

Availability of Your Key Health Information Can Speed the Delivery of Lifesaving Heart Attack Treatment

Service securely connects first responders to accurate patient health information at the point of care

Over one million Americans will suffer a heart attack this year, according to the American Heart Association (AHA). Coronary heart disease, the number one cause of heart attack, is the nation's single leading cause of death.

The AHA provides in-depth information and tips to live a healthy lifestyle and help prevent a heart attack. But once you or your loved one has begun to experience the symptoms of a heart attack, the battle becomes one against time. Recognizing the signs and acting quickly are your best weapons.

Heart attack symptoms include chest discomfort, shortness of breath and discomfort in other areas of the upper body (e.g., one or both arms, the back, neck, jaw or stomach). Women having a heart attack are more likely to experience shortness of breath, nausea/vomiting and back or jaw pain.

It is critical to call 9-1-1 should one or more of the above symptoms be present. Emergency personnel can begin lifesaving treatment when they arrive, often up to one hour sooner than if someone goes to the hospital by car. The AHA states that while new medications and treatments developed in recent years can benefit heart attack victims, to be effective, they must be given relatively quickly after heart attack symptoms first appear.

A patient's treatment can also be expedited when emergency personnel have access to an accurate medical history of the patient. Immediate access to medical details, including a patient's allergies, health conditions and medications, enable quicker, more accurate treatment decisions.

In the ideal situation, the patient or a family member would be able to provide the needed information. But that is not always the case. When a patient is unconscious and unable to provide pertinent information at the point of care, emergency personnel must spend valuable time to identify vital patient information or treat the patient without his/her medical history.

A unique service is now available that quickly delivers a patient's critical health information to first responders during a medical emergency. This new service is called MyVitalData™. Authorized healthcare and emergency professionals are provided patient-specific health information at the point of emergency care, to enhance diagnosis, treatment, and follow-up care decisions.

So whether the crisis is a heart attack, stroke or other serious event, MyVitalData provides emergency professionals with the need-to-know data that can help patients improve their medical outcomes.

What's more, MyVitalData recognizes the importance of support from loved ones during a medical emergency. Fear and anxiety can strongly affect a patient's treatment and recovery. An alerting

feature automatically notifies, via email or cell phone text message, the member's pre-determined contact lists (family, physician, friends, etc.) about when and where he/she is receiving emergency care.

Enrollment is easy and can be completed for your entire family in a few minutes.

To learn more about MyVitalData or to become a member, go to www.myvitaldata.com or call 1-888-MVD-DATA (683-3282).

