



Sudden Cardiac Arrest Association

POWER AND PASSION... SAVING LIVES

Love is in the Air as Health Advocacy Groups and Industry Partners Educate Policymakers on Role of Cardiovascular Disease in Current Climate of Reform

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Washington, DC (June 9, 2009) – Heart disease is the leading cause of death in the United States, afflicting nearly 865,000 people each year. At an estimated cost of \$475 billion in 2009, (both indirect and direct spending), it is also one of the costliest. Recognizing the need for policymakers to better understand the economic impact of heart disease particularly while they work to reform the country's current health care system, the Sudden Cardiac Arrest Association (SCAA) will host the Healthy Heart Expo on Tuesday, June 9, 2009, from 4:00-7:00 p.m. in the Cannon Caucus Room.

From new implantable and external medical devices to the field of resuscitation science to some of today's most pressing health care policy concerns – members of both the House and Senate and their staffs have an educational opportunity to learn first-hand about developments in the prevention and treatment of cardiovascular disease.

“Too often we think of heart disease as an inevitable part of life. In reality, heart disease (and the number of conditions associated with it) is largely preventable, yet its costs continue to escalate and greatly affect both government health services and private health care,” said Chris Chiames, executive director of SCAA. “What better time than now to increase awareness among policymakers of heart-health related advancements and concerns as Congress seeks to address the national health care crisis?”

Participating organizations represent a spectrum of patient advocacy, physician, research and nonprofit sectors, as well as government and industry and include:

Abbott Vascular
American College of Cardiology
American Heart Association
Association of Black Cardiologists
AstraZeneca
Boston Scientific
Cambridge Heart
Centers for Disease Control and Prevention (CDC)
George Washington University Cheney Cardiovascular Institute
Medtronic
National Heart, Lung and Blood Institute
Pfizer
Results for Life
Society for Women's Health Research
St. Jude Medical

Sudden Cardiac Arrest Association
Wine Institute
WomenHeart: the National Coalition for Women with Heart Disease

This event is open to the media. To obtain a press pass, contact Jill Talley, SCAA Manager of Public Affairs, at (240) 338-6479 or email jtalley@suddencardiacarrest.org.

The Sudden Cardiac Arrest Association (SCAA) is an organization singularly focused on sudden cardiac arrest. SCAA identifies and unites survivors, those at risk of sudden cardiac arrest, as well as others who are interested in being advocates on SCAA issues in their communities and beyond. Its membership is dedicated to promoting solutions to prevent sudden cardiac death, including increased awareness, immediate bystander action, public access to defibrillation (PAD), and access to therapies. To learn more, visit www.suddencardiacarrest.org.

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