

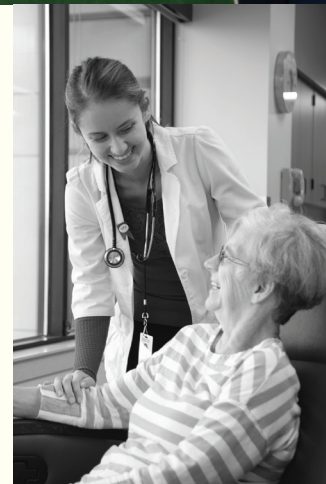


A Modern Lab for Heart Rhythm Disorders

A life-saving investment: When you donate in support of our electrophysiology labs, you give people with heart rhythm disorders the best chance to be diagnosed and treated before a stroke or cardiac arrest.

An increasing need: Atrial fibrillation and other heart rhythm disorders are becoming more and more common as our population ages and as our friends and neighbors struggle with healthy lifestyle choices. In fact, the U.S. National Library of Medicine projects the number of people with atrial fibrillation will rise from 5.2 million in 2010 to 12.1 million in 2030.

A state-of-the-art approach: The Rochester Regional Sands-Constellation Heart Institute is already recognized across Rochester and Western New York as a center of excellence in diagnosing, preventing, treating and managing heart disease and conditions. Modernizing the existing EP lab at Unity Hospital – and adding an additional lab at Rochester General Hospital – allows us to continue to be at the forefront of care well into the future. These improvements mean patients will have easier access when scheduling, and our dedicated medical teams will benefit from new imaging equipment that offers a clearer view and is at the top of the line for safety and ergonomics.





ROCHESTER REGIONAL HEALTH



“The time has come to transition the Unity EP Lab to state-of-the-art technology. High definition imaging, monitors, and intracardiac mapping provide us, the physicians, with a previously unknown level of visibility and accuracy. This improved visual acuity increases the breadth of our procedures and increases the successfulness of our intricate interventions. And during critical surgeries and procedures, such clarity can mean the difference between saving or losing a life.”

Sarah Taylor, MD FACC
Clinical Cardiac Electrophysiology
Sands Constellation Heart Institute

