The University of Pennsylvania School of Medicine, the Heart Rhythm Society, and the Sudden Cardiac Arrest Association are pleased to present

**Sudden Cardiac Arrest Prevention and Treatment: Strengthening the Chain of Survival**

Chaired by Dr. Benjamin Abella, Assistant Professor of Emergency Medicine, Clinical Research Director of the Center for Resuscitation Science, and Attending Physician, Department of Emergency Medicine, Hospital of the University of Pennsylvania.

**Friday, October 17, 2008**
7:45 am – 5:30 pm
Crowne Plaza Philadelphia Center City
Philadelphia, PA

Space is Limited!
Register by September 22.

Nursing and EMT Credits Pending. Approved for 7.75 CME credits.

For more information, visit www.suddencardiacearrest.org

**Hot Topics**
- Magnitude and Overview of Sudden Cardiac Arrest
- Building Community Preparedness and Response: Richmond Case Study
- Back to Basics: Importance and Definition of Good CPR
- Public Access to Defibrillation (PAD) Success Story
- Risk Identification and Screening

- Prevention and the Role of ICD Therapy
- Synchronizing the Clinical and Patient Point of View: Reaching out to the Asymptomatic, High Risk Patient
- Survivor/Patient Rehabilitation and Support
- Panel Discussion: How to Involve Patients, Survivors, and Providers in SCA Prevention
- The Future of Preventing Sudden Death: Challenges and Promises

**Who Should Attend**
Physicians • EMTs • Nurses • Allied Professionals

Membership with the Sudden Cardiac Arrest Association is FREE. To join, please visit www.suddencardiacearrest.org
About The Seminar
Sudden cardiac arrest (SCA) claims more than 300,000 lives each year in the U.S. The University of Pennsylvania School of Medicine is at the forefront of public response treatment and prevention of SCA, and has developed an outstanding educational program for physicians, nurses, allied health professionals, and EMS teams to expand their knowledge of SCA. The seminar will be the perfect educational opportunity to discuss trends in research care.

The seminar lectures, tutorials, presentations, topics, and faculty include:

**Mandate and Overview of Sudden Cardiac Arrest**

Sudden cardiac arrest is a leading cause of death in the US, annually killing nearly 500,000 Americans. Increasing awareness of SCA and cardiovascular disease (CV disease) and its many subtypes is especially critical in light of the current health crisis. The financial impact of SCA is staggering.

**Presented by Eric Grubman, MD, Electrophysiologist. Yale New Haven Hospital and Clinical Instructor, Yale University School of Medicine.**

**Prevention and the Role of ICD Therapy**

The technology of implantable cardioverter defibrillators (ICDs) has proven to be an effective method of protecting patients most at risk of sudden cardiac arrest.

This session will cover a more detailed discussion about the technology.

**Presented by Leonard Ganz MD, Electrophysiologist, Pittsburgh Cardiology Associates.**

**Symptomizing the Clinical and Patient Point of View**

Reaching out to the Asymptomatic, High Risk Patient

Many patients at risk of sudden cardiac arrest present as normal and healthy, with no history of cardiac disease or symptoms. Working with these patients may require special approaches and strategies to change behavior and/or undergo medical diagnostics and therapy because they may not feel sick.

This session will be devoted to how to best work with this group of patients who may be resistant to medical therapy guidelines and advice.

**Presented by Joshua M. Cooper, MD, Assistant Professor and Penn's Center for Electrophysiology Program, University of Pennsylvania Health System.**

**Survivor/Patient Rehabilitation and Support**

The Sudden Cardiac Arrest Association (SCAA) has developed a network of local chapters and affiliates to bring together patients, survivors, and providers to elevate the public discussion of sudden cardiac arrest awareness and prevention. Dr. Todd Cohen, in particular, has been instrumental in the development of the Long Island Chapter of the SCAA and involving patients in community education efforts. This panel will discuss some of those successes and also solicit the input of conference participants on how to more effectively promote SCAA and involve patients in community education efforts.

**Presented by Barbara J. Riegel, DNSC, RN, FAAN, FAHA, Associate Professor of Nursing University of Pennsylvania School of Nursing**

**Panel Discussion: How to Involve Patients, Survivors, and Providers**

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**Presented by Moderator Chris Chiames, Executive Director, Sudden Cardiac Arrest Association, joined by Dr. Todd Cohen, Director of Electrocardiology, Pacemaker-Arhythmia Center, Winthrop-University Hospital.**

**The Future of Preventing Sudden Death: Challenges and Promises**

Penn's Center for Resuscitation Science is recognized as a leader in the field of sudden cardiac arrest research and resuscitation, and Dr. Lance Becker is recognized as one of the premier international experts in the field. He will share with participants some of the areas of on-going research and promising developments.

**Presented by Lance B. Becker, MD, Professor of Emergency Medicine, and Director of the Center for Resuscitation Science, University of Pennsylvania School of Medicine.**

**About SCAA**

The Sudden Cardiac Arrest Association (SCAA) is a non-profit 501(c)(3) organization singularly focused on sudden cardiac arrest (SCA) prevention, survivors, those at risk of sudden cardiac arrest, as well as others who are interested in being actively engaged in the discussion on the future of SCA awareness and treatment.

Our membership is dedicated to promoting solutions to prevent sudden cardiac death, including increased awareness, immediate bystander action, public access defibrillation (PAD), and access to medical therapies.

**Presented by Clifton W. Callaway, MD, PhD, Associate Professor of Emergency Medicine, University of Pittsburgh School of Medicine.**

**Risk Identification and Screening**

There is a large population of patients who are at higher risk for sudden cardiac arrest due to a family history of SCA, personal medical history, such as a previous myocardial infarction, coronary artery disease, and other related factors. Identifying patients at risk and making referrals to heart rhythm specialists will be highlighted, as well as the role of personal physicians and cardiologists, working to educate patients about sudden cardiac arrest and treatment options. Dr. Eric Grubman will discuss how he works with others in the field of medicine to help identify patients at risk and get them appropriate preventative care.
Registration Fees

Registration forms must be postmarked, faxed or submitted online on or before the early registration date to receive the lower fee.

Registration Fees

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<tr>
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Total Amount Enclosed:  

Payment Methods

Check payable to Sudden Cardiac Arrest Association (SCAA):  

- MasterCard  
- VISA

Account Number _________________________________  
Expiration Date ___________________________________

Address & ZIP Code of Credit Card Billing Address _________________________________

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Name as Printed on Card _________________________________

Signature _________________________________

The Sudden Cardiac Arrest Association (SCAA) collects credit card information to make it easier for you to register for this seminar online. SCAA does not use or share credit card information for any other purpose. We retain such information as is needed for standard accounting record keeping requirements. Every step is taken to protect the loss, misuse, and alteration of the information under our control. If you prefer, please use a check or money order to make any necessary payments. Thank you.

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