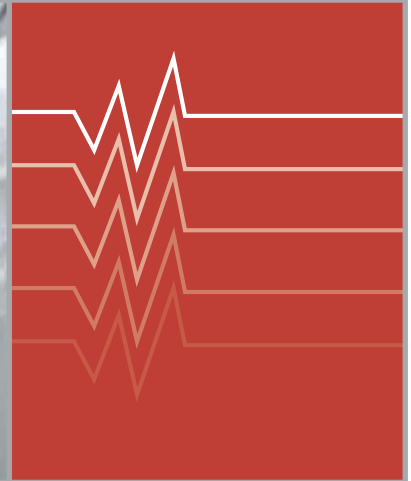
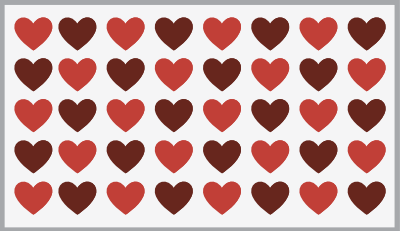




Heart

STROKE & VEIN



SPECIAL ADVERTISING SECTION



Walking is low-risk and easy to start. It can help keep you fit and reduce your risk of serious diseases, like heart disease, stroke, diabetes and more. A regular walking program can also: Improve your cholesterol profile, lower blood pressure, increase your energy and stamina, boost “couch potato” bone strength, and even prevent weight gain. American Heart Association recommends adults get 150 minutes or more of moderate-intensity physical activity or 75 minutes of vigorous activity each week. Even short 10 minute activity sessions can be added up over the week to reach this goal. If you would benefit from lowering your blood pressure or cholesterol, aim for 40 minute sessions of moderate to vigorous activity three to four times a week. You could do this by briskly walking two miles (about 4 miles/hr.). If that’s too fast, choose a more comfortable pace.



PICK UP THE PACE

To warm up, walk at an easy tempo for the first several minutes. Then gradually adopt a more purposeful pace. A good way to add variety is to incorporate some brisk intervals. For example, walk one block fast, two blocks slow and repeat several times. Gradually add more fast intervals with shorter recovery periods. Concentrate on increasing your speed while maintaining good posture. Walking hills is a great way to tone your legs. Using Nordic walking poles can help you burn more calories and give you better posture and overall muscle endurance. Treadmill walking, while not as scenic, can be convenient during bad weather. The end of your walk is an ideal time to stretch since your body is warmed up. Stretch your hamstrings and calves as well as your chest, shoulders and back. Hold each stretch for 15 to 30 seconds. Track your progress. Although experts recommend walking at least 30 minutes a day, there are no hard and fast rules. Walking 60 minutes a day at brisk intervals will help you burn more calories. Fit walking into your schedule whenever you can. That may mean three 10-minute walks over the course of a day. The best schedule is one that keeps you walking and keeps you fit!

BE SAFE

Avoid traffic accidents. Listening to lively music while you walk is a great way to energize your workout. But if you wear headphones, keep the volume down and watch out for traffic that you may not hear. Wear light colors or reflective clothing and carry a flashlight or glow stick if you walk when visibility is low. Walking on sidewalks is best. If you have to walk on the street, stick to streets with lower speed limits. Faster streets are riskier because motorists are less likely to see pedestrians and cannot stop as quickly. Accidents involving pedestrians have an 85 percent chance of becoming fatal if the car is moving at 40 mph as compared to only 5 percent if the speed is 20 mph. Know your area. Pay attention to what businesses are open in the area you’ll be walking and know the location of emergency telephones. Walk on well-traveled streets rather than taking shortcuts in less crowded areas such as alleys or parking lots. If you give the message that you are calm, self-assured and have a purposeful gait, you’ll lower your chances of becoming a victim. Two heads are better than one. Walking with a partner or in groups discourages crime and may help alert you to dangers such as speeding motorists or unleashed dogs. If you experience foot, knee, hip or back pain when walking, STOP and check with your doctor to find out the cause. You may need special exercises or better shoes. If you have osteoarthritis and experience increased joint pain lasting an hour or two after walking, consider an alternate activity like stationary cycling or water exercise. But don’t stop exercising!



