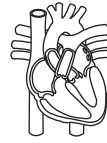


HEART HEALTH



FDA Approves Breakthrough Heart Failure Therapy

(NAPSA)—Nearly 5 million Americans are afflicted with heart failure, a chronic and disabling condition that robs patients of their ability to live independent, normal lives. The recent U.S. Food and Drug Administration approval of the Medtronic InSync® cardiac resynchronization therapy represents the first major breakthrough in 30 years for the treatment of the condition. This implantable cardiac device brings new hope to thousands of long-suffering patients who have moderate to severe heart failure.

In healthy people, the two lower chambers of the heart contract together to pump blood through the body. But, for approximately half of all patients with heart failure, these chambers no longer contract at the same time. As a result, the heart is unable to pump efficiently. InSync therapy normalizes the heart's contractions and ensures that a patient's heart pumps correctly and more efficiently by sending tiny electrical impulses to the heart muscle.

Heart failure typically causes fatigue, shortness of breath, swelling of feet and ankles (edema) and other complications. Symptoms like these sent Florida resident Bob Binning, 60, to his doctor. After careful examination, Binning was diagnosed with severe heart failure. He and his wife began searching for treatments and solutions. Binning was the third person in the United States to receive InSync therapy as part of the MIRACLE

Signs and Symptoms of Heart Failure

Heart failure patients, family members or others who would like more information about InSync therapy should visit www.medtronic.com.

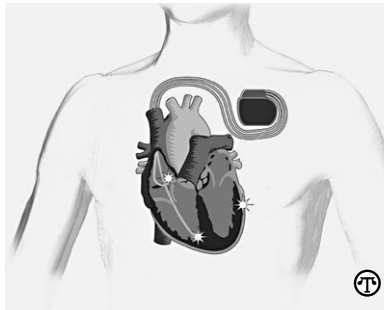
Signs and symptoms of heart failure include

- Fatigue
- Shortness of breath
- Swelling, usually of the feet and ankles

If you think you are at risk for heart failure, see a heart specialist for evaluation and treatment options.



(Multi-center InSync Randomized Clinical Evaluation) study, which tested the safety and effectiveness of the device. He noticed an immediate improvement. "Since the InSync has been implanted, my energy levels have increased above



This cardiac device may give new hope to hundreds of thousands of patients with moderate to severe heart failure.

and beyond anything I expected," Binning said. "InSync therapy has given me a whole new chance to live my life and to do so many

things I thought I would never be part of again."

The InSync device, slightly larger than two stacked silver dollars, is surgically implanted under the skin in the chest area by a specially trained electrophysiologist or cardiovascular surgeon. Three very thin insulated wires (leads) are threaded from the device through the veins and to the patient's heart. The procedure is typically done with local anesthesia, so the patient remains conscious. Patients usually stay in the hospital overnight, and like Binning, are able to return to a more active lifestyle following their recovery. "Since I've had the InSync implanted, I've been able to work part-time. I feel like I'm back in the world, participating in day-to-day activities."

Heart failure patients have traditionally been treated with an average of six medications for their condition, and 15 percent of hospital admissions for heart failure are related to medication non-compliance. Total treatment cost for U.S. patients with heart failure is more than \$38 billion annually, the most costly cardiovascular disease in the United States.

InSync therapy is not for everyone, but it may be effective for at least 650,000 Americans with this debilitating and often deadly condition. "Heart failure took a terrible toll on the quality of my life," Binning said. "Having InSync has given me back a future."