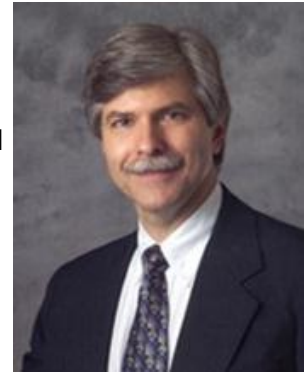


October: Get Smart About Fainting

Millions of people have experienced a fainting episode at some point in their lives, but few truly grasp the serious health risks that can often be associated with fainting. That's why I'm here: to help shed light on common causes of fainting and help those affected find answers through an educational campaign called Take Fainting to Heart – a campaign to help bring awareness to this important issue.

As part of the campaign, you can submit your questions to our panel of expert physicians who are all dedicated to helping you find answers, relief and an improved quality-of-life.



What is fainting anyway, and what causes it?

Syncope (sin-co-pee), which is the medical term for fainting, is a brief loss of consciousness caused by a sudden lack of blood supply to the brain. It is a temporary condition that may be associated with a drop in blood pressure, a reduction in heart rate or changes in blood volume. Up to 40 percent of the population will faint at some point in their life, and often it is the result of an underlying medical condition that could be related to a person's heart, nervous system or blood flow to the brain. Unfortunately, the link between fainting and heart health is often overlooked.

Fainting: Are You Making an Important Link to Heart Health?

As part of the initiative, STARS and Medtronic commissioned a national survey, which found while that 76 percent of Americans have fainted themselves or know someone who has fainted, half of respondents are unaware that fainting can be a warning sign of a life-threatening heart condition. Check out other key findings from the survey.

Sincerely,
Dr. Nicholas G. Tullo