

## EP NEWS

### LifeWatch Services, Inc. and Perminova Announce Device Integration for Cardiac Procedures

LifeWatch has launched a strategic alliance with Perminova to expand interoperability between medical monitoring devices and information technology in cardiac electrophysiology.

PAGE 35

### Clinical Results by Twelve Electrophysiologists at Eight Independent U.S. Sites Replicate the Acute Results of the CONFIRM Trial

Topera Medical announced the completion of initial independent clinical cases utilizing the company's RhythmView™ 3D mapping system for identifying the specific sources that drive and sustain AF.

PAGE 35

### First ICD Implantation Performed on Patient in BIOTRONIK's ESCAPE-ICD Registry in Latin America

BIOTRONIK announced that the first ICD implantation has been performed on a patient enrolled in the BIOTRONIK ESCAPE-ICD Registry in Latin America.

PAGE 35

### Non-Surgical Procedure Offers Patients with AF Who Cannot Take Blood Thinners an Alternative for Stroke Reduction

Northwestern Medicine® heart rhythm specialists from the Bluhm Cardiovascular Institute were the first to perform this procedure in Illinois.

PAGE 36

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## DIGEST

A PRODUCT, NEWS AND CLINICAL UPDATE FOR THE ELECTROPHYSIOLOGY PROFESSIONAL

JUNE 2012 Vol. 12 No. 6



### SPOTLIGHT INTERVIEW

## MAIN LINE HEALTH - LANKENAU MEDICAL CENTER

*Chris Dearing, BSN, RN, BS, RRT, Nurse Manager, Invasive Cardiology, Interventional Radiology Wynnewood, Pennsylvania*

### What is the size of your EP lab facility and number of staff members?

There are six board-certified electrophysiologists who routinely perform procedures at Main Line Health's Lankenau Medical Center in Wynnewood. We have three dedicated EP labs and two noninvasive procedural rooms within the Invasive Cardiology Department. The two main EP labs, which were built in 2010, utilize a shared control room and are approximately 2,000 square feet total.

*continued on page 16*

## Prinzmetal's Angina Causing Recurrent VT in a Patient Who Developed Out-of-Hospital Cardiac Arrest

*Adel Mina, MD, FACC and Nicholas Warnecke, PA-C  
Methodist Medical Center  
Peoria, Illinois*

### INTRODUCTION

Prinzmetal's angina, also called variant angina, is a type of angina that originates from coronary vasospasm.<sup>1</sup> Prinzmetal's angina often produces chest pain-like symptoms precipitated by myocardial ischemia occurring almost exclusively at rest. It is often not triggered by exertion or emotional stress, and is sometimes associated with ST elevation.<sup>2</sup> Variant angina is generally

a benign disease with self-limiting symptoms. Ventricular arrhythmias such as polymorphic ventricular tachycardia that can lead to cardiac sudden death can be seen.<sup>3</sup> Other important clinical features of variant angina include the high frequency of asymptomatic ischemic episodes and the syncope that sometimes occurs during the ischemic episodes.<sup>4</sup>

*continued on page 8*

## The Global Atrial Fibrillation Patient Charter and the Sign Against Stroke in Atrial Fibrillation Campaign

*Interview by Jodie Elrod*

In this article, *EP Lab Digest*<sup>®</sup> interviews Mellanie True Hills of StopAfib.org about the recent launch of the Global AF Patient Charter and Sign Against Stroke campaign at the World Congress of Cardiology in Dubai.

