

# C.S. Lewis & Co. Publicists

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Dear Editor/Producer,

Clinical studies show that common cardiac procedures—including angioplasties, stents, and bypass surgeries—*have not been proven effective for most cases of heart disease*, and are sometimes worse for the patient than if they hadn't been performed at all. So why are more than 1.5 million angioplasties and coronary bypass surgeries done annually in the United States alone?

In *The Great American Heart Hoax* (BenBella Books, 2008), esteemed cardiologist **MICHAEL OZNER, MD**, busts open the medical industry's dirty little secret behind why Americans squander close to \$60 billion a year on high-risk, expensive, and invasive procedures that neither save lives nor prevent heart attacks. In the process, he reveals groundbreaking truths about what *really* helps prevent, eradicate, and reverse heart disease—and which treatments aren't worth the money or risk.

*Here's the hoax:* The medical community knows most heart surgery performed today is obsolete and ineffectual because it's based on a decades-old model of atherosclerosis progression, which current vascular biology research directly contradicts. Yet most physicians haven't told their patients this, nor have they changed how they practice cardiac care.

Dr. Ozner offers a better, safer, and more effective approach to preventing and reversing heart disease—his famous 10-Step Prevention Program, which thousands of heart patients have used successfully over the past 25 years as a way to avoid heart surgery and live long, healthy lives.

A sought-after keynote speaker at medical conferences and at universities worldwide, Dr. Ozner has gained an international reputation for his pioneering work in preventive cardiology. He is also well-known for his previous top-selling title, *The Miami Mediterranean Diet*, and has an impressive media track record that includes features and mentions in virtually every major newspaper, including *The New York Times* and *The Washington Post*, as well as numerous national magazines, radio shows, TV news segments, and online news and health sites.

Dr. Ozner distinguishes himself by being one of the few physicians who has a deep knowledge and understanding of nutrition and lifestyle changes, which he has utilized along with mainstream cardiovascular medicine to prevent heart disease in individuals with risk factors for heart attack and stroke, as well as to successfully treat and reverse heart disease in patients who already are afflicted with cardiovascular disorders.

Thanks for your time, and please let me know if I can coordinate an interview.

Warm Regards,

Cathy Lewis

# An Ounce of (Low-Cost) Prevention Is Worth \$100,000 of Surgical Intervention

**Groundbreaking new book exposes the cardiology industry's dirty little secret.**

*The bad news:* Most heart surgery is unnecessary, and most surgical interventions are costly, risky, and ineffective because they don't address the underlying cause of heart disease. *The good news:* Heart disease is preventable and reversible, and the best clinically proven way to cure it is both safe and low cost.

The newest book by internationally acclaimed cardiologist **MICHAEL OZNER, MD**, *The Great American Heart Hoax* (BenBella Books, 2008), offers the first eye-opening look inside the cardiology industry's refusal to acknowledge that the current surgical treatments for heart disease aren't working.

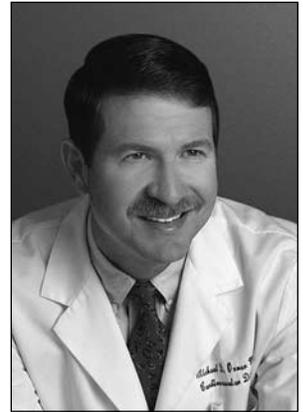
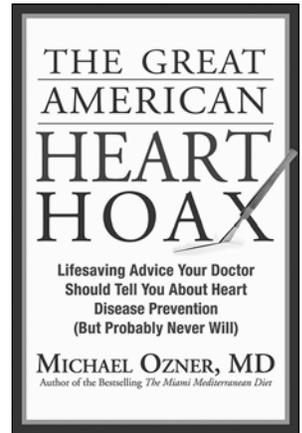
Citing numerous scientific studies on the high risk and low efficacy of bypass surgery and angioplasty—70 to 90 percent of which are unnecessary and don't prevent future heart attacks—Dr. Ozner shows readers why they should avoid these procedures. More important, he shows heart patients what to do instead.

