



EISENHOWER MEDICAL CENTER

Eisenhower First in Southern California to Use Newly FDA Approved Cardiac Imaging Software

For Immediate Release

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Rancho Mirage, Calif. (January 18, 2008) On January 17, 2008, Eisenhower Medical Center became the *first* hospital in Southern California to use EnSite Fusion™, advanced cardiac imaging software approved for use by the Federal Drug Administration on January 16, 2008. The new software will help physicians produce more detailed images of the heart for diagnosis and treatment of complex abnormal heart rhythms, including atrial fibrillation.

Eisenhower Electrophysiologists Leon Feldman, MD and Andrew Rubin, MD were the first physicians in Southern California to utilize St. Jude Medical's innovative software with its enhanced capabilities. "This is a clear example of Eisenhower's commitment to provide the latest technology in diagnosing and treating heart rhythm disorders," says Dr. Feldman. "The EnSite System now provides enhanced capabilities to target a known cause of atrial fibrillation."

St. Jude Medical's EnSite Fusion software incorporates an EnSite System-created chamber model with a three-dimensional computed tomography (CT) model, resulting in a 3-D, color, comprehensive image of a chamber of the heart in which physicians can navigate electrophysiology catheters, display important electrical information and effectively guide treatment delivery.

EnSite Fusion is the first and *only* tool with the capability for "dynamic registration" which allows physicians to match the EnSite System-created model at key anatomic positions to more accurately adapt to the 3-D, CT model.

“Our goal is to always provide optimal patient care,” says Dr. Rubin. “That goal is further realized by Eisenhower’s commitment to acquiring the most advanced, cutting-edge technology for their patients. As a result, Coachella Valley residents with atrial fibrillation now have the opportunity to improve their quality of life, free of this debilitating cardiac disorder.”

EnSite Fusion also displays electrical information such as voltage, activation timing and lesion data directly on the CT model. In addition, EnSite Fusion provides the flexibility to transition quickly between the fused model and the original EnSite model throughout the procedure, helping clinicians optimize the view to best meet the specific demands of the procedure.

Eisenhower Medical Center is a not-for-profit, comprehensive health care institution distinguished nationally in 2005 as a 100 Top Hospital by Solucient®, the market leader for benchmarks and trends in business health care. Eisenhower’s campus includes the 289-bed Eisenhower Hospital, the Betty Ford Center at Eisenhower, the Barbara Sinatra Children’s Center at Eisenhower, and the Annenberg Center for Health Sciences at Eisenhower. The medical center is renowned for its Centers of Excellence in Orthopedics, Cardiovascular at the Eisenhower Smilow Heart Center, and Oncology at the Eisenhower Lucy Curci Cancer Center. Situated on 130 acres in Rancho Mirage, the medical center has provided a full range of quality medical and educational services for more than 35 years for residents and visitors to the greater Coachella Valley. For more information, visit www.emc.org.