



NEWS RELEASE

For Immediate Release

**Contact: Ellen Cole, Director of Marketing
Phone: (850) 325 -5021
Pager: (850) 531-4266**

CAPITAL REGIONAL MEDICAL CENTER FINDS A COOL WAY TO HELP HEART ATTACK VICTIMS

August 28, 2009– Capital Regional Medical Center now offers victims of a heart attack hypothermia therapy, or cooling of the body temperature, as a method to reduce the damage caused to the brain and heart tissue associated with a heart attack. The use of hypothermia therapy is new to the United States, less than 300 hospitals currently use this treatment, but has become a standard practice in many overseas countries. Research related to the use of hypothermia therapy resulted in significant improvement in the survival of a heart attack according to the New England Journal of Medicine.

“This is an exciting opportunity to work with our EMS services to provide cutting edge treatment to the people of Tallahassee and the surrounding areas,” stated Director of Emergency Services, Susie West. “Add this treatment to our ability to keep our average wait times in the ER below the national average and I think the people of Tallahassee are very lucky to have access to this level of care in a smaller city.”

“We applaud the Leon County Emergency Medical Services team for working with both hospitals to develop this new treatment for their clients and our patients,” added Capital Regional Medical Center CEO, Bud Wethington. “It isn’t every day that you find everyone working together to make sure that the citizens of Tallahassee have access to this advanced care.”

Capital Regional Medical Center’s emergency room saw over 52,000 visits in 2008 and is expected to see a total of over 55,000 visits in 2009. In addition, all of Capital Regional’s emergency services physicians are board certified in emergency medicine and Capital Regional is the areas first Chest Pain Center as accredited by the Joint Commission. It is also the areas only Primary Stroke Center utilizing tele-neurology for the diagnosis and treatment of stroke patients; is the only emergency services in the area to text wait times directly to your cell phone and is the areas only medical center to offer all private rooms for the care and comfort for our patients, no matter why they are in the hospital.

For more information about Capital Regional Medical Center, please check our web page at www.capitalregionalmedicalcenter.com

-XXXXX -