Dr. Ozner has been practicing preventive cardiology for nearly three decades, and his noninvasive approach focusing on lifestyle changes such as diet, exercise, stress reduction, and the judicious use of medications has helped thousands of heart patients avoid surgery and live long, healthy lives.

He shows readers how to follow a delicious, inexpensive diet clinically proven to prevent and reverse heart disease, as well as promote weight loss in overweight and obese Americans who are desperately seeking a sensible dietary plan. Readers also learn:

- When heart surgery is warranted—and when to avoid it
- Side effects and dangers associated with heart surgery
- Pros and cons of heart medications
- Why diagnostic CAT scans and nuclear stress tests often do more harm than good
- Dr. Ozner's 10-Step Prevention Program—and tips on making it work for you

For heart patients as well as those wishing never to become a heart patient, this eye-opening book offers lifesaving advice your doctor should tell you about heart disease prevention—but probably never will.



Most heart disease patients are sold a bill of goods by a cardiology industry that has a vested interest in making sure that as many people as possible are treated with expensive surgical procedures, rather than with less costly lifestyle changes and/or medications.

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# About the Author

**MICHAEL OZNER, MD, FACC, FAHA**, is an award-winning, nationally renowned pioneer in the field of preventive cardiology; a sought-after keynote speaker; and a top-selling author whose new book is *The Great American Heart Hoax* (BenBella Books, 2008).

Dr. Ozner earned his medical degree from the University of Miami School of Medicine and pursued a Cardiology Fellowship from Stanford University/Santa Clara Valley Medical Center in California.

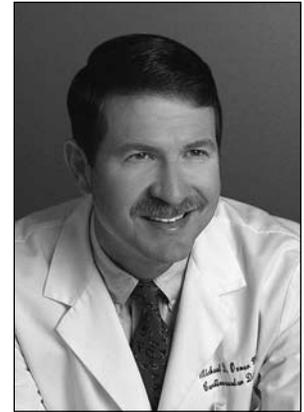
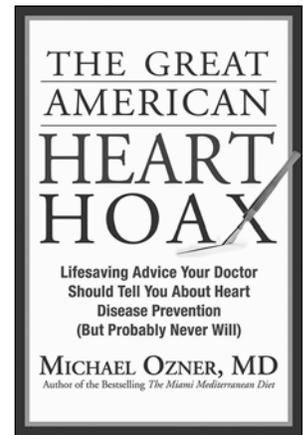
A board-certified cardiologist, Dr. Ozner is a Fellow of the American College of Cardiology and of the American Heart Association. He is medical director of Wellness and Prevention at Baptist Health South Florida, one of the leading health care facilities in America, and medical director of the Cardiovascular Prevention Institute of South Florida. Dr. Ozner is also past Chairman of the American Heart Association of Miami.

Dr. Ozner is a frequent presenter at prestigious medical conventions worldwide, and is symposium director of Cardiovascular Disease Prevention, an annual international meeting highlighting advances in the field of preventive cardiology.

He is a media pro who has appeared widely in every venue, including newspapers such as *The New York Times*, *Miami Herald*, and *The Washington Post*. He has been featured in magazines such as *Reader's Digest*, *Oxygen*, *First for Women*, *Men's Health*, *Energy Times*, *Bottom Line Health* and *Life Extension*, where he was on the May 2008 cover. And he has been interviewed on numerous national radio programs and regional television shows.

His previous titles include *Prevent Your First Heart Attack*, and *The Miami Mediterranean Diet: Lose Weight and Lower Your Risk of Heart Disease*, which has sold more than 100,000 copies.

Dr. Ozner is recipient of the 2008 American Heart Association Humanitarian Award, and has been recognized by the Consumer Council of America as one of the top physicians in America.



Heart disease is a metabolic disorder, and metabolic disorders require metabolic solutions—not surgical ones.