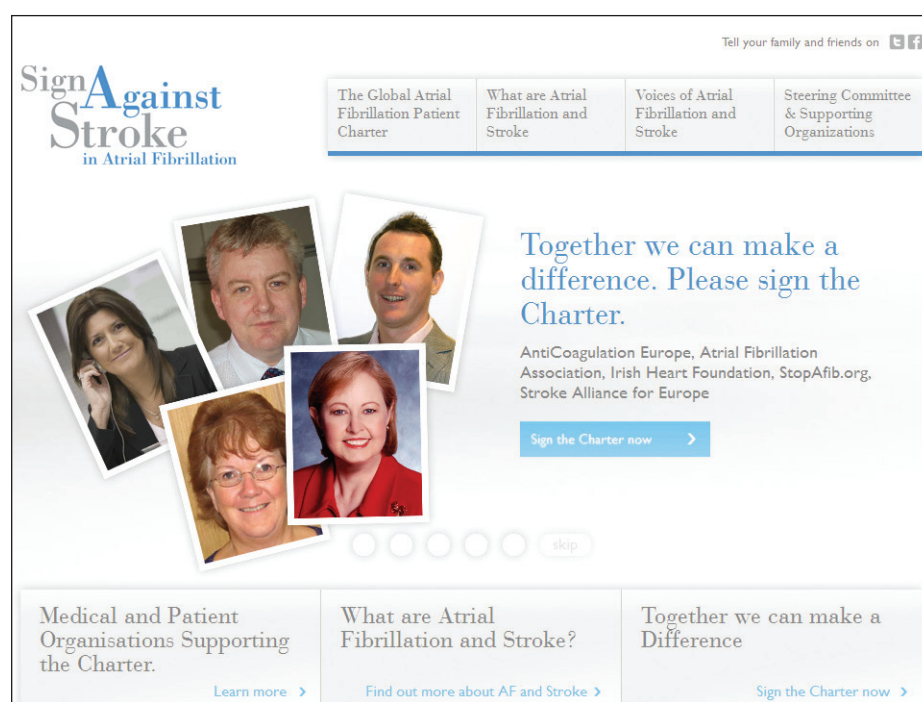
**Tell us about the creation of the Global Atrial Fibrillation**

**Patient Charter and the Sign Against Stroke in Atrial Fibrillation campaign.**

As your readers know, atrial fibrillation is the most common heart rhythm disorder, affecting about 6 million in Europe, 8 million in China, and over 2.6 million in the United States.

*continued on page 12*

# The Global Atrial Fibrillation Patient Charter and the Sign Against Stroke in Atrial Fibrillation Campaign



**Figure 1:** Representatives of patient organizations — including Melanie True Hills from StopAfib.org; Trudie Lobban, MBE, from the Atrial Fibrillation Association and Arrhythmia Alliance; Chris Macey from Irish Heart Foundation; Eve Knight from AntiCoagulation Europe; and James Beeby from Stroke Alliance for Europe — compose the Charter Steering Committee that led the efforts to develop the Sign Against Stroke in Atrial Fibrillation campaign.

## GLOBAL AF PATIENT CHARTER 5 CRITICAL RECOMMENDATIONS

With input from patient organizations from around the world, the Global AF Patient Charter contains five critical recommendations to raise awareness about atrial fibrillation, encourage early diagnosis, and help ensure patients receive the most advanced treatment available. The five recommendations are:

1. Implement public information and education campaigns to raise awareness of the early signs of AF, the risk factors of stroke and the importance of pulse checks.
2. Make AF-related stroke prevention and care a national healthcare priority.
3. Implement widely accepted clinical guidelines on the treatment of AF and AF-related stroke at a national level.
4. Enhance medical education and best practices in the healthcare workforce to improve prevention, detection, and management of AF and AF-related strokes.
5. Ensure technologies that improve prevention, diagnosis and treatment of people with AF or at risk of AF-related stroke are made appropriately available at the earliest opportunity.

*Continued from cover*

Those with afib have a greater risk for serious and debilitating stroke. Organizations concerned about afib, heart rhythm disorders, anticoagulation, and stroke believe that the needs of these patients are the same, whether they're in China or America, Germany, or Brazil.

