

Date: May 28, 2008
Topic: ECCU Special Session: **INVITATION**
From: **Special Task Force for Reshaping the System of Survival for SCA**
Benjamin Abella, Allan Braslow, Robert Brennan, Vinay M. Nadkarni,
Frank Poliafico, John Pourdehnad, and Larry M. Starr

Dear _____

Please join us at the ECCU Conference, Las Vegas, on **Friday June 13, at 5:15 pm in Room Platinum/Gold/Silver** for a new special session:

Reshaping the System of Survival for SCA

The Questions

Why after 40 years of enormous energy and resources is the Sudden Cardiac Arrest (SCA) survival rate low, very low—too low? Are we doing the “right” things?

The Pathway

Perhaps we could benefit from a new mindset in which we re-think and re-design how we prepare for and respond to SCA. Perhaps applying system and design thinking strategies from disciplines including management and behavioral science can be a creative and worthwhile pathway to address SCA challenges.

The Community

We believe that this complex problem requires a new framework in which we engage all the stakeholders **many of whom have never previously been asked to become involved**. We are asking **YOU** – the thought-leaders, instructors, EMS providers, researchers, scholars, suppliers, manufacturers, community members, and survivors - to help design, develop, and test a new approach – not a revision or update of current clinical protocols – which we hope will save more lives.

We Need YOUR Help

Will you join us Friday afternoon for a **Lively Presentation and Discussion** to help us reshape the future?

RSVP by Thursday June 12, 2008 to

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