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# Segment Ideas / Interview Topics

## What Your Doctor Isn't Telling You about Heart Surgery

*Find out if you can avoid surgery—and what to do instead.*

According to Dr. Ozner and numerous recent studies, there are far too many invasive cardiovascular procedures performed in this country—and most of them are unnecessary, risky, and ineffective in halting heart disease. Learn:

- How most surgical procedures don't prevent future heart attacks or halt the progression of heart disease
- Why bypass surgery and angioplasty seldom work—and why we keep doing them anyway
- New studies on the risks versus benefits of heart surgery
- How to know if you can avoid heart surgery
- A 10-step program that replaces most invasive, costly heart surgeries

## Dr. Ozner's 10-Step Heart Disease Prevention Program

*Learn how to prevent and reverse heart disease—without surgery.*

Many peer-reviewed, clinical studies have found that people who follow a Mediterranean-style diet and lifestyle are up to 90 percent less likely to develop heart disease. Following a heart-healthy diet has also been shown to be a more effective treatment for heart disease than bypass or angioplasty in most cases. Dr. Ozner discusses other components of his 10-step program, including:

- The role of regular exercise in reversing heart disease
- Managing stress, the “forgotten risk factor” in heart disease
- How to gain control over blood pressure and cholesterol
- Best foods for reducing oxidative stress, avoiding chronic inflammation, and preventing metabolic syndrome
- How to avoid risky, expensive, and inaccurate diagnostic and screening tests that lead to more unnecessary surgical intervention—and what to do instead

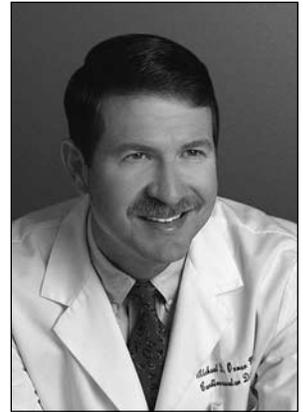
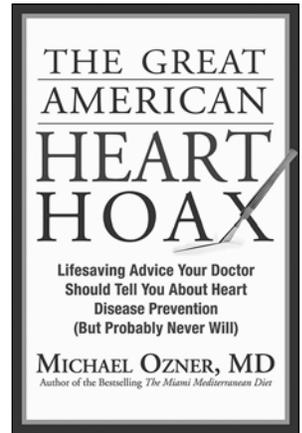
## High Fructose Corn Syrup: The New Trans-Fat

*Discover why this ubiquitous additive is bad for your heart.*

The average American consumes 73.5 pounds of high fructose corn syrup (HFCS) each year. Dr. Ozner says, like trans fats, HFCS is hazardous to your health. Learn:

- How HFCS increases triglyceride production—a major risk factor for heart disease
- How “carbonyls” found in HFCS damage tissues and cells
- New studies on the link between HFCS and obesity, diabetes, inflammatory conditions, and heart disease

—MORE—



### Did you know...?

Standard cholesterol tests identify only 40% of those at risk for cardiovascular disease (CVD). Request an “advanced lipid test” instead, which identifies 90% of those at risk for CVD.

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## Is Your Fat Trying to Control You?

*New studies find our “spare tire” may have a “mind of its own.”*

Did you know that abdominal fat cells are not just baggage, but have a “mind of their own”? Doctors now consider your “spare tire” to be the body’s biggest endocrine organ, influencing blood vessels, cancer and bone formation, and weakening the immune system. Dr. Ozner offers a proven way to reduce belly fat. Learn:

- How abdominal fat contributes to chronic low-grade inflammation, a precursor to heart disease
- The link between belly fat, diabetes, and heart attacks
- Eight ways belly fat is bad for your heart and health
- A diet that shrinks belly fat

## Natural Heart Medicines

*Some of the best treatments for heart disease are in your kitchen.*

Dr. Ozner has found that certain natural foods, spices, and supplements have been proven to not only reduce the risk of heart disease, but actually reverse it. He discusses:

- 10 foods that have been shown to reduce bad cholesterol and raise levels of good cholesterol
- Five nutritional supplements that benefit cardiovascular health in various ways
- Top antioxidant-containing fruits and vegetables—and how they help reduce oxidative stress
- How fiber helps the heart—and which foods have the most
- How to prevent heart disease with a knife and fork—instead of a scalpel or stent

## Tricks and Traps of Diagnosing Heart Disease

*Expert warns patients to avoid costly, risky, and inaccurate tests.*

If you want to check on your heart health and your doctor recommends a CAT scan, know that there are real risks associated with this and other commonly used diagnostic tests. Dr. Ozner offers startling and little-known facts about the way doctors diagnose heart disease, and discusses:

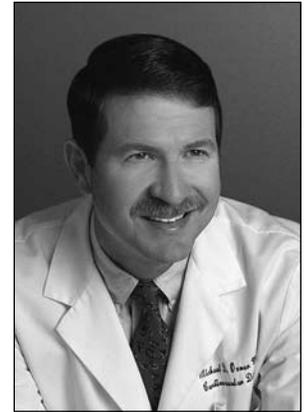
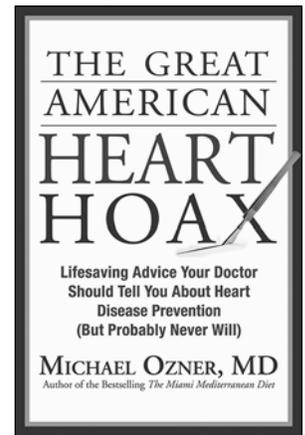
- Radiation exposure from CAT scans, and five other risks
- Why women are at higher risk for cancer from routine CAT scan screenings
- How economics factor into the overuse of CAT scans
- Four questions to ask your doctor who recommends a CAT scan
- The downside of nuclear stress testing
- Dr. Ozner’s guide to the best way to screen for heart disease

## Cat Scan Facts:

- More than 62 million CAT scans are being performed on patients each year, compared with just 3 million in 1980.
- With one or more CAT scans, it is possible to accrue the amount of radiation exposure experienced by survivors of Hiroshima and Nagasaki, who later succumbed to cancer.
- 1 of every 143 women scanned at age 20 will develop cancer, usually breast cancer.
- There is no scientific data to prove that screening CAT scans are medically necessary or worthwhile.

# Suggested Interview Questions

1. Why did you write *The Great American Heart Hoax*?
2. What is the “hoax”?
3. If cardiac surgery is unnecessary in 70 to 90 percent of cases, why is it still taking place?
4. What is your biggest complaint about heart surgeries?
5. In what medical circumstances would you recommend heart surgery?
6. You say much of the heart surgery being performed today is based on an obsolete model of heart disease. Briefly describe the old view of heart disease versus the new model, and why this matters.
7. Step by step, describe the chain of events that leads to heart disease and a heart attack.
8. What are the best diagnostic tests and other ways to find out if you have heart disease or are at risk for heart attack or sudden cardiac death?
9. Why do you oppose CAT scans and nuclear stress tests as ways to diagnose heart disease?
10. What’s the deal with cholesterol? Can you clear up the confusion between how much is too much, the difference between good and bad, and what the ideal levels are?
11. Are you against statins and other heart medications?
12. What is inflammation, and how does it affect heart health?
13. What are some of the leading dietary culprits behind heart disease?
14. What is the Mediterranean diet, and why is it better than the low-carb diets, South Beach, Scarsdale, Dean Ornish, low fat, and some of the others we hear about?
15. How do we know the Mediterranean diet lowers bad cholesterol and high blood pressure, reduces inflammation, and increases longevity?
16. Besides adopting the Mediterranean diet, what are some other components of your 10-Step Prevention Program?
17. What about personality factors? Do angry people have more heart problems?
18. Why does the US compare so unfavorably, in terms of heart health, with other countries?



## Heart Hoax Facts:

- 70–90% of all bypass surgeries and angioplasties are unnecessary.
- Approximately one third of angioplasties fail, requiring more and riskier intervention.
- Bypass patients are four times more likely to suffer strokes than those who do nothing.

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