Because afib and afib-related strokes affect so many worldwide, a steering committee of six patient organizations — StopAfib.org, the Stroke Alliance for Europe (SAFE), Irish Heart Foundation, Atrial Fibrillation Association, Arrhythmia Alliance, and AntiCoagulation Europe — came together in 2011 to organize the Global Atrial Fibrillation Patient Organization Summit. At that summit last fall, 39 patient organization representatives from 20 countries met to find ways to raise awareness of this growing problem and to develop a charter that would become a statement about how the group plans to help people living with atrial fibrillation. The Global AF Patient Charter was created to bring a worldwide, unified voice to improving the care and treatment of individuals living with afib and afib-related stroke. The Charter is available in 21 languages on the [www.signagainststroke.com](http://www.signagainststroke.com) website.

However, the Global AF Patient Charter is just the first step. The Sign Against Stroke in Atrial Fibrillation campaign was developed to coordinate a global groundswell of support for the Charter's call to action recommendations. The steering committee and endorsing organizations will use the Charter to put afib care and afib-related stroke prevention at the top of national healthcare agendas.

**Why was it important for StopAfib.org to get involved with the AF Charter and campaign? How were you approached to join?**

It was a natural fit for us to engage in this effort, since it extends the work we do every day. StopAfib.org has worked on the global level for several years, including collaborating with several of the other steering committee organizations, so it made sense for us to collaborate with the other organizations in steering this effort. The tenets of the Charter align well with our mission and vision to raise awareness of atrial fibrillation, which includes the increased risk of stroke for those living with afib. As someone who has lived with afib every day, and has had blood clots and a close call with a stroke, raising awareness and improving the quality of life for those living with afib is a passion near and dear to my heart.

**The Global Atrial Fibrillation Patient Charter and the Sign Against Stroke in Atrial Fibrillation campaign were launched at the World Congress of Cardiology, April 18-21, 2012. You attended this meeting; what was the response like to the Charter and campaign during the meeting?**

We launched the Global AF Patient Charter and the Sign Against Stroke in Atrial Fibrillation campaign with a press conference on the first day of the World Congress of Cardiology. We were very honored to have the distinguished Professor Mohamed Sobhy, who is President of the Egyptian Society of Cardiology, to present alongside us at the press conference. He spoke in Arabic about atrial fibrillation and helped ensure that our messages about the Charter resonated in the Arab world. We had one-on-one interviews with the media following the press conference and throughout the week, resulting in a huge amount of media coverage through the Middle East and elsewhere. Several longer lead-time



publications will be running stories during the coming weeks as well.

Throughout launch week in Dubai, steering committee members hosted a booth at the Congress to drive awareness of afib and the Charter and to urge attendees to support the effort by signing the Charter. I spent a great deal of time in the booth talking with visitors about the campaign and our goals.

There was much excitement and passion for this mission and Charter at the Congress, and it was really thrilling to see a coalescing of support for the Charter around the globe as well. Concurrent with the launch in Dubai, steering committee member organizations were also busy promoting the campaign around the globe through press releases, news stories, and social media. We were energized by all of the people signing on to endorse the Charter from most countries around the globe, because it truly makes a difference and helps raise awareness of this condition that destroys so many lives.

We couldn't have been happier with the level of interest and commitment during the launch in Dubai — people, one after the other, stopped and took time to sign the Charter. Many Congress attendees were so excited about the mission that they would return to the booth with four or five colleagues to sign the Charter. Even though we had two giant iPads as well as regular iPads available, we still had lines of people waiting to sign the Charter. It was an attention-grabbing booth. Crowds would gather around to watch people sign the Charter on the giant iPad. After signing the Charter online with the iPads, their name, city, country, and flag would appear on the screen as the latest signee (as in Figure 4), and many would take pictures to then go show their friends and colleagues. The excitement and passion the attendees shared for this mission was truly amazing. Particularly gratifying was the number of booth attendees who also were asking their organizations to endorse the Charter.

