



American Heart Month

Special Advertising Section
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Heart Health in PHILADELPHIA

Hospital of the University of Pennsylvania

World-Class Care for the Most Complex Heart Rhythm Disorders

Until recently, patients with atrial fibrillation (A-Fib) had to resign themselves to a lifetime regimen of medication to control their heart rate and prevent stroke. But today, many are enjoying long-term relief and a better quality of life without medication, thanks to minimally invasive catheter-based procedures at the Hospital of the University of Pennsylvania (HUP).

"Catheter ablation can eliminate A-Fib and its associated severe symptoms in over 90 percent of patients," says Francis E. Marchlinski, M.D., director of the Cardiac Electrophysiology Program at Penn Medicine.

There is also encouraging news for those with ventricular tachycardia (VT). New ablation techniques and strategies developed at Penn have dramatically improved the outcome of catheter ablation for patients with this often life-threatening arrhythmia. "Patients no longer need to fear repeated shocks from their defibrillator," Dr. Marchlinski says. In addition, they are able to avoid cardiac transplantation and, in most cases, stop their antiarrhythmic drug therapy.

program currently performs more than 500 of these procedures annually, more than five times the minimum standard.

Over the last 10 years, the EP team at HUP has also performed over 1,100 VT ablation procedures, making Penn the busiest center in the U.S. for VT ablation. In 2008 alone, the team performed over 220 VT ablations, with patient referrals from EP centers across the U.S. and Europe.

Penn also implants more than 1,300 EP devices annually, including more than 700 pacemakers and 750 implantable defibrillators, making it among the most active centers for device implantation in the region. It also provides expertise in lead extractions.

Internationally Recognized Innovators in Complex Arrhythmia Management

The Penn EP faculty at HUP have been internationally recognized for their pioneering efforts in electrophysiology. More than a dozen major advances in the diagnosis and treatment of arrhythmias developed at Penn have been adapted by the EP community worldwide.

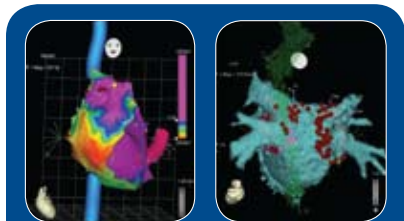
To ensure the highest standards of care for patients with heart rhythm disorders, Penn has embarked on a dramatic expansion of its EP treatment facilities and equipment. The EP program now has five EP procedure rooms equipped with intracardiac echo imaging, computerized mapping systems

The Hospital of the University of Pennsylvania is recognized as one of America's Best Hospitals for cardiology and cardiovascular surgery by U.S. News & World Report, thanks in large part to the contributions of the Electrophysiology Program.

and rotational angiography technology. Three have biplane x-ray imaging, and one is equipped with stereotaxis remote/robotic catheter navigation technology to facilitate accurate placement of catheters for ablation procedures and complicated device lead placement.

With 13 full-time dedicated EP physicians and 20 full-time EP-specialized nurse practitioners and physician assistants, the EP program at HUP is the largest hospital-based EP program in the country. The team's clinical expertise and scientific leadership in ablative and arrhythmia device therapy are evident in their collective contribution to more than 600 scientific publications in the last 10 years alone.

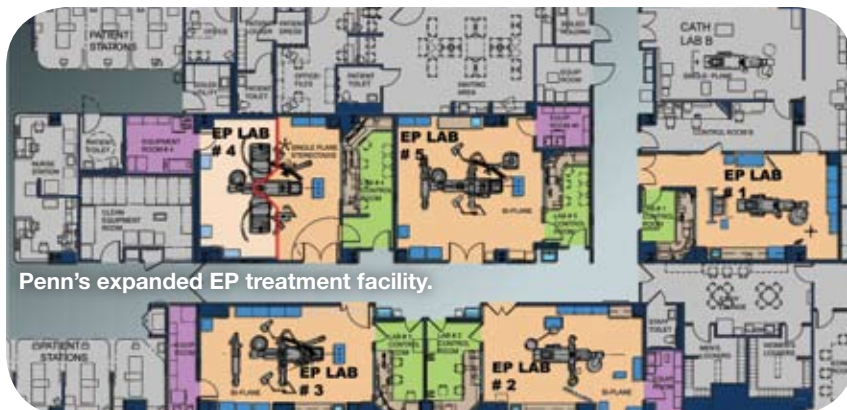
"We have an incredible team and, now, incredible facilities," Dr. Marchlinski says. "We have the ability to do the most complex procedures and make them seem routine. We publish our results and try to innovate so patients can feel confident in the anticipated outcome. We want patients to return to a good quality of life without arrhythmias."



3D Computer Maps allow the HUP EP team to see the electrical circuits responsible for cardiac arrhythmias while performing curative radiofrequency catheter ablative procedures.

High-Volume Centers Have Better Outcomes

Research has repeatedly shown that patients who undergo complex ablation procedures at high-volume centers have better outcomes and fewer complications than those treated at lower-volume centers. With a track record of success in the most difficult cases, the HUP EP team has performed more than 2,400 A-Fib ablation procedures in over 10 years, more than four times the number of any other center in the region. The



Penn's expanded EP treatment facility.



Penn Medicine

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