



HEALTH AWARENESS

Getting To The Heart Of The Matter On Health

(NAPSA)—Here's some news you can take to heart: Experts say more than 70 million Americans currently live with a cardiovascular disease. And coronary heart disease is a leading cause of premature, permanent disability in the U.S. workforce.

Fortunately, there are practical steps you can take to reduce the health threat posed by heart disease.

According to the Centers for Disease Control and Prevention, much of the burden of heart disease and stroke could be eliminated by reducing major risk factors: high blood pressure, high blood cholesterol, tobacco use, diabetes, physical inactivity and poor nutrition.

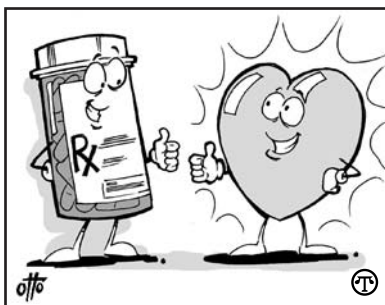
For example, studies suggest a 10 percent decrease in total cholesterol levels may reduce the development of coronary heart disease by as much as 30 percent.

Twenty-five years ago, the treatment for heart attacks was simply bed rest. Today, doctors have medicines that can stop a heart attack in midstream as well as other high-tech treatments.

And more good news is on the way. According to a survey by the Pharmaceutical Research and Manufacturers of America (PhRMA), there are 146 new medicines currently in development to treat heart disease and strokes.

To help Americans get the information they need to fight heart disease and strokes, PhRMA has launched a new multimedia national health education campaign.

“Coronary vascular disease



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impacts one in every three Americans and is the number one killer according to the American Heart Association. It's important for patients to know that there are steps they can take today that can reduce their chances of developing these killer diseases tomorrow,” said Billy Tauzin, president and CEO.

PhRMA's public service health information campaign stresses the importance of consulting with health care providers, as well as visiting helpful Web sites that provide information on preventing and treating coronary disease.

“PhRMA members and their scientists want to help Americans find answers to their questions about heart disease and strokes,” said Tauzin. “I hope everyone will take a moment to visit these sites and get the information they need to learn how to treat and ultimately prevent these killers.”

To learn more, visit www.phrma.org and www.innovation.org.