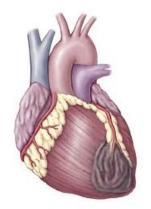


E-News & Updates

February 6, 2012

SCAA Supports Legislation on Cardiomyopathy Awareness, Training in Schools



The Sudden Cardiac Arrest Association has expressed support in a congressional sign-on letter from the Sudden Cardiac Arrest Coalition for newly introduced legislation aimed at increasing awareness of a leading cause of SCA. Hypertrophic cardiomyopathy is a condition in which the heart muscle becomes thick, making it harder for blood to leave the heart and forcing the heart to work harder to pump blood.

Representative Frank Pallone, Jr. (NJ) introduced the Cardiomyopathy Health Education, Awareness, Risk Assessment and Training (HEARTS) in Schools Act in December. The legislation requires educational resources to be developed by the Secretary of Health and Human Services (HHS), the Director of the Centers for Disease Control and Prevention (CDC) and other patient advocacy groups and then disseminated in schools across the country. Financially, the bill authorizes \$1 million in fiscal year 2013; \$750,000 in fiscal year 2014 and

\$500,000 in fiscal year 2015-2017.



Government Report Shows Hospitals Pay Differently for Same Heart Devices

Implantable cardioverter devices (ICDs) typically cost hospitals between \$16,000-19,000. Yet a report from the <u>Government Accountability Office</u> found hospitals paid drastically different amounts for the same medical devices. In one such case, a hospital paid nearly \$9,000 more for an identical device compared to another hospital. The GAO surveyed over 30 hospitals ,

and investigators found that rates for devices varied for several reasons: physicians' brand/manufacturer preference; difficulty in hospitals to obtain volume buying power and manufacturer sales competition. Varying prices raise concern with government officials that hospitals may not be receiving the best

purchase price and excess charges could be passed on to the Medicare program.

California Paramedics Begin Following New Protocol to

Save Lives from SCA

Paramedics in Santa Clara County will begin using therapeutic hypothermia treatment protocol on patients who have suffered heart attacks and cardiac arrest. Normal body temperature is 98.6 degrees,

yet patients receiving this type of therapeutic cooling will be cooled to 90 or 93 degrees to protect brain cells from dying and prevent neurological injury. "This new treatment, and others that are being implemented in Santa Clara County will simply save lives and allow our paramedics to provide better patient care," said Michael Petrie, Director of the Santa Clara County EMS System.

Shop From the Comfort of Home & Support SCAA

Looking for a unique gift this Valentine's Day? Check out the <u>SCAA store</u> to find that special gift you can't get anywhere else. SCAA is partnering with popular e-retailer Spreadshirt to produce men's and women's t-shirts, hats, aprons, blankets and other promotional items. Check back often as our selection continues to grow.

Have enough t-shirts and tote bags? Consider making a <u>donation</u> to SCAA during the month of February to mark American Heart Month in honor of loved one, friend or colleague affected by SCA. All contributions are tax-deductible and help SCAA increase awareness and advocacy of SCA, provide rehabilitation and recovery resources to survivors and family members and deploy lifesaving therapies and treatments, including AEDs in public gathering places.



Extra! Extra! SCAA and Its Chapters are Making News
Greater Chicago Chapter Sponsors Free EKG Screenings
Trib Local
Chicago, Illinois
February 1, 2012

For more information about SCAA and how you can help save lives, visit www.suddencardiacarrest.org.

Mark Your Calendar and be there with SCAA for these Exciting Events!

Heart Month: February 2012
National Collegiate EMS Conference: February 24-26, 2012

EMS Today: February 28-March 3, 2012 American College of Cardiology: March 24-27, 2012

Heart Rhythm Society Annual Conference: May 9-12, 2012

National EMS Week: May 20 - 26, 2012 CPR/AED Week: June 1-7, 2012

Emergency Cardiovascular Care Update: September 11-15, 2012