At the booth, we also provided visitors with printed copies of the Charter, available in English and Arabic, and showed them where they could download copies of the Charter in 21 languages to share with colleagues, patients, family, and friends back home.

**How many medical and patient organizations have joined the campaign thus far? Do you expect more to join in the future?**

As of the launch, 70 patient organizations and medical societies from 39 countries had endorsed the campaign, including the World Heart Federation and the Heart Rhythm Society. The full list of organizations is available on the website, [www.sign-against-stroke.com](http://www.sign-against-stroke.com).

We are actively seeking more endorsements and look forward to more patient organizations and medical societies signing on. As we spread the word about the Charter and inspire action, more and more groups from around the world will join forces with us to raise awareness about this widely under-diagnosed and under-treated condition.

#### **Discuss the critical recommendations of the Global AF Patient Charter and its supporting campaign, Sign Against Stroke in Atrial Fibrillation.**

The Global AF Patient Charter focuses on five critical recommendations (see sidebar) that encompass raising awareness of afib and strokes as well as pulse checks for earlier diagnosis, making afib care and stroke prevention a national priority, implementing widely-accepted guidelines, enhancing education and best practices around diagnosing and treating afib, and ensuring that those living with afib have access to appropriate care at the earliest possible time.

We believe that if countries take action on these five recommendations, both the economic and social burdens of afib and afib-related stroke can be reduced in meaningful ways, translating into great benefits for patients and healthcare systems. Gathering signatures to demonstrate support of an issue is a tried-and-true way of compelling policy makers, national governments, and healthcare professionals to take action. This is the central focus of the Sign Against Stroke in Atrial Fibrillation campaign, and will be used by endorsing organizations to gain attention to this problem within their own countries.

**How many have signed the Sign Against Stroke in Atrial Fibrillation campaign thus far? When do you expect to reach the goal of 1.7 million signatures?**

As of now, over 4,000 people around the globe have signed the Charter. We hope those who have already signed

*continued on page 14*

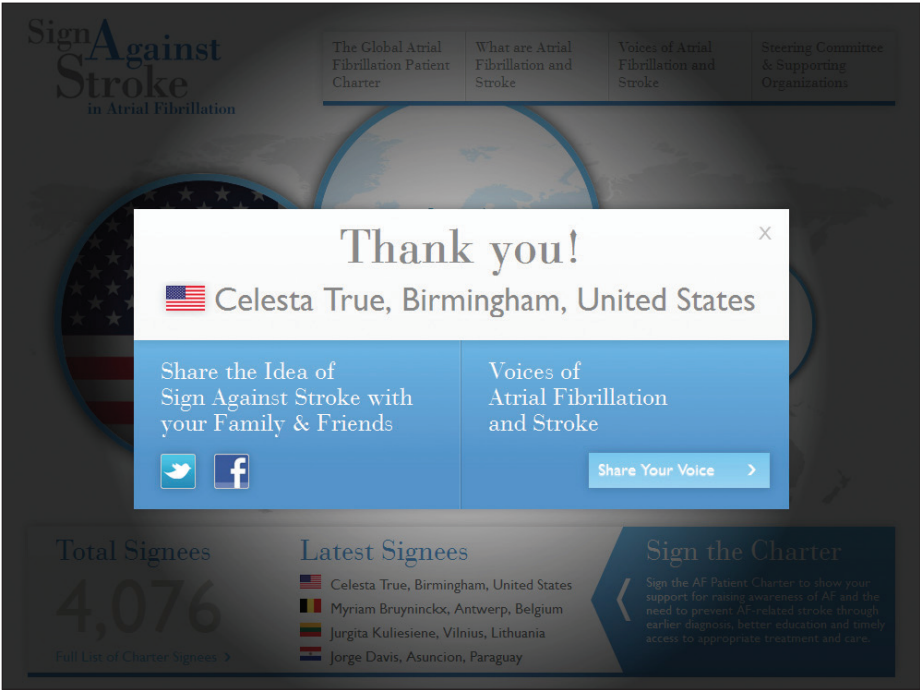
The screenshot shows the 'Sign Against Stroke in Atrial Fibrillation' website. At the top, there's a navigation bar with links: 'The Global Atrial Fibrillation Patient Charter', 'What are Atrial Fibrillation and Stroke', 'Voices of Atrial Fibrillation and Stroke', and 'Steering Committee & Supporting Organizations'. Below this, a 'Latest Signees' section lists names and locations from Ecuador. A large counter displays '4,127 Total Charter Signees Worldwide'. A 'Please Sign the Charter' form is visible, with fields for Name, Country, and City, and checkboxes for email updates and agreement to terms. To the right, the 'The Global Atrial Fibrillation Patient Charter' section explains the charter's purpose and goals. Below that, the 'Executive Summary and Global AF Patient Charter' section provides a detailed overview of atrial fibrillation and the charter's objectives.

