

The screenshot shows a web browser window with the address bar displaying <http://www.whatsnewinpharma.com/Pages/PRdetail.aspx?articleId=21070>. The website header includes the logo 'WHAT'S NEW IN PHARMA' and the URL 'www.whatsnewinpharma.com'. A navigation menu contains 'Home', 'My Zone', 'Contributors', and 'About & Contact'. Below the header is a search bar with the text 'THE DEFINITIVE ARTICLE SEARCH FOR THE GLOBAL PHARMACEUTICALS MARKET | Search: ENTER KEYWORD' and a 'GO Advanced Search' button. A 'Back to Article Search' link is also present. The main content area features a call-to-action box with a thumbs-up icon and text: 'Easy to access and navigate - and FREE of charge - www.whatsnewinpharma.com is the fastest, most effective way to source new pharmaceutical product information and the latest industry news! Many benefits for users! Click here to register now!'. The article title is 'REVOLUTIONARY NEW CENTRE TRANSFORMS THE DIAGNOSIS OF HEART DISEASE' by 'British Cardiac Research Trust (BCRT)' dated '14/04/2008'. The article text begins with: '"Coronary Artery Disease can be Silent, Like a Volcano Lying Dormant. Now we are Able to Accurately Predict a Coronary Eruption."' and continues with: 'World renowned cardiologist and Medical Director of The British Cardiac Research Trust (BCRT), Professor Avijit Lahiri, today announced the launch of a new Clinical Imaging and Research Centre (CIRC) at The Wellington Hospital which is set potentially to transform the diagnosis of heart disease. The Centre combines the expertise of a world-leading cardiologist, with a scanning service that can successfully and accurately diagnose up to 99 percent of all cases of coronary artery disease (CAD), including those in the benign stage. The launch of this centre means that patients will have a greatly increased chance of avoiding a heart attack, and death, with more accurate and earlier diagnoses leading to appropriate treatment.' A sidebar on the right contains a 'View contact details' button with a telephone icon. The browser's taskbar at the bottom shows several open applications and the system clock at 14:54.



REVOLUTIONARY NEW CENTRE TRANSFORMS THE DIAGNOSIS OF HEART DISEASE

"Coronary Artery Disease can be Silent, Like a Volcano Lying Dormant. Now we are Able to Accurately Predict a Coronary Eruption."

World renowned cardiologist and Medical Director of The British Cardiac Research Trust (BCRT), Professor Avijit Lahiri, today announced the launch of a new Clinical Imaging and Research Centre (CIRC) at The Wellington Hospital which is set potentially to transform the diagnosis of heart disease. The Centre combines the expertise of a world-leading cardiologist, with a scanning service that can successfully and accurately diagnose up to 99 percent of all cases of coronary artery disease (CAD), including those in the benign stage. The launch of this centre means that patients will have a greatly increased chance of avoiding a heart attack, and death, with more accurate and earlier diagnoses leading to appropriate treatment.

"The Centre can potentially save thousands of lives. Coronary Artery Disease - the silent killer - is a volcano lying dormant and waiting to erupt; it is the most common cause of death in the UK, killing one in five men and one in six women annually," commented Professor Lahiri. "By diagnosing and treating heart disease in the early benign stages, we can reduce these figures and transform the prognosis of this disease. I am excited with the potential of this unit and believe it provides an unparalleled service in Europe."

The CIRC uses the latest and most sophisticated Dual-Source & Dual-Energy CT scanner, by Siemens. As well as producing images of greater resolution and accuracy, it is a significant improvement on traditional methods:

- It is more cost-effective
- It is non-invasive
- It is quicker (taking less than 15 minutes)
- It is painless.

Ongoing Research in collaboration with the NHS

Professor Lahiri is working closely with the NHS to further explore the potential of this service: the RADICAL trial is already underway and will involve the study of 800 patients presenting to three NHS 'chest pain' clinics. It will involve Barnet General, Chase Farm Hospital and the Royal Free Hospital, evaluating the diagnostic benefits of using Dual-Source & Dual-Energy CT angiography compared with nuclear imaging (myocardial perfusion imaging) and coronary artery calcium imaging versus standard NHS investigation (including angiography).

Lord Bilimoria, Trustee of the BCRT comments, "Professor Lahiri's ongoing research, supported by the NHS, shows us the real benefits that this new scanning technology can provide to patients with heart disease. I believe that the work being undertaken at the Clinical Imaging and Research Centre could potentially help to prevent the onset of heart attacks in millions of patients in the UK by detecting CAD in its earliest stages."