



Our goal is to reach 100 new patients this year.

As clinics focused on heart attack and stroke prevention, we need to **change the perceptions** that a person only visits a heart health specialist after an incident. We want to *prevent* rescue-care by *preventing* heart attacks and strokes. People need our services and we need to spread our message of prevention to those who are closest to use – our current patients!

Consider the statistics*

- Every **34** seconds – an American will have a heart attack
- Every **45** seconds – an American will have a stroke
- Average age of first heart attack is **64.5 years**/men and **70.3** years/women
- A heart attack causes an average of **16.6** years of lost life
- For every **\$1** spent on prevention – **\$6** is saved in aftercare
- Heart attack costs an employer **\$8000** in the first 2 months and **\$52,000** after one year
- Almost half (**47%**) of patients with a heart attack in the U.S. are younger than the eligibility age for Medicare

How the campaign works

It is simple! Ask each of our patients to send someone they care about for a **FREE 20-minute consultation**. When someone is referred and becomes a new patient by completing a full evaluation, we respond with a sincere “thank you” that includes a referral check for \$100.

Who should get an assessment?

Anyone who has one or more of the “red flags” on the list at right is a candidate for a visit. **Anyone – no matter the age.**

Red Flags

- Personal or family history of CVD
- Personal or family history of heart attacks, strokes, or Type 2 diabetes
- Elevated cholesterol and elevated blood glucose levels
- Nicotine use in any form or exposure
- Psychosocial issues such as depression, anxiety, or stress
- Diabetes (a risk factor for heart attack/stroke)
- Gestational diabetes or high blood pressure during pregnancy (pre-eclampsia)
- History of miscarriages
- High blood pressure
- Abdominal obesity
- Sleep problems
- Gum disease
- Erectile dysfunction
- Rheumatoid arthritis
- Lupus
- Psoriasis
- Migraine headaches
- Gout
- Polycystic ovaries
- Hirsutism (facial hair growth in women)
- Oligomenorrhea (changes in menstruation)
- Hispanic or African American descent
- Osteoporosis

In addition, genetic factors may come into play, often presenting no outwardly visible or easily recognizable signs of being at risk. That's where the ground-breaking protocol of the Bale/Doneen Method becomes invaluable.

* AHA scientific sessions November 2012