**Figure 2:** The Global AF Patient Charter aims to improve the care and treatment of individuals living with atrial fibrillation and prevent afib-related stroke across the world. To be accessible to those across the globe, the Charter is available in 21 languages.



**Figure 3:** The Global AF Patient Charter is truly a worldwide effort. To increase awareness about atrial fibrillation at the World Congress of Cardiology in Dubai this past April, members of the Charter Steering Committee hosted a booth, which allowed attendees to sign the Global AF Patient Charter and learn more about the goals of the campaign. Often, there were lines of attendees at the giant iPads to sign the Charter.





**Figure 4:** After someone signs the Charter online, the Thank You screen provides the opportunity to share the information about afib and the campaign by Tweeting or posting on Facebook.

**Cover Story**  
Continued from page 13

will share the website with their friends, families, and colleagues and encourage them to learn more about afib and show their support by signing. Many of the endorsing organizations are planning events and media promoting the Charter and campaign. The steering committee will also have a booth at major medical meetings, and we hope to meet many of your readers when they come to sign the Charter.

The goal of Sign Against Stroke in Atrial Fibrillation is to gather 1.7 million signatures in support of the Charter — one for each of the estimated number of grandparents, mothers, fathers, aunts and uncles killed or disabled by afib-related strokes every year. These signatures will be used as a tool to inspire healthcare decision makers in countries across the world to take action. Demonstrating strong support behind the Charter recommendations will help put afib and afib-related stroke prevention at the forefront of national health agendas. The 1.7 million figure is a long-term goal that we hope to reach as we continue to raise awareness of the Charter and campaign.

Please take just a couple of minutes to go to the website to sign the Charter and to circulate it among colleagues, patients, family, and friends, asking them to sign it as well.

**Did related events take place at the recent Heart Rhythm sessions in Boston?**

The Sign Against Stroke in Atrial Fibrillation booth was at the Heart Rhythm 2012 conference; attendees could visit to sign the Charter and learn more about the campaign. With the Heart Rhythm Society as one of our endorsers, we hope that the campaign presence at the conference generated as much enthusiasm as at the Dubai meeting.

