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John A.
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March 2008

*****ECLROT**R-001 **

John J. Doe
0000 Your Street
Any Town, USA 00000

Dear John J. Doe:

When you're just 28 years of age, healthy, happy and doing well it's hard to believe disaster can be only a heartbeat away.

This is a true story about a young man of 28 who today is, more than ever, the very picture of health. A big, strapping athlete. Successful at his work. Clean living. Outgoing and likable. Married. Family on the way. The last person you'd expect to suffer serious heart problems. We'll call our young man "John" although it's not really his name. Because he felt so well and appeared so hale and hearty, John still can't believe what happened to him and he's reluctant about "going public" with his experience. Yet, one day not long ago he was standing at the sidelines of a neighborhood tag football game when the unthinkable happened. Dazed first, then unconscious, John was rushed to The Heart Center at XYZ Healthcare.

The bad news—John was near death. The good news—he could not have been in a better place when disaster struck.

John was here in Any Town and near The Heart Center at XYZ Healthcare which is consistently recognized by *US News and World Report* as one of the top 50 hospitals in the entire nation for heart care and heart surgery. This is a facility where more than 4,000 heart procedures are performed every year.

Diagnosis of John's condition at XYZ Healthcare's Diagnostic Center was both accurate and fast. Testing was precise and action immediate. An Implantable Cardioverter-Defibrillator was placed in John's chest. His brush with death was brief, and he was home after only four days of diagnosis, treatment and observation. Today John looks and is the very picture of health. His heart condition is under control. And, interestingly, the Implantable Cardioverter-Defibrillator or ICD which monitors John's heart rhythm and is now used around the world was pioneered right here at XYZ Healthcare a number of years ago by a team of our specialists.

Cardiovascular disease is the leading cause of death in the United States, claiming the lives of nearly 871,000 adults each year. An American dies of cardiovascular disease every 36 seconds, and nearly 80 million Americans have one or more cardiac diseases.