PHOENIX HEART WALK IS A CELEBRATION OF LIFE, PHYSICAL ACTIVITY AND THE FUNDRAISING HELPS FIGHT HEART DISEASE AND STROKE.
2017 PHOENIX HEART WALK IS SATURDAY, MARCH 18TH,
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To find out more about your heart health, take a Heart Risk Assessment at AbrazoHealth.com/YourHeart, or call **888-845-6229** to find a doctor near you.



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GET READY

All you need to get started are comfortable clothes and supportive shoes. Layer loose clothing, keeping in mind that brisk exercise elevates the body's temperature. Shoes designed for walking or running are best. Make sure you have a little wiggle room between your longest toe (1/2") and the end of the shoe. Avoid cotton socks since they retain moisture and can promote blisters.

WORK ON YOUR TECHNIQUE

- **Begin with short distances.** Start with a stroll that feels comfortable (perhaps 5-10 minutes) and gradually increase your time or distance each week by 10-20 percent by adding a few minutes or blocks. If it's easier on your joints and your schedule to take a couple of 10- to 20-minute walks instead of one long walk, do it!
- **Focus on posture.** Keep your head lifted, tummy pulled in and shoulders relaxed. Swing your arms naturally. Avoid carrying hand weights since they put extra stress on your elbows and shoulders. Don't overstride. Select a comfortable, natural step length. If you want to move faster, pull your back leg through more quickly.
- **Breathe deeply.** If you can't talk or catch your breath while walking, slow down. At first, forget about walking speed. Just get out there and walk!

HALLE HEART CHILDREN'S MUSEUM TEACHES YOUTH TO MAKE HEALTHY CHOICES THROUGH FUN, INTERACTIVE EXHIBITS

On most weekday mornings, 200 elementary school students file into the American Heart Association's Halle Heart Children's Museum in Tempe. Ooohs, aaahs and shrieks of delight fill the air, as the students are greeted by a whale-size model of the human heart and life-size replicas of an Asian elephant, a giraffe and several other wild animals.





“Who can tell me what happens to a zebra’s heartbeat as he runs through the savanna,” asks Debbie Pass, a Halle Heart Children’s Museum Heart Guide. The students look around, puzzled. Some venture a guess, while others patiently wait for the answer. “Let’s find out,” Pass says, as she presses a button that makes the sounds of a zebra’s heartbeat come to life. “As the zebra starts to run,” she explains, “his heartbeat speeds up, because it’s working faster to pump blood through his body. When you run, the same thing happens to you!” The children nod with understanding, and explore the life-size models of animal hearts before they move on to the other exciting, interactive exhibits.

Opened in 1996 and renovated in 2010, the Halle Heart Children’s Museum is the only interactive cardiovascular learning facility in the nation. “The Halle Heart Children’s Museum combines family activity, education, recreation and interactive experiences to challenge developing young minds,” said Greater Phoenix Division Board Member Aye Thandar Win, MD. “Each year more than 40,000 children and adults visit the museum and are educated in a fun, interactive environment about how to make healthy food choices, become more physically active and say no to smoking and tobacco use.”



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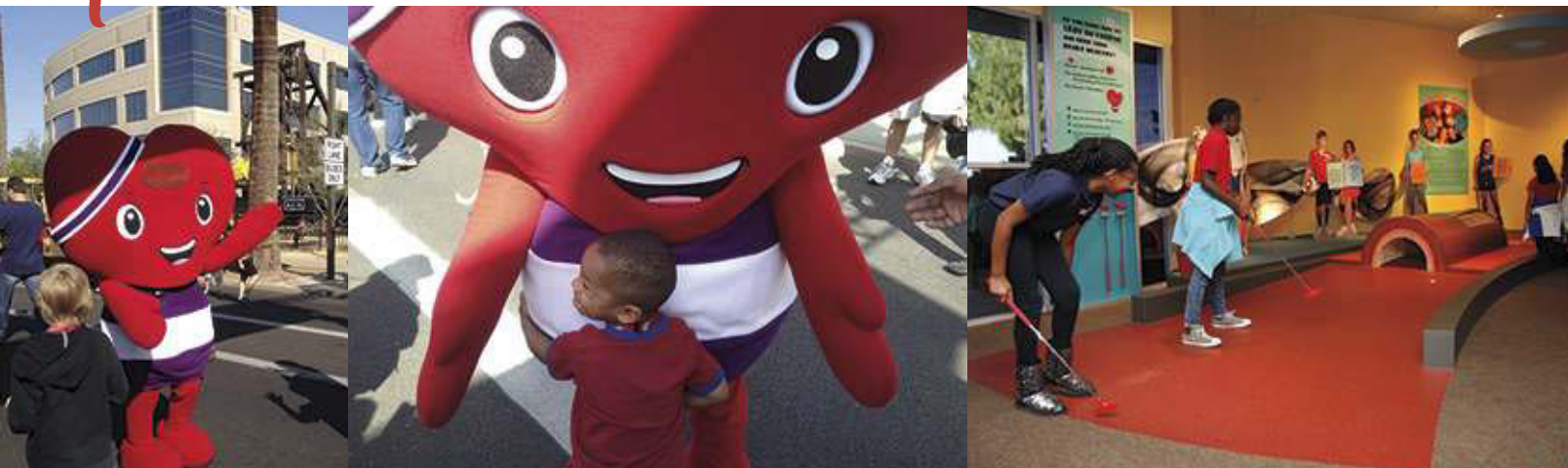
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THE MUSEUM HAS A HOST OF ACTIVITIES, EDUCATIONAL ART AND EIGHT MAJOR EXHIBIT AREAS, INCLUDING:

