



**For Immediate Release
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iPOD® FOR THE HEART

*Arizona Heart Institute and Hospital is the First to Offer a Video Podcast Site for
Cardiovascular Education*

The Arizona Heart Institute and Hospital are joining the video iPod® and podcasting revolution by providing immediate access into the medical world, with cutting-edge information and research in cardiovascular disease, its prevention and treatment.

By subscribing to a free podcast feed through a podcast directory such as iTunes®, users will have access to up-to-date audio and video programming on medical information automatically downloaded to their iPod® or computer.

Arizona Heart becomes the first medical institute to utilize the new video podcasting capabilities to better educate and inform physicians and patients about the latest-breaking medical advancements, events, educational segments, documentaries, interviews, lectures and LIVE cases happening daily.

“The video iPod® is the TiVo® of the internet,” said Dr. Grayson Wheatley, cardiovascular surgeon and creator of Arizona Heart’s www.cvmd.org website. “It’s news and education on-the-go and on-demand. Users worldwide have access to credible medical information from an established leader in cardiovascular care that would not otherwise be as readily available.”

Through a centralized website, <http://www.cvmd.org> (cardiovascular medical doctor.org), patients, healthcare professionals, hospital administrators and scientists will gain unrestricted access to the highest quality multi-media educational materials relating to cardiovascular medicine and surgery.

Arizona Heart’s new iPod® media channel will allow specialists, peers and patients to tune-in to its audio and video library, dating back to 1983, when the Arizona Heart Institute broadcast a live telecast of the first open-heart surgery on prime time television (PBS) worldwide. For 35 years, Arizona Heart has been a world-renowned leader in cardiovascular research and education.

Note: Arizona Heart’s Medical library is also available through the www.cvmd.org website without the use of an iPod®.

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