



MEDICAL NEWS

CONROE REGIONAL MEDICAL CENTER

FOR IMMEDIATE RELEASE:

Media Contact: Michele Guthrie

936-539-7698

281-635-2845(cell)

Michele.Guthrie@HCAhealthcare.com

Debra Burbridge

713-852-1506

281-630-6070(cell)

Debra.Burbridge@HCAhealthcare.com

HCA Affiliated Conroe Regional Medical Center Kicks off Montgomery County's *Live. Love. Learn. Red.* Campaign

Conroe, Texas, August 17, 2009—HCA affiliated Conroe Regional Medical Center (CRMC) kicks-off a three-year partnership with the American Heart Association (AHA) sponsoring all three Montgomery County AHA Campaigns including the *Go Red for Women Luncheon*, *Start! Heart Walk*, and *Heart Ball*. The initiatives encourage Montgomery County to take charge of its heart-health.

“This partnership is a perfect fit for us,” explained Jerry Nash, CEO of CRMC. “CRMC has a commitment to the hearts of our community and through education and early treatment; we can help families live longer, stronger lives.”

CRMC's commitment includes a Heart & Vascular Institute that is rated “Best in Region” and has one of the top ten ranked cardiac programs in Texas. Award-winning cardiovascular and thoracic surgeons perform more than 7,000 cardiovascular procedures in Montgomery County and surrounding areas each year. The Heart and Vascular Institute is also home to specialists who provide state-of-the art diagnosis and interventional care.

Efforts by the AHA and programs like those at the Heart and Vascular Institute help save the lives of nearly 250,000 mothers, daughters, fathers and sons each year by reducing heart disease and stroke. Thanks to the *Go Red for Women* campaign, 54 percent of women are now aware that heart disease kills more people than any other illness. That number is up from 2003 when a poll taken by the AHA showed that only 13 percent of women were aware of the devastating effects of heart disease.

--more--

“We are excited about the partnership with AHA and the opportunities to provide women in our community with the tools to ‘Live.’, ‘Love.’, ‘Learn.’ Red,” said Sharla Shumaker, RN, MS, CCRN, Director of CRMC’s Heart and Vascular Institute and Emergency Medicine Services. “Each of these three words will be the theme of unique celebrations and educational opportunities such as health fairs, a family heart fair, non-invasive cardiovascular screenings, the *Start! Heart Walk, Go Red for Women Luncheon*, and the *Heart Ball*.”

Please join CRMC CEO Jerry Nash and distinguished guests including: Congressman Kevin Brady, CRMC’s Board of Trustees, Montgomery County Commissioners, members of the Montgomery County Chamber of Commerce, and other honored business and community leaders for a reception to launch *Live. Love. Learn. Red*.

WHERE:

Conroe Regional Medical Center
Heart & Vascular Institute Lobby
504 Medical Center Blvd.
Conroe, TX 77304

WHEN:

Wednesday, August 26, 2009
5:00 pm-6:00pm

About Conroe Regional Medical Center

Conroe Regional Medical Center is a 322-bed tertiary acute care hospital that has been serving the community for more than 70 years. It provides a 24-hour emergency care center, Level III neonatal intensive care, critical care and cardiac care services recognized as one of the top ten programs in Texas by HealthGrades™. The hospital also has a recognized cancer center, women’s services, physical therapy, radiology, hyperbaric medicine diagnostic/imaging services and wound care facilities. For more information on Conroe Regional’s programs and services call 936-539-1111 or go to www.conroeregional.com

About HCA Gulf Coast Division

HCA Gulf Coast Division is a comprehensive network of hospitals, outpatient surgery centers, emergency centers, cancer centers and diagnostic imaging facilities. It offers a complete continuum of specialized health programs and services that meet the needs of Greater Houston and South Texas residents and businesses. HCA affiliated facilities in the Gulf Coast Division include 12 hospitals, 6 ambulatory surgery centers, 4 free standing emergency centers, 5 imaging centers, 5 cancer care programs and a Regional Transfer Center. The Regional Transfer Center provides ground and air patient transportation to and from any HCA Houston Affiliated Hospital and any other healthcare facilities.