

PRESS RELEASE

FOR IMMEDIATE RELEASE

June 26, 2003

PORT RICHEY MEDICAL CENTER ONE OF ONLY THREE IN THE COUNTRY TO OFFER NON-INVASIVE DIAGNOSTIC IMAGING TO DETECT HEART DISEASE

Florida Institute for Advanced Diagnostic Imaging in Port Richey has announced revolutionary, new diagnostic imaging capabilities for early detection of heart disease. The remarkable new technology called Coronary CT Angiography or CTA, utilizes brand new 16-slice CT technology, which can provide rotating, textbook quality 3D images of the heart. **Florida Institute For Advanced Diagnostic Imaging** is one of only three medical facilities in the United States, and the first in Florida, to have such technology.

The Coronary CTA scan isolates the heart by visually removing surrounding structures and can discover signs of heart disease by visualization of coronary arteries, calcified and/or soft plaque, heart chambers, bypass grafts, and stents that would be invisible in EKG's, stress testing, calcium scoring, and even cardiac catheterization.

The Coronary CTA heart scan can quickly, safely and accurately detect the build-up of hard and soft plaque, which can clog arteries or dislodge to cause a heart attack. This medical break-through is the only method available to accurately and non-invasively detect dangerous soft plaque. Moreover, it reduces the need for expensive, painful and invasive tests such as the catheter angiography, in which a catheter is inserted into the arm or groin, and then passed through a tube into the heart. Detection and treatment of soft plaque is the key to preventing many deadly heart attacks.

For thousands of people each year, a first heart attack is fatal with no previous diagnosis of heart disease. "This amazing new technology is a tremendous leap forward in the prevention of such premature deaths. The CT's remarkable speed makes it possible to scan the entire heart in only 30 seconds or just one breath hold. Completely painless and non-invasive, it will undeniably save the lives of many potential heart attack victims," states **Florida Institute For Advanced Diagnostic Imaging's** Director, Dr. Steven Strobbe.

The scan, or picture, of the heart is taken using the break through technology of a Toshiba Aquilion 16-slice computed tomography (CT) scanner equipped with sophisticated cardiology software that provides astoundingly accurate photographs of the heart. John Hopkins University and Long Beach Medical Center are the only other centers in the country with this technology in cardiology. Images are captured every half-second, in .5 mm slices and quickly transmitted to physicians who can now make more accurate diagnoses based on three-dimensional, color images that precisely mirror the actual internal organs and can even include details of fine vessels.

Heart disease is the nation's leading killer; over 500,000 Americans die each year from heart attacks. Cardiovascular diagnostic imaging can particularly benefit those with risk factors such as smoking, diabetes, high cholesterol, high blood pressure, overweight and those with family history of heart disease. Symptoms of heart disease include chest pain or shortness of breath. However, over 150,000 Americans who die each year from heart disease had no warning signs, and the CT heart scan can help in prevention of such deaths through early detection.

Florida Institute For Advanced Diagnostic Imaging is an official Toshiba Show Site. This prestigious honor places **Florida Institute For Advanced Diagnostic Imaging** on the forefront of new technological advancements and as a leader in cardiac imaging. Toshiba, one of America's leading medical equipment developers announced the development of the Aquilion 16-slice CT Scanner late last year. The new equipment costs approximately \$1.7 Million.

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