victims of ventricular fibrillation and ventricular tachycardia, the most common forms of sudden cardiac arrest.

According to Dr. Thomas Stewart, president of Gaymar Industries (who has been promoting the benefits of therapeutic cooling for the better part of a decade), "We have seen firsthand how proper education and training can save lives." He reports that "more than 85 percent of patients successfully resuscitated in the field after

cardiac arrest later die from hypoxic-ischemic brain injury. However, victims of ventricular fibrillation or ventricular tachycardia arrest who have been cooled are more likely to survive and have improved functional outcomes, since cooling the patient quickly after the arrest for 12 to 24 hours and then re-warming them at a controlled rate allows oxygen-deprived cells to recover safely from the shock of cardiac arrest."

### Potential Life-Saving Screenings

Unfortunately, too many of us tend to ignore our health until something doesn't feel right. Only then do we see our physician or healthcare provider. By then, some conditions may be well on their way to delivering a devastating blow.

Because some screenings can be very expensive, or getting to a center can be inconvenient, we miss the opportunity to intervene in some of the illnesses known as "silent killers," such as strokes and cardiovascular disease.

Stepping in to bridge this gap is Life Line Screening that "uses advanced, safe ultrasound technology to test for, among other things, the three leading causes of stroke—carotid artery stenosis, atrial fibrillation and high blood pressure," according to Joelle M. Reizes, Life Line Screening's communication director.

"The screenings are painless, affordable, safe (no radiation is used) and available in convenient community locations. All tests are performed and analyzed by top technicians and doctors, using the most advanced technology," reports Reizes.



## Life Coach.

The Lifeline VIEW from Defibtech is the first and only AED that has a built-in video coach that shows you, teaches you, and guides you to save a life.



866-DEFIB-4-U (866-333-4248) | [www.defibtech.com](http://www.defibtech.com)

# 4 facts YOU need to know about **stroke** prevention

- Stroke is a leading cause of death and permanent disability
- 4 out of 5 stroke victims have no apparent warning signs
- 80% of strokes can be prevented\*
- Painless ultrasound screenings can help you avoid a stroke

Community-based health screenings available for as little as \$45.

To find a screening near you, call (888) 763-4154  
or go to [LifeLineScreening.com](http://LifeLineScreening.com)



\*Source: National Stroke Association