

EMBARGOED UNTIL MIDNIGHT OCTOBER 27, 2003

Attention Health/Book Editors

The first guide to bypass surgery in Canada tells patients everything they need to know

New book on bypass surgery aimed at empowering patients

TORONTO, Oct 28, 2003 – A new book for patients on heart bypass surgery launches today at Canada's top meeting of cardiovascular experts.

So You're Having Heart Bypass Surgery – What Happens Next? is the first and ultimate guide to coronary artery bypass graft surgery in Canada. It is being officially launched today at the Canadian Cardiovascular Congress in Toronto.

So You're Having Heart Bypass Surgery – What Happens Next? tells Canadian patients everything they need to know about the procedure, step-by-step, from diagnosis to recovery in 170 pages. It is authored by Tracey Colella, an assistant professor of nursing at Laurentian University, Suzette Turner, a nursing instructor at Ryerson University and Seneca College in Toronto, and Dr. Bernard Goldman, a former Surgeon-in-Chief at Sunnybrook.

"Many patients go into major surgery not knowing what to expect," said Helen Byrt, president and CEO of publisher, SCRIPT Medical Press Inc. "They don't understand what's happening to them and often feel they're losing control of their lives. *So You're Having Heart Bypass Surgery* empowers patients to take back control and make choices they're happy with—and, ultimately, make a good recovery."

"Going there I was scared, very frightened," said patient Mel Isen, who was interviewed for the book. He had a number of useful tips for fellow patients, including the importance of cardiac rehabilitation: "The program at the rehab centre was fabulous, a real psychological boost."

So You're Having Heart Bypass Surgery–What Happens Next? is available online at www.whathappensnext.ca and in bookstores.

So You're Having Heart Bypass Surgery—What Happens Next? is the second book in the *What Happens Next? Surgery Guide Series*, published by SCRIPT Medical Press Inc. *Bypass* was produced with the support of an educational grant from Pfizer Canada, a pharmaceutical company.

“We went the sponsorship route because it allowed us to do the best job possible in this challenging book publishing climate,” said Helen Byrt. “Pfizer was totally supportive of the concept.”

Launch Details:

10:30-11:30am, Tuesday October 28, 2003

**Pfizer booth, main exhibition hall, Canadian Cardiovascular Congress,
Metro Toronto Convention Centre, South Building (Bremner Blvd.),
Toronto.**

For more information, including sample copies or bypass surgery artwork:

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www.whathappensnext.ca