



COUNTY OF SAN DIEGO NEWS ADVISORY

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HEART ATTACK PATIENTS NOW HAVE BETTER CHANCE OF SURVIVAL

New System Dramatically Speeds Up Time for Administration of Lifesaving Procedure

WHAT: Elected and public health officials will be joined by local cardiologists and paramedics to announce and demonstrate a new system that has significantly improved a patient's chance of surviving a heart attack.

WHO: Chairman Greg Cox, County Board of Supervisors
Bruce Haynes, M.D., Health and Human Services Agency
Ron Rosenbaum, a San Marcos patient who benefited from the new system
Cardiologists from local hospitals
Paramedics

WHEN: Friday, March 21, 2008
10:30 a.m.

WHERE: County Administration Center
West Plaza (near the fountain)
1600 Pacific Highway, San Diego

WHY: Heart attack patients now have a better chance of survival thanks to a recent collaboration between the County of San Diego Health and Human Services Agency and the local healthcare community. The Cardiac System of Care dramatically improves the time before heart attack victims receive potentially lifesaving treatment.

The County worked with local cardiologists and hospitals to develop the new system, which enables paramedics in the field to better identify the most life-threatening type of heart attack by using 12-lead electrocardiogram (EKG) equipment. The system, implemented in January 2007, has cut the time for catheterizing patients – the process of opening clogged arteries – almost in half. Thirteen hospitals in the County of San Diego are participating in the system.

Visuals: *Two ambulances, posters illustrating improved treatment times, catheterization procedures, and map of participating hospitals.*

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