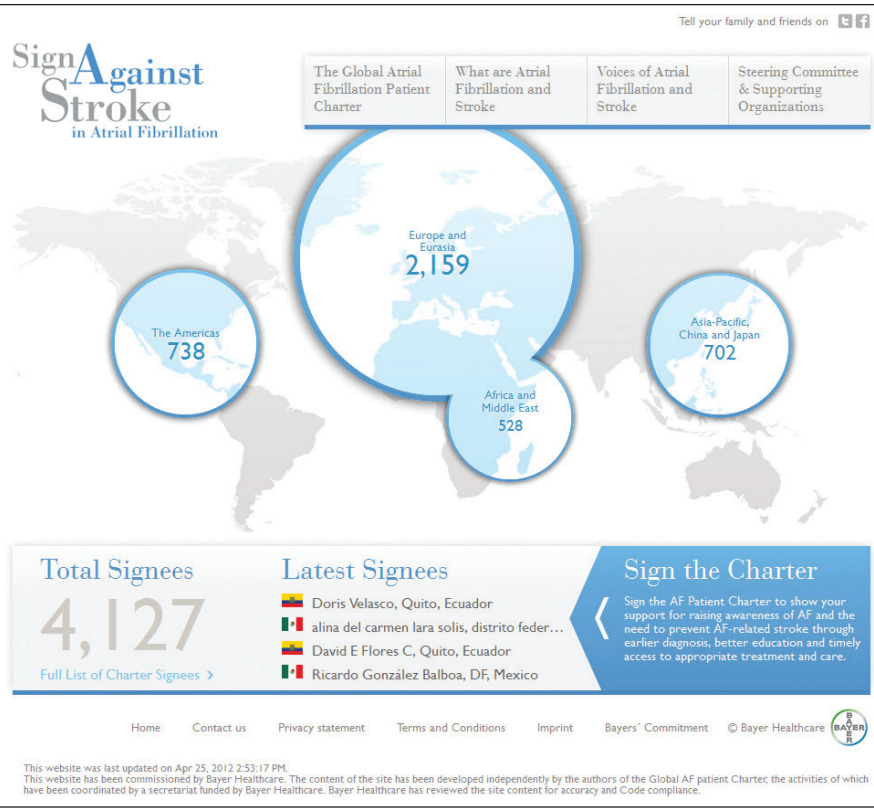
**Is there anything else you'd like to add?**

On behalf of the steering committee and our endorsing organization partners, we hope anyone interested in improving the care and treatment of those with afib and at risk for afib-related stroke will take a moment to join us in this very simple but effective way by signing on to the Charter at [www.signagainststroke.com](http://www.signagainststroke.com).

The steering committee is also grateful to Bayer Pharma AG for supporting our efforts to independently create the Global AF Patient Charter, by funding a secretariat to coordinate our efforts and have a booth at major medical meetings. Bayer also supported the Charter website and reviewed the steering committee's site content to ensure accuracy and Code compliance. Thank you for the opportunity to talk about this important effort. ■

For more information, please visit:  
[www.signagainststroke.com](http://www.signagainststroke.com)

**Figure 5:** About 70 patient organizations and medical societies from 39 countries have endorsed the Charter and campaign, including the World Heart Federation and the Heart Rhythm Society. Organizations that endorsed the Charter received recognition at the World Congress of Cardiology in Dubai with their logos prominently displayed on the booth and on printed and downloadable copies of the Charter. In addition to receiving printed copies of the Charter in English and Arabic, visitors were shown how to download translations of the Charter.



**Figure 6:** More than 4,000 people around the world have signed the Charter. Many of the endorsing organizations are planning events to promote the Charter and campaign. Through the Sign Against Stroke website, you can see how many people from each part of the world have signed the Charter.

Signee No. 1,648		Hernáni Sérgio, Lisbon, Portugal
Signee No. 1,647		Michal, Jerusalem, Israel
Signee No. 1,646		wanda pope, oshawa, Canada
Signee No. 1,645		Klara Urban, Budapest, Hungary
Signee No. 1,644		Linda Rose, London, United Kingdom
Signee No. 1,643		John Camm, London, United Kingdom
Signee No. 1,642		Hugh Linnehan, Fuegen, Austria
Signee No. 1,641		AGOSTINO ISTRINI, NAPOLI, Italy
Signee No. 1,640		Shafi uz Zaman, Bannu, Pakistan
Signee No. 1,639		Ellen Pillersdorf, Cold Spring, United States
Signee No. 1,638		Richard Myerly, Lake Okoboji, United States

**Figure 7:** In addition to signing the Charter online, look for steering committee members at major medical meetings, where they'll provide information about the campaign and a chance to sign and join other leaders in the medical community in signing the charter.