- **Follow Your Heart.** In this exhibit, kids learn all about the circulatory system, from arteries to veins to the heart itself, which is a muscle, an organ and a pump.
- **All Creatures Great and Small.** People are mammals like most animals, and all mammals have four-chambered hearts. In this exhibit, visitors learn amazing facts about how the human heart compares to the heart of some favorite animals.
- **The Beat Goes On.** Like any muscle, the heart needs exercise to keep it in shape. Students learn which exercises work best and then get to see how fast their heart can beat after jumping, running in place and doing jumping jacks.
- **Marketplace.** The human body only needs 60 grams of fat per day. In this hands-on exhibit kids learn how to read food labels and go shopping to select a healthy meal.
- **9-1-1 Theater.** In this area of the museum, visitors learn to recognize the signs of a heart attack and get a lesson in what to do if they see someone in distress.
- **Kitchen Café.** Healthy cooking is fun and easy. In the museum's commercial kitchen, children learn how to make heart-healthy meals that are tasty too.
- **Goldman Theater.** In this realistic 60-seat movie theater, kids can watch a movie that helps them understand how to make smart food choices and avoid outside influences like advertising and peer pressure.
- **Stay on Course.** In this exhibit, children learn about the dangers of tobacco and smoking and learn how smoking causes decreased blood flow through the arteries.

“Children learn and retain information when they discover and construct their own knowledge through hands-on, rich learning experiences,” Dr. Win added.

The Halle Heart Children's Museum is also a unique venue to host an event. The museum has plenty of low cost options for meetings, birthday parties, or receptions. The museum is truly stunning, and the colorful surroundings are the perfect backdrop for any type of event. It even offers a wide variety of audio-visual equipment including projectors, conference phones, wireless access and more. Catering options are available as well. In addition to its public hours, the museum hosts a wide variety of group tours by appointment. Groups of 15 or more can book a private tour by one of the museum's professional “heart guides.” These tours are ideal for school field trips, scout troops, moms or dads groups, and summer camps. In fact, school visits are free and in some cases even the cost of the bus is reimbursable. The Halle Heart Museum also offers memberships. Now, anyone can purchase a year-long membership and enjoy the many benefits of the exhibits and recurring classes. Favorite classes include Little Rhythms, a fun-filled interactive music class where you can bond with your child as you learn, sing, craft and play together and Toddler Test Kitchen, an age appropriate, hands-on cooking class designed to encourage healthy and helpful eating at an early age.

THE HALLE HEART CHILDREN'S MUSEUM IS LOCATED AT 2929 S 48TH ST, TEMPE, AZ 85282. FOR INFORMATION ON HOURS, CLASSES, SPECIAL EVENTS, GROUP TOURS OR TO MAKE A RESERVATION, CALL (602) 414-2800, EMAIL THE STAFF AT HHCM@HEART.ORG OR SUBMIT AN ONLINE FORM AT WWW.HHCM.ORG.

DEVICE AVAILABLE FOR TREATING VARICOSE VEINS

In 2016, the U.S. Food and Drug Administration (FDA) approved the VenaSeal closure system, which treats varicose veins of the legs. By injecting an adhesive agent through a catheter, the affected superficial veins are sealed, thereby giving patients another treatment option for this common condition. Since the device containing the VenaSeal closure system does not use heat application or cutting, the in-clinic procedure allows patients to quickly return to normal activities with less bruising.

