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FOR IMMEDIATE RELEASE

**FIRST PATIENT FROM CHESAPEAKE REGIONAL MEDICAL CENTER
TREATED IN NEW ST. JUDE MEDICAL TRIAL**

Participation aims to show improved effectiveness for heart failure patients

CHESAPEAKE – Administrators at Chesapeake Regional Medical Center today announced that a physician has treated the first local patient enrolled in a new trial sponsored by St. Jude Medical. CRMC is the only hospital in Virginia and one of 50 nationwide centers participating in the MultiPoint™ Pacing IDE clinical study to evaluate improved outcomes, such as improved blood flow and cardiac function, in heart failure patients who are not responding to traditional cardiac resynchronization therapy (CRT).

CRT can be delivered to resynchronize the beating of the heart's lower chambers (ventricles), which often beat out of sync in heart failure (HF) patients. Studies show that CRT can improve the quality of life for many patients with HF, a progressive condition in which the heart weakens and loses its ability to pump an adequate supply of blood.

Dr. Venkat Iyer, an electrophysiologist with Cardiovascular Associates, Ltd., recently completed the first procedure at CRMC. "My partners and I are proud to be working with Chesapeake Regional Medical Center and St. Jude Medical to evaluate this new and necessary tool for patients who do not otherwise respond to traditional cardiac resynchronization therapy. This is potentially a huge breakthrough in this field."

According to the Heart Failure Society of America, heart failure (HF) affects nearly 5 million people in the U.S., and approximately 400,000 to 700,000 new cases are diagnosed each year.

Heart failure occurs when the heart is unable to pump enough blood to meet the body's demands, usually due to the heart's inability to contract or relax properly. Heart failure has many underlying causes, such as coronary artery disease, high blood pressure (hypertension), atrial fibrillation or congenital heart disease. When lifestyle changes and medication treatments are no longer able to effectively manage HF, other treatments such as CRT are required.

The new MultiPoint pacing provides the ability to deliver two left ventricular (LV) pacing pulses, either simultaneously or sequentially, rather than the current standard single pulse for each pacing cycle (heartbeat). This may be beneficial in further increasing the percentage of people who respond to CRT, because it can capture a larger area of the cardiac anatomy, by engaging areas around already damaged tissue.

“Demonstrating our commitment to patients, Chesapeake Regional Medical Center and my partners, are proud to announce our participation in the MultiPoint Pacing study,” said Dr. H. Lee Kanter, director of electrophysiology at Chesapeake Regional Medical Center, and the study’s principal investigator. “We recognize the potential benefits to heart failure patients by synchronizing their heart for improved blood flow and an overall improved quality of life. We look forward to contributing to the study in a meaningful way.”

The MultiPoint Pacing clinical study is conducted under an Investigational Device Exemption (IDE) from the U.S. Food and Drug Administration (FDA).

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About Chesapeake Regional Medical Center

For more than 35 years, Chesapeake Regional Medical Center has been privileged to care for the Hampton Roads community. As the region’s only independent, acute-care facility, Chesapeake Regional provides advanced medical capabilities with the personalized service only a community hospital can offer.

The cornerstone of the Chesapeake Regional family, Chesapeake General Hospital has 310 all-private beds arranged in special nursing units to provide the best possible care for our patients. Affiliate services include the Diagnostic Center of Chesapeake, the BirthPlace, the Jennings Outpatient Center, the Lifestyle Center, two sleep centers, the Sidney M. Oman Cancer Center and more. The organization has more than 2,300 employees and nearly 600 physicians on staff from every major medical discipline.