

♥ HEART HEALTH

Cardiac Care May Be Coming To Your Living Room

(NAPSA)—As baby boomers approach their 60s, many report that their health—particularly their heart health—is becoming a priority. Soon this group, which has already brought color television and home videos into their living rooms, may usher another high-tech innovation into their homes: remote cardiac care.

More than 70 million Americans currently live with a cardiovascular disease, according to the Centers for Disease Control and Prevention. Experts say soon it will be possible for cardiac patients to be monitored within the comfort of their own homes, communicating with their doctors using a TV-based interactive health care platform.

Philips, for example, is developing a system for doctors to educate their patients, as well as monitor their health status remotely, using a secure broadband connection to a home TV. Patients receive daily reminders and personalized messages, along with educational videos and feedback on their vital signs, based on a customized care plan of guidelines-based content.

Home telemonitoring has been proven to reduce hospitalizations for heart failure patients and improve patient satisfaction. “Studies have shown that patients with access to home telemonitoring have improved survival rates compared to traditional care,” said Maarten Barmantlo, vice president, CEO Connected Care,



Soon, technology will make it possible for cardiac patients to be monitored within the comfort of their own homes.

Philips Consumer Healthcare Solutions.

Advances in imaging and monitoring have resulted in earlier diagnosis, which in turn helps to save lives and reduces costs. Minimally invasive procedures reduce patient trauma and costs. Within the highly evolving realm of health care informatics, the right information at the right time enables better treatment and lower costs.

Cardiac care is part of a cycle that goes from diagnostic to treatment to follow-up care. Technology is changing that continuum, as medical technology continues to transform health care.

For a generation that has experienced a significant amount of firsts, cardiac care in the home is just one more step toward making life as simple, comfortable and convenient as possible.

For more information, visit www.medical.philips.com/main/.