"Cyanoacrylate adhesive is the newest of the FDA-approved procedures to close abnormal veins," said Nick Morrison, MD, FACPh, FACS, RPhS, co-founder of Morrison Vein Institute and the principal investigator during the FDA approval process. "The best thing about this procedure is that it is not necessary to inject local anesthesia along the entire vein, making it a much less uncomfortable treatment for the patient. Furthermore, it is not necessary to wear compression stockings following this procedure."

Data supporting the FDA approval included results from three clinical studies sponsored by the manufacturer. The U.S. clinical study assessed the safety and effectiveness of the VenaSeal closure system in 108 participants compared to radio-frequency ablation in 114 participants. The trials showed the device to be safe and effective for vein closure for the treatment of symptomatic superficial varicose veins of the legs.

Varicose veins are swollen veins that often cause leg aching, pain, a feeling of swelling—especially later in the day—and leg fatigue. Veins contain tiny valves that stop blood from flowing backwards. When those valves are damaged, blood can pool in the veins.

For more information about the VenaSeal closure system, contact Morrison Vein Institute at (480) 775-8460.

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HAVE VEIN
DISEASE

85% DON'T KNOW
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TURN

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GENDER AND HEART DISEASE

Every minute in the United States, someone's wife, mother, daughter, or sister dies from a form of heart disease. Although heart disease death rates among men have declined steadily during the last 25 years, rates among women have fallen significantly less. Why? A difference in symptoms between men and women may have something to do with it.



Men and women alike can experience the well-known heart attack symptoms like gripping chest pains and breaking out in a cold sweat. But women can also have more subtle, less recognizable symptoms such as pain or discomfort in the stomach, jaw, neck or back, nausea and shortness of breath. As a result, women are often unaware they're experiencing a heart attack. So what happens? Women blow off the warning signs, assuming something else is the problem. To add to the problem, women's healthcare providers may misdiagnose these symptoms, and the result is that women discover their heart disease when it's too late. Men, on the other hand, seem to benefit from more frequently participating in clinical trials, along with more aggressive diagnostic testing and treatment. Is it any wonder heart disease is the No. 1 killer of women?

Here are some staggering disparities:

- Women aged 45 and younger are more likely to die within a year of their first heart attack than men.
- Only 65% of women said the first thing they would do if they thought they were having a heart attack was to call 9-1-1.
- Men are 2 to 3 times more likely than women to receive an implantable defibrillator for the prevention of sudden cardiac death.

Previous studies and clinical trials have often been done with inadequate numbers of women in the study population, representing just 38 percent of subjects. In addition, three out of four of cardiovascular clinical trials do not report sex-specific results, making it difficult for researchers and clinicians to draw conclusions about their effects on women. Testing, treatment, awareness and symptoms aside, none of these factors explain the entire reason why heart disease affects men and women differently. A study reported in *Circulation: Journal of the American Heart Association* may offer a clue: researchers found that the size and pumping ability of the right side of the heart differs by gender. "The right ventricle pumps blood to the lungs to pick up oxygen, so all types of lung diseases—chronic obstructive pulmonary disease (COPD), pulmonary fibrosis, pulmonary hypertension, and sleep apnea—can affect the right side of the heart," said Greater Phoenix Board Member Martha Gulati. And guess what? The right ventricle is larger in men than in women. If it loses its pumping ability or becomes weaker, heart problems are likely to ensue. Also, the blood vessel walls of the very small arteries that branch out from the coronary arteries are more likely to be damaged in women as compared to men. Not to mention that doctors are still learning about the role hormones play in women's heart health. This has to change. Women must become fierce advocates of their own health. Ladies, it's time to shout louder. Go Red and make your voices heard so that no woman is left questioning or ignoring her heart health ever again.

JOIN THE MOVEMENT

The year's Go Red For Women Luncheon is scheduled Friday May 12th, at the Arizona Biltmore. Heart disease and stroke cause one in three deaths among women each year – more than all cancers combined. However, we can change that because 80 percent of all cardiac events may be prevented with education and lifestyle changes. Go Red For Women encourages women and their families to take action and live a healthier life, choosing to live young at heart. Let's get started. Let's unite. Together we are stronger and unstoppable.

FOR MORE INFORMATION VISIT, WWW.HEART.ORG.