

SHAPE Doctors Support Million Hearts Initiative

Task Force Calls for Screening to Detect and Treat the Asymptomatic Vulnerable Patients

HOUSTON, September 28, 2011 - SHAPE, The Society for Heart Attack Prevention and Eradication (www.shapesociety.org), a nonprofit organization that promotes early detection and preventive intervention to eradicate heart attack, issued a letter to the Director of CDC offering support to the Department of Health and Human Services' (HHS) Million Hearts Initiative.

To view the letter, go to: http://www.shapesociety.org/SHAPE_MillionHeart_092611.pdf

Million Hearts is a national initiative to prevent 1 million heart attacks and strokes over the next five years.

SHAPE is enthusiastically offering its support and advice as Million Hearts brings together communities, health systems, nonprofit organizations, federal agencies and private-sector partners from across the country to fight heart disease and stroke.

"With the Department of Health and Human Services leading the way, Million Hearts promises to be one of the most far-reaching heart attack prevention campaigns to date and we are hopeful organizers will accept our proposal to advance the initiative," said JoAnne Zawitoski, SHAPE Chairman.

Based on research findings of the EISNER trial (Early Identification of Subclinical Atherosclerosis by Noninvasive Imaging Research), headed by researchers at Cedars-Sinai Heart Institute and Cedars-Sinai's S. Mark Taper Foundation Imaging Department, once alerted to their true risk of heart attack, high risk and vulnerable yet asymptomatic individuals exhibit higher levels of compliance to therapies than the general population with risk factors who are unaware of their atherosclerotic plaque status. This alone can have an enormous impact on reducing the incidence of heart attack.

SHAPE also plans to conduct a Satellite Symposium at the American Heart Association Conference on November 13th entitled, "**SHAPE and the Million Hearts Initiative: Detection and Treatment of the Asymptomatic Vulnerable Patient.**" For more information, contact Jay Donnella, Executive Director of SHAPE at 713-529-4484 or email: Jay.Donnella@shapesociety.org

Heart disease and stroke are two of the leading causes of death in the United States.

About the Society for Heart Attack Prevention and Eradication (SHAPE):

The mission of SHAPE (www.shapesociety.org) is to eradicate heart attack by championing new strategies for prevention while advancing the scientific quest for a cure. SHAPE visualizes a world free from the threat of heart attack. The goals of SHAPE are to reduce the instances of heart attack - especially in the asymptomatic patient - through education programs presented to both healthcare professionals and the community. SHAPE believes that education and ongoing research are key elements in the success of programs designed to go beyond the norm in the early detection and treatment of cardiovascular disease.

For additional information, contact:

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